

Simmons

1984 STUDY OF MEDIA & MARKETS

Soup, Meat, Fish, Poultry, Condiments & Dressings

Barbecue & Seasoning

Sauces

Bouillon

Canned Ham

Canned Meat Products

Canned Soup

Canned Tuna

Catsup

Coating & Stuffing Products

Cold Cuts

Cooking Spray

Corn Syrup

Dry Soup/Lunch Mix

Frankfurters

Frozen Dinners &
Courses

Honey & Fructose

Mayonnaise

Mustard

Pancake & Table Syrup

Pork Sausage

Salad & Cooking Oil

Salad Dressings

Sugar

Tenderizers

UNIVERSITY OF ILLINOIS AT

CHICAGO

91 SO. MORGAN

CHICAGO, IL 60607

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Simmons Market Research Bureau, Inc.

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THE 1984 STUDY OF MEDIA AND MARKETS

The 1984 Study of Media and Markets is based on a total of 19,110 adults and is projectable to the population age 18 years and over living in the coterminous 48 states of the United States. The interview period extended from August 29, 1983 through July 6, 1984.

The complete details of the design and conduct of the Study are published in a separately bound Technical Guide. The Study findings, which also will be available on computer tape, will be published in 43 separate report volumes over the period between August 1984 and February 1985.

1984 SMRB Study Procedures

The total data collection workload, which is the basis for the contents of the report volumes, is apportioned in a modular fashion over several administratively feasible interview units as follows:

- Publications and demographic questionings are distributed over two separate personal interviews.
- Product data are obtained from a separate, self-administered questionnaire, placed at the time of the initial interview and recovered by the interviewer at the time of the second interview.
- TV viewing data are derived from a separate diary kept for two consecutive weeks, in which the respondent records his own in-home viewing only. These diaries are mailed to a sub-sample of respondents participating in the 1984 Study of Media and Markets.
- Radio listening data are also derived from a sub-sample of participants in the 1984 Study of Media and Markets. Listening for a single weekday is obtained in the second personal interview; information for an additional weekday is collected from a telephone interview or, for respondents without phone numbers, from a two-weekday diary.

Volumes included in 1984 SMRB Study

The volumes included in the Media series are as follows:

M-1	Publications: Total Audiences
M-2	Publications: In-Home Audiences
M-3	Publications: Reach And Frequency/Mean Reading Days
M-4	Publications: Duplication Of Audiences
M-5	Multi-Media Audiences: Adults
M-6	Multi-Media Audiences: Males
M-7	Multi-Media Audiences: Females
M-8	Multi-Media Audiences: Female Homemakers
M-9	Multi-Media Audiences: Professionals And Managers
M-10	Multi-Media Audiences: Mothers
M-11	Broadcast And Outdoor: Reach And Frequency
M-12	Television: Attentiveness And Special Events
M-13	Multi-Media Audiences: Media Imperatives

The following volumes are included in the Product series:

P-1	Automobiles
P-2	Cycles, Trucks, Vans & Tires
P-3	Automotive Products & Services
P-4	Travel
P-5	Banking, Investments, Memberships, Public Activities & Contributions
P-6	Insurance & Credit Cards
P-7	Books, Records, Tapes, Stereo & TV
P-8	Appliances, Sewing & Garden Care
P-9	Home Furnishings & Home Improvements
P-10	Sports & Leisure
P-11	Restaurants, Stores & Grocery Shopping
P-12	At Home Shopping, Yellow Pages, Florists & Telegrams
P-13	Jewelry, Watches, Luggage, Binoculars, Pens & Pencils & Men's Apparel
P-14	Women's Apparel
P-15	Tobacco Products & Photography
P-16	Distilled Spirits & Mixes
P-17	Malt Beverages & Wine
P-18	Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water
P-19	Dairy Products, Spreads, Cookies, Desserts & Baking & Bread Products
P-20	Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables
P-21	Soup, Meat, Fish, Poultry, Condiments & Dressings
P-22	Chewing Gum, Candy & Snacks
P-23	Soap, Laundry & Paper Products & Kitchen Wraps
P-24	Household Cleaners, Room Deodorizers & Pet Foods
P-25	Health Care Products & Remedies
P-26	Oral Hygiene Products, Skin Care & Deodorants
P-27	Hair Care & Shaving Products
P-28	Women's Beauty Aids, Cosmetics & Personal Products
P-29	Games & Toys, Children's & Babies' Apparel & Specialty Products
P-30	Relative Volume of Consumption

REPORT FORMAT AND STANDARDS

The standard format used in this report presents a four item data set:

A	B	C	D
	%	Across	
'000	Down	%	INDX

"A" is the projected number of people, in thousands, in the cell defined by the heading and stub for the column and row concerned.

"B" is the result of percentaging this number "down" using the group defined by the heading as the base. For demographic stub items, this gives PROFILE. For media stub items, this gives COVERAGE or RATING.

"C" is the result of percentaging this number "across" using the group defined by the stub as the base. For demographic stub items, this gives PENETRATION. For media stub items, this gives COMPOSITION.

"D" is an index of selectivity calculated by dividing C (Across %) by the across percent for the universe concerned (adults, males, females, etc.). Example: an index of 120 indicates that the group defined by the stub is 20% more likely to be in the group defined by the heading than is the total universe. +++ is the symbol used when the calculation yields a four-digit index.

Asterisk Pattern

* Projections that are relatively unstable are denoted by an asterisk and should be used with considerable caution.

In all of the SMRB reports, projections so designated resulted from not less than thirty-one nor more than sixty actual interviews. The size of the projections bearing an asterisk may vary widely, depending upon the distribution of the projected interviews among the income strata.

For media audiences, interview counts are derived as follows:

Print Media: Addition of the Phase I and Phase II interviews. (For magazine groups (GROSS), net readers on Phase I and net readers on Phase II are added.)

Radio: Addition of the net audience on weekday 1 and the net audience on weekday 2.

Television: Addition of the net audience on week 1 and the net audience on week 2.

**Double asterisks have been used in all of the SMRB reports to designate projections resulting from thirty or fewer interviews. These projections are not sufficiently reliable to be used safely alone and have been included for consistency only, to permit the combination of such break-downs into larger groups without loss of information. Under no circumstances should they be used in any other way.

Rounding

All projections are rounded to the nearest thousand. Because the projections have been independently rounded, some totals will not correspond to the sum of the breaks shown in the table. However, the discrepancies should not exceed an integer equal to one-half the number of detail breaks. This rounding factor can also exist between tables; that is, comparable male and female audiences will sum to the published total adult audience plus or minus the rounding factor.

Reliability of Results

Each estimate in this volume and all other SMRB reports is subject to sampling tolerances. A table specifying the tolerances for major audiences and a method for estimating these tolerances for all other data published in the reports is provided in the 1984 SMRB Technical Guide. The Technical Guide also enumerates unweighted base counts for all the publications and major demographic groups reported.

Weight Watchers

Weight Watchers was not included in the 1984 Study until January, 1984. Approximately one-third of the interviewing had already been completed. As a result, the audience ratings for this magazine are based upon the coverage estimates (ratings) obtained from the last two-thirds of the sample. Readership was ascribed to the first-third of the sample to reflect these ratings.

Decision Maker

The opportunity to determine who participates in the decision making process is provided for selected products or services via a question such as "Who decides which brand you use?" Summary pages, and in some cases, report tables incorporate these decision maker questions.

In volumes P-1 (Automobiles) and P-2 (Cycles, Trucks, Vans & Tires), some tables are presented on the basis of adult decision makers, male decision makers, female decision makers. The numbers on these tables are projected from respondents who participated in the decision making process as evidenced by their response of "yourself." Percentages are calculated on the total population.

Summary Pages

The foundations for all data appearing with a P series report are shown on the summary pages. Each question as it appears in the Product Information Booklet together with response selections are itemized in terms of population projections and percentages and unweighted counts. To fully understand the base of the tables being reported, and consequently to interpret the data correctly, it is advisable to refer to the summary page for the exact wording of questions. This suggestion will be particularly useful when using tables that derive from a household measurement. For example, a summary page incorporates the question: "Do you or other members of your household own any of the following...?" On a report page for adult males the ownership of one of the items is covered. The figure for the item owned should be interpreted as: the number of males who live in a household in which a household member owns the item.

Figures in "Net" columns are derived from an unduplicated count of respondents for the specific answer category. For example, if a business trip was taken on the last, second last and third last trips, the respondent is credited in each trip category for business reasons but counted only once on the net line for business. An exception to this procedure is in the presentation of "Do Not Know." "Do Not Know" in the net column is credited only when it is the sole answer across all the choices. Again using travel as an illustration, if the last trip was for vacation and no reason was given for the second last trip, the respondent would be counted on the net line for "vacation" and excluded from the net line for "do not know."

A single asterisk (*) may appear in the percentage column. It is used when the projected population is less than 0.05 percent.

Heavy, medium and light users are defined on the summary page. Frequencies that comprise each group are identified by an H, M or L.

When presented on a report table, the users that constitute each frequency group are identified as heavy users, medium users, or light users if three frequency distributions are created, or heavy users vs. light users if two frequency classifications are shown. The percentages on these tables relate to the population described on the table.

Percent Of Users And Usage

Percent users and percent usage for heavy, medium and light usage categories appear, where applicable, on independent tables following the tables in the body of the report. The manner in which the calculations on these tables are made is described below.

Percent of consumption is calculated by assigning weights to each use category for the product or service being reported. The number of users is then multiplied by the assigned weight to derive the weighted consumption. The weighted consumption is summed and the resulting total is the base (100%) for the computation.

An example of a hypothetical product category follows:

<u>Number Used in Household in Last 7 Days</u>	<u>H/M/L Designations</u>	<u>Assigned Weight</u>	X	<u>Product Users ('000)</u>	=	<u>Weighted Consumption ('000)</u>
10 or more	H	10.0		5309		53090.0
8-9	H	8.5		4341		36898.5
6-7	M	6.5		5078		33007.0
5	M	5.0		3941		19705.0
4	L	4.0		5172		20688.0
3	L	3.0		1556		4668.0
2	L	2.0		2691		5382.0
1 or less	L	0.5		329		164.5
NONE	L	0		19		0
						<u>173603.0</u>

The percent of consumption for this illustration will be:

Heavy Users	51.8%
Medium Users	30.4
Light Users	<u>17.8</u>
	100.0%

This same procedure is used to define percent of consumption for any type of consumption such as number used and frequency of use.

STANDARD REPORT STUB

The standard report stub, appearing in this volume, covers the following major areas:

Demographics
Quintiles/Terciles of Media Exposure
Media Imperatives®
Publication Audiences
Outdoor Advertising Audiences
Radio Audiences
Television Audiences
Cable Television

DEMOGRAPHICS

Definitions of the following demographic terms, used in the reports, are provided in the Technical Guide:

Area of Dominant Influence	Industry
Census Regions	Locality Type
County Size	Marketing Regions
Education	Occupation*
Employed Mothers	Parents
Female Homemakers	Professionals and Managers*
Household	Race
Household Head	Residence Ownership
Index of Social Position	Spanish-Speaking

*In revising occupational classifications for the 1980 Census, the Bureau of Census made certain changes in the broadest groupings. In line with these changes, the 1984 SMM groups Technicians with Clerical/Sales. In 1983 it was grouped with Professionals. Professionals and Managers excludes Technicians in the 1984 SMM whereas it included them in 1983. The group "Craftsman/Foreman" has been renamed "Precision/Craft" in the 1984 SMM.

QUINTILES/TERCILES OF MEDIA EXPOSURE

Quintile/tercile groups for nine media types - magazines, newspapers, outdoor, drive time radio, mid-day radio, total radio, prime time television, daytime television and total television - are reported. In addition, quintiles for fringe (early & late) television are shown in volumes M-5 through M-10.

In the report, quintiles are designated as 1 through 5 with quintile 1 being the highest group and quintile 5 being the lowest group. Terciles are shown as tercile 1 through 3 with tercile 1 being the highest group and tercile 3 being the lowest group.

Quintiles and terciles are defined separately for males and females using the weighted data for the 19,110 respondents. Once a given respondent is assigned to a specific quintile or tercile, his membership in that quintile or tercile is maintained regardless of the demographic group being reported: a female belonging to quintile 5 (lowest) will remain in that quintile regardless of whether she is reported as a mother, female homemaker, professional or manager, or an adult. Therefore, for bases other than males and females, the size of a given quintile need not approach 20%.

Definitions for the quintile and tercile groups follow:

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>MAGAZINES</u>	Based on number of 108 publications studied and reported.				
Men	8 or More	5-7	3-4	1-2	None
Women	10 or More	6-9	4-5	2-3	0-1
<u>NEWSPAPERS</u>	Based on number of weekday newspapers read in the two days studied and weekend/Sunday newspapers read in the two weeks studied.				
Men	5 or More	4	3	2	0-1
Women	5 or More	4	3	1-2	None
<u>OUTDOOR ADVERTISING</u>	Based on the estimated frequency of exposure to a 100 showing for 30 days.				
Men	42 or More	21-41	10-20	3-9	0-2
Women	42 or More	21-41	10-20	3-9	0-2
<u>RADIO</u>	Groupings are defined in terms of the number of quarter hours listened to on two weekdays.				
<u>Drive Time</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 6am to 10am and 3pm to 7pm.				
Men	22 or More	13-21	8-12	3-7	0-2
Women	22 or More	13-21	7-12	1-6	None

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>RADIO (Cont'd)</u>					
<u>Mid Day</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 10am to 3pm.				
Men	12 or More		1-11		None
Women	13 or More		1-12		None
<u>All Day</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday.				
Men	44 or More	24-43	13-23	6-12	0-5
Women	42 or More	23-41	12-22	4-11	0-3
<u>TELEVISION</u>					
	Groupings are defined in terms of the number of half hours viewed in two weeks.				
<u>Prime Time</u>	Based on number of half hours viewed in two weeks Sunday 7 pm to 11 pm and Monday through Saturday 8 pm to 11 pm.				
Men	54 or More	38-53	26-37	14-25	0-13
Women	58 or More	43-57	30-42	16-29	0-15
<u>Daytime</u>	Based on number of half hours viewed in two weeks Monday through Friday, 10 am to 4:30 pm.				
Men	12 or More		1-11		None
Women	27 or More		2-26		0-1
<u>Fringe Time (Early And Late)</u>	Based on number of half hours viewed in two weeks Monday through Friday, 4:30 pm to 7:30 pm and 11 pm to 1 am.				
Men	34 or More	22-33	14-21	6-13	0-5
Women	37 or More	25-36	14-24	6-13	0-5
<u>All Day</u>	Based on number of half hours viewed in two weeks Monday through Sunday, 8 am to 2 am.				
Men	128 or More	87-127	61-86	36-60	0-35
Women	159 or More	111-158	77-110	42-76	0-41

MEDIA IMPERATIVES®

The concept of Media Imperatives® was introduced at the 21st Annual Conference of the Advertising Research Foundation in November 1975 as a way of classifying consumers according to their magazine reading and television viewing behavior.

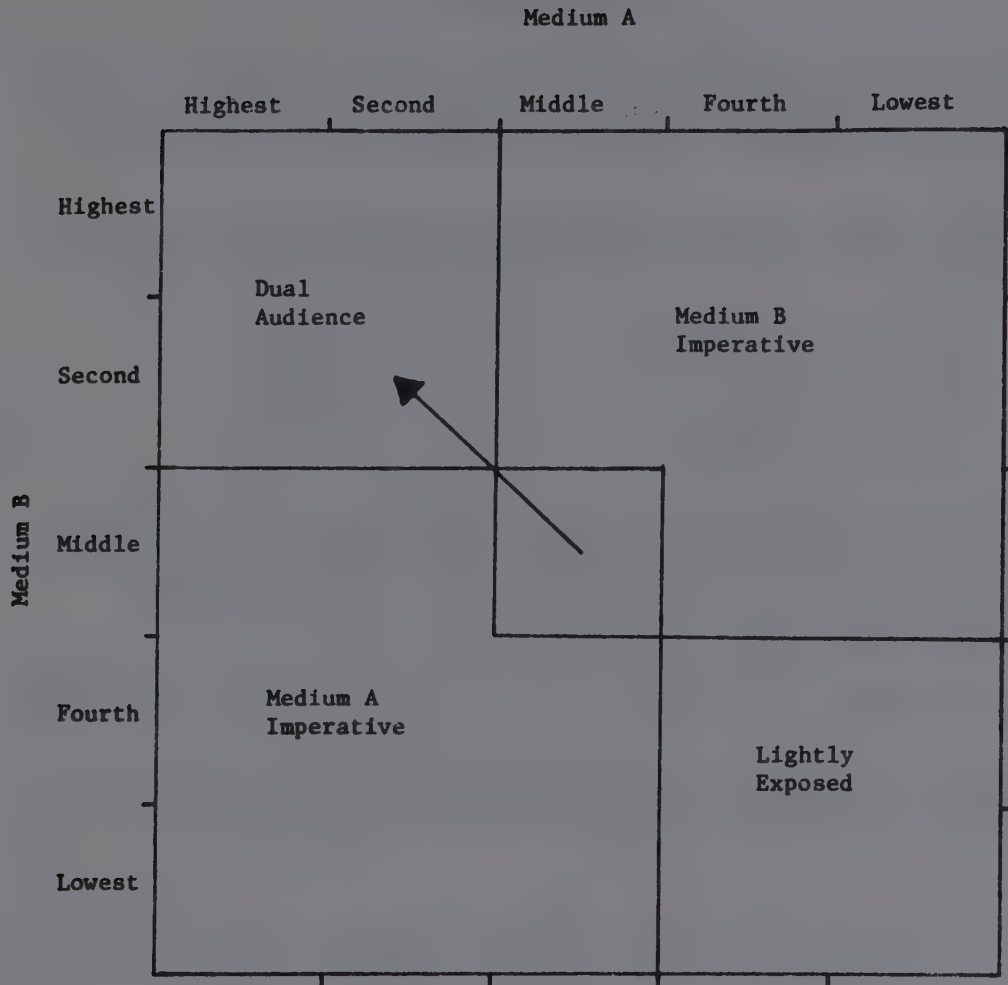
An extension of this concept is appropriate for analyzing exposure to other media. Consequently, the pairing of the five media into the following segments has been made:

Magazines - Newspapers	Newspapers - Radio
Magazines - Outdoor	Newspapers - Television
Magazines - Radio	Outdoor - Radio
Magazines - Television	Outdoor - Television
Newspapers - Outdoor	Radio - Television

Respondents were segmented (as shown above) into quintiles for magazines, newspapers, total television, total radio and 100 showing - 30 day outdoor to create approximately equal size groups. These segments were cross-tabulated for each of the paired media noted above and four mutually exclusive groups resulted -- an Imperative group for each of the paired media, a Dual Audience group and a Lightly Exposed group.

As in the 1983 study, the intersection of the middle groups is assigned to Dual Audience.

A diagrammatic representation and pairing definitions follow: (Each of the ten media pairings has been diagrammed with definitions in the Technical Guide.)



MAGAZINES - NEWSPAPERS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>NEWSPAPER IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Newspaper	2 or less	3	3 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Newspaper	2 or less	3	3 or more	

MAGAZINES - OUTDOOR (100 SHOWING)

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Outdoor	9 or less	10 - 20	10 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Outdoor	9 or less	10 - 20	10 or more	

MAGAZINES - ALL DAY RADIO QUARTER HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Radio	11 or less	12 - 22	12 or more	

MAGAZINES - ALL DAY TV HALF HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Television	76 or less	77 - 110	77 or more	

NEWSPAPERS - OUTDOOR (100 SHOWING)

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

Females

Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

NEWSPAPERS - ALL DAY RADIO QUARTER HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	13 - 23	24 or more	24 or more	12 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	12 or less	13 - 23	13 - 23	

Females

Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	12 - 22	23 or more	23 or more	11 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	11 or less	12 - 22	12 - 22	

NEWSPAPERS - ALL DAY TV HALF HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	61 - 86	87 or more	87 or more	60 or less
or				
Newspaper	3 or more	3	2 or less	
Television	60 or less	61 - 86	61 - 86	

<u>Females</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	77 - 110	111 or more	111 or more	76 or less
or				
Newspaper	3 or more	3	2 or less	
Television	76 or less	77 - 110	77 - 110	

OUTDOOR (100 SHOWING) - ALL DAY RADIO QUARTER HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	11 or less	12 - 22	12 or more	

OUTDOOR (100 SHOWING) - ALL DAY TV HALF HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	60 or less	61 - 86	61 or more	

Females

Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	76 or less	77 - 110	77 or more	

ALL DAY RADIO QUARTER HOURS - ALL DAY TV HALF HOURS

	<u>RADIO IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Radio	24 or more	24 or more	13 - 23	12 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Radio	13 - 23	13 - 23	12 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Radio	23 or more	23 or more	12 - 22	11 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Radio	12 - 22	12 - 22	11 or less	
Television	76 or less	77 - 110	77 or more	

PUBLICATION AUDIENCES

A detailed explanation of the questioning procedures and audience definitions used for various types of publications appears in the Technical Guide.

Magazines and weekly newspapers were measured by the "through-the-book" editorial interest method. The New York Times Daily Edition, Wall Street Journal, USA Today, and daily newspapers were measured by the "read yesterday" method. Sunday/weekend newspapers were measured by the "read last Saturday or since last Saturday" procedure. The audiences for Family Weekly, the Los Angeles Times HOME Magazine, The New York Times Magazine, Parade Magazine, and the National Sunday Magazine Package are defined through readership of the Sunday/weekend carrier newspapers, which are listed in the Technical Guide. Recipients of Blair Inserts are defined through readership of the Sunday/weekend newspapers included in the Blair group, which are also listed in the Technical Guide.

Magazine Groups

The reports include audience estimates for eleven different magazine groups. For each of these groups, gross audience estimates are printed in the volumes, and both gross and net audience punches are provided on the computer tape. The components of the reported groups are as follows:

CBS Magazine Network
American Photographer
Audio
*Cycle World
*Road & Track
*World Tennis

Conde Nast Magazine Package
*Glamour
*Mademoiselle
*Self
*Vogue

Decorating and Craft Ideas
(Creative Ideas for Living)/
Southern Living
*Decorating and Craft Ideas
(Creative Ideas for Living)
*Southern Living

Golf Digest/Tennis
*Golf Digest
*Tennis

Golf Magazine/Ski
*Golf Magazine
*Ski

Hearst Magazines Corporate Buy
*Cosmopolitan
*Country Living
*Good Housekeeping
*Harper's Bazaar
*House Beautiful
Motor Boating & Sailing
*Popular Mechanics
*Redbook
*Science Digest
*Sports Afield
*Town & Country
*Colonial Homes

Hearst Man Power
*Popular Mechanics
*Science Digest
*Sports Afield

Hearst Woman Power
*Cosmopolitan
*Good Housekeeping
*Redbook

LHJ Family Group Combination
*Health
*Ladies' Home Journal
*1,001 Home Ideas

McCall's/Working Mother
*McCall's
*Working Mother

Ziff-Davis Magazine Network
Boating
*Car & Driver
Cycle
Flying
Popular Photography
Skiing
Stereo Review

OUTDOOR ADVERTISING AUDIENCES

The self-administered questionnaire left at the time of the first personal interview included special questions about frequency of travel in the past week, distance travelled, purposes of trips and modes of transportation. Responses to these questions, in combination with standard demographics, were used to develop the expected frequency of exposure of each respondent to three types of outdoor campaigns as follows:

100 SHOWING	-	30 DAY AVERAGE FREQUENCY
		30 DAY REACH
50 SHOWING	-	30 DAY AVERAGE FREQUENCY
		30 DAY REACH
25 SHOWING	-	30 DAY AVERAGE FREQUENCY
		30 DAY REACH

Note: 30 DAY AVERAGE FREQUENCY is NOT in 000's.

The complete details covering the development and implementation of the estimating procedure are included in the Technical Guide.

The reported 30 day frequency figures for a showing-size are estimates of the average number of exposures, per person exposed, provided by that showing size within a 30 day period (gross exposures divided by reach). The reported 30 day reach figures for a showing-size are estimates of the number of people exposed at least once to that showing size within a 30 day period.

METHOD OF MEASUREMENT FOR BROADCAST AUDIENCES

Radio listening on two weekdays and television viewing data were collected from a subsample of respondents to the 1984 Study of Media and Markets. In order to avoid the need to switch data bases depending on the data to be tabulated, SMRB developed an unbiased statistical procedure which assigned TV and radio data to each respondent not in the radio - TV subsample. The details of this procedure and the method of data collection are reported in the Technical Guide.

Radio

Radio audience measures reflect weekday listening during two separate weekdays. Audiences for total radio, formats and networks are reported on the basis of average daily (Monday through Friday) cume. (Average weekday cume is a description that can be used interchangeably.)

The average daily (M-F) cume refers to the total number of different persons listening to five or more minutes of an entire daypart averaged across the two weekday observations.

Formats and networks, wired and non-wired, are presented for the 6am to midnight daypart.

Format audiences are derived from the classification of radio stations using the Radio Programming Profile, published by BF/Communication Services, Inc., as the primary source. Other sources of format information, as well as the components of the reported formats, appear in the Technical Guide; network memberships are also reported therein.

Television

Estimates of television usage by daypart and network program audiences are based on two-week television diaries. Both measures are reported in terms of the average half hour, that is, the number of people viewing any part of each half-hour of a program or daypart is summed and divided by the total number of half-hours. Since each person kept a diary for a two-week period, the average half-hour audience for an hour program, shown once a week, would include the sum of all the people viewing each of the four half-hours (over a two-week period) divided by four.

Audience estimates for weekday daytime shows are obtained in similar fashion. However, since these half-hour shows are generally shown every weekday, the audience for each of the ten weekdays (over a two-week period) was summed and divided by 10, producing an estimate for the average half-hour.

Using TV Guides from one of the six weeks in the diary-recording period, all local (non-network) evening weekday newscasts of at least 15 minutes duration, between 4 p.m. and midnight local time were recorded in all survey areas. Such listings were derived from the Monday schedule unless that line-up was atypical (due to sports events, etc.), in which case the first available typical weekday was used. Viewing of a non-network newscast which occurred between 4 p.m. and 8 p.m. was classified as "early evening"; local news viewing which occurred between 8 p.m. and midnight was classified as "late evening". Local newscast audiences are reported separately for network affiliates and independent stations in terms of the average daily net audience: the number of persons viewing fifteen minutes or more of local news on each day are summed and divided by 10, the number of days observed, separately for "early" and "late".

The self-administered questionnaire included a question to determine the frequency with which itemized sports events were watched on television. Answer selections were: "occasionally," "frequently," "almost always." Viewers who responded "frequently" or "almost always" are grouped and are those that are in the reports for sports events.

CABLE TELEVISION

The estimate of households subscribing to cable television, as well as the estimate of pay cable subscribers, was obtained from the initial personal interview. (Pay cable had previously been obtained from the self administered questionnaire)

PREPARED BARBECUE & SEASONING SAUCES

BASE = FEMALE HOMEOWNERS (80986)

QUESTIONNAIRE PAGE H-8

		'000	%	UNWEIGHTED							
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?											
		YES									
		NO									
		55267	68.2	6210							
		25719	31.8	3225							
		ALL		SOLE		PRIMARY		SECONDARY			
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED	
IF YES											
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?											
BARBECUE SAUCE		46999	58.0	7735	9.6	36063	44.5	3200	4.0	5220	
CHILI SAUCE		7471	9.2	235	.3	4994	6.2	2243	2.8	863	
HOT SAUCE		13787	17.0	269	.3	9651	11.9	3868	4.8	1520	
POULTRY SAUCE		1547	1.9	179	.2	1063	1.3	305	.4	191	
SEAFOOD SAUCE		6314	7.8	108	.1	3494	4.3	2712	3.3	686	
SOY SAUCE		24099	29.8	376	.5	17317	21.4	6406	7.9	2675	
STEAK SAUCE		25164	31.1	746	.9	17657	21.8	6761	8.3	2722	
WORCESTERSHIRE		33348	41.2	928	1.1	24043	29.7	8377	10.3	3686	
OTHER SAUCES		5793	7.2	160	.2	3156	3.9	2477	3.1	632	
4C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?											
A-1		25029	30.9	1080	1.3	19359	23.9	4591	5.7	2696	
BARBECUE JOY		838	1.0	84	.1	550	.7	205	.3	111	
BENNETTS		382	.5	50	.1	220	.3	111	.1	43	
CHELSEA		296	.4	3	*	205	.3	87	.1	32	
CROSSE & BLACKWELL		1994	2.5	43	.1	1301	1.6	649	.8	241	
DEL MONTE		3591	4.4	253	.3	2548	3.1	790	1.0	399	
FRENCH'S		5591	6.9	124	.2	4316	5.3	1152	1.4	618	
HEINZ 57 SAUCE		17655	21.8	833	1.0	12744	15.7	4078	5.0	1916	
HEINZ BARBECUE SAUCE		20264	25.0	3241	4.0	14422	17.8	2600	3.2	2200	
HP (HOUSE OF PARLIMENT)		534	.7	83	.1	300	.4	152	.2	65	
HUNT/BLUE PLATE		881	1.1	45	.1	656	.8	181	.2	107	
KIKKOMAN		8041	9.9	126	.2	5705	7.0	2209	2.7	898	
KRAFT		13275	16.4	2205	2.7	8897	11.0	2174	2.7	1371	
LA CHOY		13172	16.3	231	.3	9395	11.6	3546	4.4	1483	
LA SAUCE		1627	2.0	41	.1	1094	1.4	493	.6	170	
LAWREY'S STIR FRY SAUCE		559	.7			287	.4	271	.3	76	
LEA & PERRINS		15377	19.0	433	.5	11162	13.8	3782	4.7	1742	
MR. MARINADE		766	.9	7	*	407	.5	352	.4	93	
OPEN PIT		12238	15.1	1437	1.8	8461	10.4	2340	2.9	1481	
TOBACCO		12796	15.8	188	.2	8597	10.6	4011	5.0	1381	
WINDSOR		559	.7	4	*	260	.3	295	.4	75	
OTHER BRANDS		10458	12.9	1354	1.7	6530	8.1	2573	3.2	1160	
DO NOT KNOW		768	.9							90	
		BARBECUE SAUCE				SEASONING SAUCE					
		'000	%	UNWEIGHTED		'000	%	UNWEIGHTED			
4D. ABOUT HOW MANY BOTTLES, CANS OR JARS OF BARBECUE AND SEASONING SAUCE WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?											
SIX OR MORE	H	676	.8	91	1066	1.3	123				
FIVE	H	240	.3	31	594	.7	70				
FOUR	H	795	1.0	97	903	1.1	118				
THREE	H	2878	3.6	297	2507	3.1	276				
TWO	H	7013	8.7	770	6184	7.6	660				
ONE	M	12302	15.2	1288	10043	12.4	1067				
LESS THAN ONE	L	18345	22.7	2085	22753	28.1	2574				
NONE		13018	16.1	1551	11217	13.9	1322				

	TOTAL U.S. '000	ALL USERS				BARBECUE SAUCE				CHILI SAUCE				HOT SAUCE			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	55267	100.0	68.2	100	46999	100.0	58.0	100	7471	100.0	9.2	100	13787	100.0	17.0	100
18 - 24	9282	6152	11.1	66.3	97	5452	11.6	58.7	101	733	9.8	7.9	86	1809	13.1	19.5	114
25 - 34	19072	14393	26.0	75.5	111	12701	27.0	66.6	115	1508	20.2	7.9	86	4014	29.1	21.0	124
35 - 44	14591	10673	19.3	73.1	107	9195	19.6	63.0	109	1461	19.6	10.0	109	2914	21.1	20.0	117
45 - 54	11345	8466	15.3	74.6	109	7079	15.1	62.4	108	1005	13.5	8.9	96	1931	14.0	17.0	100
55 - 64	11635	7873	14.2	67.7	99	6616	14.1	56.9	98	1388	18.6	11.9	129	1753	12.7	15.1	89
65 OR OLDER	15061	7710	14.0	51.2	75	5956	12.7	39.5	68	1376	18.4	9.1	99	1366	9.9	9.1	53
18 - 34	28354	20545	37.2	72.5	106	18153	38.6	64.0	110	2242	30.0	7.9	86	5823	42.2	20.5	121
18 - 49	48339	35306	63.9	73.0	107	30866	65.7	63.9	110	4191	56.1	8.7	94	9845	71.4	20.4	120
25 - 54	45008	33533	60.7	74.5	109	28975	61.7	64.4	111	3974	53.2	8.8	96	8859	64.3	19.7	116
35 - 49	19985	14761	26.7	73.9	108	12713	27.0	63.6	110	1949	26.1	9.8	106	4021	29.2	20.1	118
50 OR OLDER	32647	19962	36.1	61.1	90	16133	34.3	49.4	85	3280	43.9	10.0	109	3942	28.6	12.1	71
GRADUATED COLLEGE	11155	7865	14.2	70.5	103	6678	14.2	59.9	103	1117	15.0	10.0	109	2252	16.3	20.2	119
ATTENDED COLLEGE	13682	10320	18.7	75.4	111	8924	19.0	65.2	112	1443	19.3	10.5	114	2613	19.0	19.1	112
GRADUATED HIGH SCHOOL	33880	24338	44.0	71.8	105	20895	44.5	61.7	106	3125	41.8	9.2	100	5845	42.4	17.3	101
DID NOT GRADUATE HIGH SCHOOL	22270	12745	23.1	57.2	84	10503	22.3	47.2	81	1786	23.9	8.0	87	3077	22.3	13.8	81
EMPLOYED	40306	29370	53.1	72.9	107	25277	53.8	62.7	108	3487	46.7	8.7	94	7409	53.7	18.4	108
EMPLOYED FULL-TIME	32850	23760	43.0	72.3	106	20522	43.7	62.5	108	2739	36.7	8.3	90	6201	45.0	18.9	111
EMPLOYED PART-TIME	7456	5611	10.2	75.3	110	4756	10.1	63.8	110	748	10.0	10.0	109	1208	8.8	16.2	95
NOT EMPLOYED	40680	25897	46.9	63.7	93	21722	46.2	53.4	92	3984	53.3	9.8	106	6378	46.3	15.7	92
PROFESSIONAL/MANAGER	10392	7720	14.0	74.3	109	6383	13.6	61.4	106	775	10.4	7.5	81	1907	13.8	18.4	108
TECH/CLERICAL/SALES	17574	13059	23.6	74.3	109	11405	24.3	64.9	112	1647	22.0	9.4	102	3364	24.4	19.1	112
PRECISION/CRAFT	985	622	1.1	63.1	93	478	1.0	48.5	84	**51	0.7	5.2	56	**163	1.2	16.5	97
OTHER EMPLOYED	11354	7969	14.4	70.2	103	7012	14.9	61.8	106	1014	13.6	8.9	97	1976	14.3	17.4	102
SINGLE	9863	5998	10.9	60.8	89	5168	11.0	52.4	90	996	13.3	10.1	109	1841	13.4	18.7	110
MARRIED	51375	37381	67.6	72.8	107	32024	68.1	62.3	107	4744	63.5	9.2	100	8937	64.8	17.4	102
DIVORCED/SEPARATED/WIDOWED	19748	11889	21.5	60.2	88	9807	20.9	49.7	86	1731	23.2	8.8	95	3009	21.8	15.2	90
PARENTS	32590	24807	44.9	76.1	112	22191	47.2	68.1	117	2855	38.2	8.8	95	6674	48.4	20.5	120
WHITE	70416	48162	87.1	68.4	100	40891	87.0	58.1	100	6606	88.4	9.4	102	11090	80.4	15.7	93
BLACK	8778	6024	10.9	68.6	101	5218	11.1	59.4	102	700	9.4	8.0	86	2310	16.8	26.3	155
OTHER	1791	1081	2.0	60.4	88	*890	1.9	49.7	86	**165	2.2	9.2	100	**387	2.8	21.6	127
NORTHEAST-CENSUS	17786	10239	18.5	57.6	84	8235	17.5	46.3	80	1559	20.9	8.8	95	2030	14.7	11.4	67
NORTH CENTRAL	20741	15503	28.1	74.7	110	13481	28.7	65.0	112	2083	27.9	10.0	109	3213	23.3	15.5	91
SOUTH	27775	19299	34.9	69.5	102	16595	35.3	59.7	103	2375	31.8	8.6	93	5189	37.6	18.7	110
WEST	14683	10225	18.5	69.6	102	8689	18.5	59.2	102	1454	19.5	9.9	107	3355	24.3	22.8	134
NORTHEAST-MKTG.	17961	10382	18.8	57.8	85	7994	17.0	44.5	77	1533	20.5	8.5	93	2027	14.7	11.3	66
EAST CENTRAL	11885	8293	15.0	69.8	102	6975	14.8	58.7	101	1217	16.3	10.2	111	1758	12.8	14.8	87
WEST CENTRAL	14090	10466	18.9	74.3	109	9194	19.6	65.3	112	1354	18.1	9.6	104	2171	15.7	15.4	91
SOUTH	24081	17047	30.8	70.8	104	15122	32.2	62.8	108	2081	27.9	8.6	94	4741	34.4	19.7	116
PACIFIC	12969	9079	16.4	70.0	103	7713	16.4	59.5	102	1285	17.2	9.9	107	3089	22.4	23.8	140
COUNTY SIZE A	32439	21884	39.6	67.5	99	18417	39.2	56.8	98	2999	40.1	9.2	100	5469	39.7	16.9	99
COUNTY SIZE B	24915	17028	30.8	68.3	100	14499	30.8	58.2	100	2391	32.0	9.6	104	4336	31.4	17.4	102
COUNTY SIZE C	12930	8709	15.8	67.4	99	7568	16.1	58.5	101	1173	15.7	9.1	98	2071	15.0	16.0	94
COUNTY SIZE D	10703	7646	13.8	71.4	105	6515	13.9	60.9	105	908	12.2	8.5	92	1910	13.9	17.8	105
METRO CENTRAL CITY	24518	15967	28.9	65.1	95	13637	29.0	55.6	96	2035	27.2	8.3	90	4318	31.3	17.6	103
METRO SUBURBAN	35919	25364	45.9	70.6	103	21409	45.6	59.6	103	3690	49.4	10.3	111	6056	43.9	16.9	99
NON METRO	20549	13937	25.2	67.8	99	11954	25.4	58.2	100	1746	23.4	8.5	92	3413	24.8	16.6	98
TOP 5 ADI'S	18341	12059	21.8	65.7	96	10067	21.4	54.9	95	1784	23.9	9.7	105	2988	21.7	16.3	96
TOP 10 ADI'S	25378	16467	29.8	64.9	95	13695	29.1	54.0	93	2280	30.5	9.0	97	3953	28.7	15.6	91
TOP 20 ADI'S	36488	24271	43.9	66.5	97	20319	43.2	55.7	96	3371	45.1	9.2	100	5981	43.4	16.4	96
HSHLD INC. \$50,000 OR MORE	6612	5063	9.2	76.6	112	4263	9.1	64.5	111	771	10.3	11.7	126	1262	9.2	19.1	112
\$40,000 OR MORE	12659	9685	17.5	76.5	112	8234	17.5	65.0	112	1392	18.6	11.0	119	2574	18.7	20.3	119
\$30,000 OR MORE	24698	18632	33.7	75.4	111	15811	33.6	64.0	110	2681	35.9	10.9	118	4660	33.8	18.9	111
\$25,000 OR MORE	32077	24222	43.8	75.5	111	20650	43.9	64.4	111	3445	46.1	10.7	116	5885	42.7	18.3	108
\$20,000 - \$24,999	9144	6761	12.2	73.9	108	5661	12.0	61.9	107	800	10.7	8.7	95	1611	11.7	17.6	103
\$15,000 - \$19,999	8728	5488	9.9	62.9	92	4617	9.8	52.9	91	678	9.1	7.8	84	1263	9.2	14.5	85
\$10,000 - \$14,999	12562	8342	15.1	66.4	97	7304	15.5	58.1	100	1134	15.2	9.0	98	2642	19.2	21.0	124
UNDER \$10,000	18475	10454	18.9	56.6	83	8767	18.7	47.5	82	1415	18.9	7.7	83	2385	17.3	12.9	76
HOUSEHOLD OF 1 PERSON	11987	6117	11.1	51.0	75	4717	10.0	39.4	68	932	12.5	7.8	84	1331	9.7	11.1	65
2 PEOPLE	26577	17498	31.7	65.8	96	14321	30.5	53.9	93	2654	35.5	10.0	108	4323	31.4	16.3	96
3 OR 4 PEOPLE	30617	22769	41.2	74.4	109	20216	43.0	66.0	114	2709	36.3	8.8	96	5657	41.0	18.5	109
5 OR MORE PEOPLE	11804	8883	16.1	75.3	110	7745	16.5	65.6	113	1176	15.7	10.0	108	2475	18.0	21.0	123
NO CHILD IN HSHLD	46165	28656	51.9	62.1	91	23282	49.5	50.4	87	4352	58.3	9.4	102	6665	48.3	14.4	85
CHILD(REN) UNDER 2 YRS	5325	4116	7.4	77.3	113	3704	7.9	69.6	120	*283	3.8	5.3	58	*1125	8.2	21.1	124
2 - 5 YEARS	14221	10987	19.9	77.3	113	9752	20.7	68.6	118	1082	14.5	7.6	82	3091	22.4	21.7	128
6 - 11 YEARS	15117	11290	20.4	74.7	109	10185	21.7	67.4	116	1290	17.3	8.5	93	2806	20.4	18.6	109
12 - 17 YEARS	16611	12612	22.8	75.9	111	11270	24.0	67.8	117	1686	22.6	10.1	110	3291	23.9	19.8	116
RESIDENCE OWNED	55884	39599	71.7	70.9	104	33648	71.6	60.2	104	5605	75.0	10.0	109	9408	68.2	16.8	99
VALUE: \$50,000 OR MORE	31744	23299	42.2	73.4	108	19741	42.0	62.2	107	3477	46.5	11.0	119	5387	39.1	17.0	100
VALUE: UNDER \$50,000	24140	16301	29.5	67.5	99	13907	29.6	57.6	99	2128	28.5	8.8	96	4020	29.2	16.7	98

PREPARED BARBECUE & SEASONING SAUCES - TYPES USED
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				BARBECUE SAUCE				CHILI SAUCE				HOT SAUCE				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS			80986	55267	100.0	68.2	100	46999	100.0	58.0	100	7471	100.0	9.2	100	13787	100.0	17.0	100
MAGAZINES	QUINTILE 1	15799	11934	21.6	75.5	111	10293	21.9	65.1	112	2065	27.6	13.1	142	3351	24.3	21.2	125	
	QUINTILE 2	17259	12472	22.6	72.3	106	10752	22.9	62.3	107	1666	22.3	9.7	105	3257	23.6	18.9	111	
	QUINTILE 3	13545	9719	17.6	71.8	105	8293	17.6	61.2	106	1286	17.2	9.5	103	2375	17.2	17.5	103	
	QUINTILE 4	15133	9881	17.9	65.3	96	8398	17.9	55.5	96	1082	14.5	7.1	78	2181	15.8	14.4	85	
	QUINTILE 5	19250	11261	20.4	58.5	86	9263	19.7	48.1	83	1372	18.4	7.1	77	2623	19.0	13.6	80	
NEWSPAPERS	QUINTILE 1	12413	8548	15.5	68.9	101	7268	15.5	58.6	101	1590	21.3	12.8	139	2181	15.8	17.6	103	
	QUINTILE 2	24116	17306	31.3	71.8	105	14569	31.0	60.4	104	2435	32.6	10.1	109	3922	28.4	16.3	96	
	QUINTILE 3	11261	7789	14.1	69.2	101	6654	14.2	59.1	102	885	11.8	7.9	85	2078	15.1	18.5	108	
	QUINTILE 4	20255	13729	24.8	67.8	99	11711	24.9	57.8	100	1673	22.4	8.3	90	3469	25.2	17.1	101	
	QUINTILE 5	12940	7896	14.3	61.0	89	6798	14.5	52.5	91	889	11.9	6.9	74	2138	15.5	16.5	97	
OUTDOOR	QUINTILE 1	14852	10612	19.2	71.5	105	8968	19.1	60.4	104	1514	20.3	10.2	111	2725	19.8	18.3	108	
	QUINTILE 2	15725	11191	20.2	71.2	104	9579	20.4	60.9	105	1569	21.0	10.0	108	2837	20.6	18.0	106	
	QUINTILE 3	16330	11139	20.2	68.2	100	9501	20.2	58.2	100	1412	18.9	8.6	94	3059	22.2	18.7	110	
	QUINTILE 4	16744	11183	20.2	66.8	98	9616	20.5	57.4	99	1565	20.9	9.3	101	2547	18.5	15.2	89	
	QUINTILE 5	17334	11141	20.2	64.3	94	9335	19.9	53.9	93	1411	18.9	8.1	88	2618	19.0	15.1	89	
RADIO-DRIVE TIME	QUINTILE 1	15911	11510	20.8	72.3	106	9559	20.3	60.1	104	1651	22.1	10.4	112	2937	21.3	18.5	108	
	QUINTILE 2	14837	10235	18.5	69.0	101	8783	18.7	59.2	102	1255	16.8	8.8	92	2503	18.2	16.9	99	
	QUINTILE 3	15339	10632	19.2	69.3	102	9134	19.4	59.5	103	1658	22.2	10.8	117	2484	18.0	16.2	95	
	QUINTILE 4	16723	11509	20.8	68.8	101	9952	21.2	59.5	103	1438	19.2	8.6	93	2883	20.9	17.2	101	
	QUINTILE 5	18176	11382	20.6	62.6	92	9572	20.4	52.7	91	1468	19.6	8.1	88	2980	21.6	16.4	96	
RADIO-MID- DAY	TERCILE 1	21020	14776	26.7	70.3	103	12322	26.2	58.6	101	1914	25.6	9.1	99	3753	27.2	17.9	105	
	TERCILE 2	21610	15292	27.7	70.8	104	13291	28.3	61.5	106	2231	29.9	10.3	112	3937	28.6	18.2	107	
	TERCILE 3	38355	25200	45.6	65.7	96	21387	45.5	55.8	96	3327	44.5	8.7	94	6096	44.2	15.9	93	
RADIO-TOTAL	QUINTILE 1	15988	11408	20.6	71.4	105	9463	20.1	59.2	102	1530	20.5	9.6	104	2970	21.5	18.6	109	
	QUINTILE 2	15626	10699	19.4	68.5	100	9213	19.6	59.0	102	1477	19.8	9.5	102	2730	19.8	17.5	103	
	QUINTILE 3	16723	11822	21.4	70.7	104	10207	21.7	61.0	105	1581	21.2	9.5	102	2606	18.9	15.6	92	
	QUINTILE 4	16342	11220	20.3	68.7	101	9755	20.8	59.7	103	1586	21.2	9.7	105	2855	20.7	17.5	103	
	QUINTILE 5	16306	10118	18.3	62.1	91	8361	17.8	51.3	88	1297	17.4	8.0	86	2627	19.1	16.1	95	
TV-PRIME TIME	QUINTILE 1	15953	10816	19.6	67.8	99	9304	19.8	58.3	100	1504	20.1	9.4	102	2663	19.3	16.7	98	
	QUINTILE 2	16137	11174	20.2	69.2	101	9466	20.1	58.7	101	1497	20.0	9.3	101	2960	21.5	18.3	108	
	QUINTILE 3	16420	11479	20.8	69.9	102	9709	20.7	59.1	102	1395	18.7	8.5	92	3076	22.3	18.7	110	
	QUINTILE 4	16687	11602	21.0	69.5	102	9879	21.0	59.2	102	1713	22.9	10.3	111	2748	19.9	16.5	97	
	QUINTILE 5	15789	10197	18.5	64.6	95	8641	18.4	54.7	94	1362	18.2	8.6	94	2340	17.0	14.8	87	
TV-DAYTIME	TERCILE 1	27736	18488	33.5	66.7	98	15668	33.3	56.5	97	2522	33.8	9.1	99	4876	35.4	17.6	103	
	TERCILE 2	26489	18217	33.0	68.8	101	15713	33.4	59.3	102	2290	30.7	8.6	94	3842	27.9	14.5	85	
	TERCILE 3	26761	18562	33.6	69.4	102	15618	33.2	58.4	101	2658	35.6	9.9	108	5069	36.8	18.9	111	
TV-TOTAL	QUINTILE 1	16345	10680	19.3	65.3	96	9056	19.3	55.4	95	1612	21.6	9.9	107	2927	21.2	17.9	105	
	QUINTILE 2	16447	11321	20.5	68.8	101	9682	20.6	58.9	101	1463	19.6	8.9	96	2696	19.6	16.4	96	
	QUINTILE 3	15980	11245	20.3	70.4	103	9773	20.8	61.2	105	1513	20.3	9.5	103	2705	19.6	16.9	99	
	QUINTILE 4	15887	10954	19.8	68.9	101	9057	19.3	57.0	98	1264	16.9	8.0	86	2815	20.4	17.7	104	
	QUINTILE 5	16326	11067	20.0	67.8	99	9431	20.1	57.8	100	1619	21.7	9.9	107	2644	19.2	16.2	95	
MAGAZINES-NEWSPAPERS: DUAL			20721	15283	27.7	73.8	108	13085	27.8	63.1	109	2439	32.6	11.8	128	3975	28.8	19.2	113
MAGAZINE IMPERATIVE			19186	14046	25.4	73.2	107	12218	26.0	63.7	110	1842	24.7	9.6	104	3952	28.7	20.6	121
NEWSPAPER IMPERATIVE			21899	14617	26.4	66.7	98	12192	25.9	55.7	96	1989	26.6	9.1	98	3138	22.8	14.3	84
MAGAZINES-OUTDOOR: DUAL			15451	11991	21.7	77.6	114	10366	22.1	67.1	116	1876	25.1	12.1	132	3294	23.9	21.3	125
MAGAZINE IMPERATIVE			25953	18268	33.1	70.4	103	15750	33.5	60.7	105	2609	34.9	10.1	109	4728	34.3	18.2	107
OUTDOOR IMPERATIVE			24400	15755	28.5	64.6	95	13221	28.1	54.2	93	1902	25.5	7.8	84	3740	27.1	15.3	90
MAGAZINES-RADIO: DUAL			18049	13271	24.0	73.5	108	11268	24.0	62.4	108	1897	25.4	10.5	114	3578	26.0	19.8	116
MAGAZINE IMPERATIVE			23571	17309	31.3	73.4	108	15059	32.0	63.9	110	2613	35.0	11.1	120	4582	33.2	19.4	114
RADIO IMPERATIVE			23278	15438	27.9	66.3	97	13003	27.7	55.9	96	1855	24.8	8.0	86	3549	25.7	15.2	90
MAGAZINES-TELEVISION: DUAL			15459	11345	20.5	73.4	108	9784	20.8	63.3	109	1751	23.4	11.3	123	3092	22.4	20.0	117
MAGAZINE IMPERATIVE			25829	19019	34.4	73.6	108	16399	34.9	63.5	109	2811	37.6	10.9	118	4890	35.5	18.9	111
TELEVISION IMPERATIVE			26039	16473	29.8	63.3	93	13900	29.6	53.4	92	1983	26.5	7.6	83	3856	28.0	14.8	87
NEWSPAPERS-OUTDOOR: DUAL			16605	12240	22.1	73.7	108	10336	22.0	62.2	107	1956	26.2	11.8	128	3095	22.4	18.6	109
NEWSPAPER IMPERATIVE			26834	18410	33.3	68.6	101	15545	33.1	57.9	100	2623	35.1	9.8	106	4200	30.5	15.7	92
OUTDOOR IMPERATIVE			23346	15732	28.5	67.4	99	13581	28.9	58.2	100	1859	24.9	8.0	86	4440	32.2	19.0	112
NEWSPAPERS-RADIO: DUAL			17133	12050	21.8	70.3	103	10063	21.4	58.7	101	1934	25.9	11.3	122	2812	20.4	16.4	96
NEWSPAPER IMPERATIVE			25892	18164	32.9	70.2	103	15409	32.8	59.5	103	2641	35.4	10.2	111	4284	31.1	16.5	97
RADIO IMPERATIVE			23167	16035	29.0	69.2	101	13741	29.2	59.3	102	1789	23.9	7.7	84	4313	31.3	18.6	109
NEWSPAPERS-TELEVISION: DUAL			17159	11861	21.5	69.1	101	9908	21.1	57.7	99	1820	24.4	10.6	115	2984	21.6	17.4	102
NEWSPAPER IMPERATIVE			26214	18645	33.7	71.1	104	15828	33.7	60.4	104	2714	36.3	10.4	112	4292	31.1	16.4	96
TELEVISION IMPERATIVE			23412	15445	27.9	66.0	97	13515	28.8	57.7	99	1933	25.9	8.3	90	4145	30.1	17.7	104
OUTDOOR-RADIO: DUAL			15303	11410	20.6	74.6	109	9786	20.8	63.9	110	1481	19.8	9.7	105</				

	TOTAL U.S. '000	ALL USERS				BARBECUE SAUCE				CHILI SAUCE				HOT SAUCE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS
INDX																	
TOTAL FEMALE HOMEMAKERS	80986	55267	100.0	68.2	100	46999	100.0	58.0	100	7471	100.0	9.2	100	13787	100.0	17.0	100
ATLANTIC MONTHLY	415	256	0.5	61.7	90	238	0.5	57.3	99	**24	0.3	5.8	63	**81	0.6	19.5	115
BARRON'S	453	333	0.6	73.5	108	*304	0.6	67.1	116	**76	1.0	16.8	182	**95	0.7	21.0	123
BETTER HOMES & GARDENS	16256	12258	22.2	75.4	110	10330	22.0	63.5	109	1997	26.7	12.3	133	3116	22.6	19.2	113
BON APPETIT	2535	1907	3.5	75.2	110	1599	3.4	63.1	109	383	5.1	15.1	164	712	5.2	28.1	165
BUSINESS WEEK	1278	811	1.5	63.5	93	701	1.5	54.9	95	**88	1.2	6.9	75	285	2.1	22.3	131
CAR AND DRIVER	378	*272	0.5	72.0	105	*224	0.5	59.3	102	**29	0.4	7.7	83	**104	0.8	27.5	162
CBS MAGAZINE NETWORK (GROSS)	1498	1094	2.0	73.0	107	978	2.1	65.3	112	*157	2.1	10.5	114	367	2.7	24.5	144
CHANGING TIMES	1505	1106	2.0	73.5	108	970	2.1	64.5	111	*152	2.0	10.1	109	292	2.1	19.4	114
COLONIAL HOMES	1231	909	1.6	73.8	108	796	1.7	64.7	111	**97	1.3	7.9	85	298	2.2	24.2	142
CONDE NAST MAG. PKG. (GROSS)	14146	10209	18.5	72.2	106	8906	18.9	63.0	108	1703	22.8	12.0	131	2914	21.1	20.6	121
CONSUMERS DIGEST	1323	932	1.7	70.4	103	789	1.7	59.6	103	*129	1.7	9.8	106	339	2.5	25.6	151
COSMOPOLITAN	7102	5092	9.2	71.7	105	4269	9.1	60.1	104	671	9.0	9.4	102	1396	10.1	19.7	115
COUNTRY LIVING	2481	1869	3.4	75.3	110	1534	3.3	61.8	107	360	4.8	14.5	157	489	3.5	19.7	116
CUISINE	1472	1207	2.2	82.0	120	1017	2.2	69.1	119	*148	2.0	10.1	109	358	2.6	24.3	143
CYCLE WORLD	425	376	0.7	88.5	130	351	0.7	82.6	142	**78	1.0	18.4	199	**103	0.7	24.2	142
DCI:CREATIVE IDEAS FOR LIV	2510	1911	3.5	76.1	112	1682	3.6	67.0	115	276	3.7	11.0	119	413	3.0	16.5	97
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5130	9.3	76.6	112	4492	9.6	67.1	116	890	11.9	13.3	144	1331	9.7	19.9	117
DISCOVER	894	628	1.1	70.2	103	532	1.1	59.5	103	**46	0.6	5.1	56	*161	1.2	18.0	106
EBONY	3507	2512	4.5	71.6	105	2223	4.7	63.4	109	317	4.2	9.0	98	1043	7.6	29.7	175
ESQUIRE	1083	748	1.4	69.1	101	638	1.4	58.9	102	*141	1.9	13.0	141	*194	1.4	17.9	105
ESSENCE	1830	1453	2.6	79.4	116	1350	2.9	73.8	127	*143	1.9	7.8	85	549	4.0	30.0	176
FAMILY CIRCLE	15930	11737	21.2	73.7	108	10157	21.6	63.8	110	1925	25.8	12.1	131	3086	22.4	19.4	114
THE FAMILY HANDYMAN	1126	904	1.6	80.3	118	811	1.7	72.0	124	*131	1.8	11.6	126	*225	1.6	20.0	117
FAMILY WEEKLY	11468	8177	14.8	71.3	104	6957	14.8	60.7	105	1264	16.9	11.0	119	2078	15.1	18.1	106
FIELD & STREAM	2234	1579	2.9	70.7	104	1419	3.0	63.5	109	*250	3.3	11.2	121	326	2.4	14.6	86
FOOD & WINE	579	449	0.8	77.5	114	373	0.8	64.4	111	**49	0.7	8.5	92	*176	1.3	30.4	179
FORBES	728	523	0.9	71.8	105	483	1.0	66.3	114	**115	1.5	15.8	171	*202	1.5	27.7	163
FORTUNE	906	673	1.2	74.3	109	593	1.3	65.5	113	**106	1.4	11.7	127	*283	2.1	31.2	183
GENTLEMEN'S QUARTERLY	791	497	0.9	62.8	92	465	1.0	58.8	101	**71	1.0	9.0	97	*161	1.2	20.4	120
GLAMOUR	5265	3869	7.0	73.5	108	3428	7.3	65.1	112	647	8.7	12.3	133	1068	7.7	20.3	119
GOLF DIGEST	636	505	0.9	79.4	116	439	0.9	69.0	119	**109	1.5	17.1	186	*137	1.0	21.5	127
GOLF DIGEST/TENNIS (GROSS)	1186	922	1.7	77.7	114	764	1.6	64.4	111	**129	1.7	10.9	118	269	2.0	22.7	133
GOLF MAGAZINE	441	350	0.6	79.4	116	*283	0.6	64.2	111	**104	1.4	23.6	256	**77	0.6	17.5	103
GOLF MAGAZINE/SKI (GROSS)	922	680	1.2	73.8	108	583	1.2	63.2	109	**125	1.7	13.6	147	**177	1.3	19.2	113
GOOD HOUSEKEEPING	16487	12213	22.1	74.1	109	10566	22.5	64.1	110	1787	23.9	10.8	117	2909	21.1	17.6	104
HARPER'S BAZAAR	2423	1822	3.3	75.2	110	1587	3.4	65.5	113	378	5.1	15.6	169	477	3.5	19.7	116
HEALTH	1994	1495	2.7	75.0	110	1284	2.7	64.4	111	*321	4.3	16.1	175	416	3.0	20.9	123
HEARST MAG CORP. BUY (GROSS)	44101	32873	59.5	74.5	109	28420	60.5	64.4	111	5017	67.2	11.4	123	8262	59.9	18.7	110
HEARST MAN POWER (GROSS)	1993	1569	2.8	78.7	115	1431	3.0	71.8	124	*245	3.3	12.3	133	372	2.7	18.7	110
HEARST WOMAN POWER (GROSS)	31274	23195	42.0	74.2	109	20018	42.6	64.0	110	3362	45.0	10.8	117	5724	41.5	18.3	108
HOUSE BEAUTIFUL	3623	2735	4.9	75.5	111	2385	5.1	65.8	113	452	6.1	12.5	135	689	5.0	19.0	112
INC.	283	*207	0.4	73.1	107	*188	0.4	66.4	114	**35	0.5	12.4	134	**98	0.7	34.6	203
JET	2928	2115	3.8	72.2	106	1878	4.0	64.1	111	290	3.9	9.9	107	866	6.3	29.6	174
LADIES' HOME JOURNAL	11918	9061	16.4	76.0	111	7825	16.6	65.7	113	1569	21.0	13.2	143	2300	16.7	19.3	113
LHJ FAMILY GRP COMBO(GROSS)	16764	12881	23.3	76.8	113	11123	23.7	66.4	114	2268	30.4	13.5	147	3266	23.7	19.5	114
LIFE	4254	3035	5.5	71.3	105	2653	5.6	62.4	107	459	6.1	10.8	117	855	6.2	20.1	118
L.A. TIMES HOME MAGAZINE	1145	903	1.6	78.9	116	753	1.6	65.8	113	**139	1.9	12.1	132	305	2.2	26.6	156
MADEMOISELLE	2884	2178	3.9	75.5	111	1875	4.0	65.0	112	383	5.1	13.3	144	533	3.9	18.5	109
MC CALL'S	13460	10239	18.5	76.1	111	8851	18.8	65.8	113	1542	20.6	11.5	124	2465	17.9	18.3	108
MC CALL'S/MRK MOTHER (GROSS)	14606	11166	20.2	76.4	112	9733	20.7	66.6	115	1631	21.8	11.2	121	2681	19.4	18.4	108
MECHANIX ILLUSTRATED	772	614	1.1	79.5	117	565	1.2	73.2	126	**109	1.5	14.1	153	**149	1.1	19.3	113
METROPOLITAN HOME	967	689	1.2	71.3	104	569	1.2	58.8	101	*122	1.6	12.6	137	*137	1.0	14.2	83
MONEY	1588	1235	2.2	77.8	114	1078	2.3	67.9	117	*192	2.6	12.1	131	354	2.6	22.2	131
MOTHER EARTH NEWS	1002	806	1.5	80.4	118	723	1.5	72.2	124	**133	1.8	13.3	144	267	1.9	26.6	157
MS.	825	593	1.1	71.9	105	548	1.2	66.4	114	**57	0.8	6.9	75	*192	1.4	23.3	137
NATIONAL ENQUIRER	10336	7289	13.2	70.5	103	6321	13.4	61.2	105	930	12.4	9.0	98	1919	13.9	18.6	109
NATIONAL GEOGRAPHIC	9597	6786	12.3	70.7	104	5873	12.5	61.2	105	995	13.3	10.4	112	1841	13.4	19.2	113
NATIONAL SUNDAY MAGAZINE PKG	49558	35093	63.5	70.8	104	29879	63.6	60.3	104	4885	65.4	9.9	107	8609	62.4	17.4	102
NATURAL HISTORY	573	365	0.7	63.7	93	327	0.7	57.1	98	**8	0.1	1.4	15	**81	0.6	14.1	83
NEW WOMAN	1699	1258	2.3	74.0	109	1067	2.3	62.8	108	*122	1.6	7.2	78	433	3.1	25.5	150
NEW YORK INCLUDING CUE	443	284	0.5	64.1	94	249	0.5	56.2	97	**23	0.3	5.2	56	**69	0.5	15.6	91
THE NEW YORKER	1270	878	1.6	69.1	101	698	1.5	55.0	95	*119	1.6	9.4	102	*213	1.5	16.8	99
NEWSWEEK	6277	4497	8.1	71.6	105	3831	8.2	61.0	105	713	9.5	11.4	123	1149	8.3	18.3	108
THE N.Y. TIMES DAILY EDITION	1205	773	1.4	64.1	94	589	1.3	48.9	84	**145	1.9	12.0	130	*209	1.5	17.3	102
THE N.Y. TIMES MAGAZINE	2081	1323	2.4	63.6	93	1030	2.2	49.5	85	*270	3.6	13.0	141	377	2.7	18.1	106
OMNI	788	588	1.1	74.6	109	509	1.1	64.6	111	**65	0.9	8.2	89	*211	1.5	26.8	157
ON CABLE	1158	913	1.7	78.8	116	890	1.9	76.9	132	**121	1.6	10.4	113	*211	1.5	18.2	107
1001 HOME IDEAS	2852	2325	4.2	81.5	119	2014	4.3	70.6	122	378	5.1	13.3	144	550	4.0	19.3	113
ORGANIC GARDENING	1658	1232	2.2	74.3	109	1102	2.3	66.5	115	*176	2.4	10.6	115	298	2.2	18.0	106
OUTDOOR LIFE	896	651	1.2	72.7	106	559	1.2	62.4	108	*172	2.3	19.2	208	*167	1.2	18.6	109
PARADE MAGAZINE	24275	17024	30.8	70.1	103	14474	30.8	59.6	103	2248	30.1	9.3	100	4213	30.6	17.4	102

PREPARED BARBECUE & SEASONING SAUCES - TYPES USED
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	55267	100.0	68.2	100	46999	100.0	58.0	100	7471	100.0	9.2	100	13787	100.0	17.0	100
PARENTS	3845	3019	5.5	78.5	115	2626	5.6	68.3	118	395	5.3	10.3	111	837	6.1	21.8	125
PENTHOUSE	831	662	1.2	79.7	117	598	1.3	72.0	124	**65	0.9	7.8	85	*236	1.7	28.4	167
PEOPLE	11645	8504	15.4	73.0	107	7223	15.4	62.0	107	1083	14.5	9.3	101	2282	16.6	19.6	115
PLAYBOY	2006	1602	2.9	79.9	117	1329	2.8	66.3	114	*186	2.5	9.3	101	512	3.7	25.5	150
POPULAR HOT RODDING	297	*273	0.5	91.9	135	*258	0.5	86.9	150	**66	0.9	22.2	241	**120	0.9	40.4	237
POPULAR MECHANICS	1018	785	1.4	77.1	113	718	1.5	70.5	122	**132	1.8	13.0	141	*192	1.4	18.9	111
POPULAR SCIENCE	878	723	1.3	82.3	121	619	1.3	70.5	121	**119	1.6	13.6	147	*187	1.4	21.3	125
PREVENTION	3913	2820	5.1	72.1	106	2239	4.8	57.2	99	392	5.2	10.0	109	707	5.1	18.1	106
PSYCHOLOGY TODAY	1710	1271	2.3	74.3	109	1098	2.3	64.2	111	*201	2.7	11.8	127	345	2.5	20.2	119
READER'S DIGEST	22204	16052	29.0	72.3	106	13548	28.8	61.0	105	2327	31.1	10.5	114	3741	27.1	16.8	99
REDBOOK	7684	5890	10.7	76.7	112	5183	11.0	67.5	116	904	12.1	11.8	128	1420	10.3	18.5	109
ROAD & TRACK	410	*294	0.5	71.7	105	*252	0.5	61.5	106	**48	0.6	11.7	127	**140	1.0	34.1	201
ROLLING STONE	567	731	1.3	75.4	111	641	1.4	66.2	114	**70	0.9	7.2	78	*197	1.4	20.3	119
RUNNER'S WORLD	298	282	0.5	94.6	139	*236	0.5	79.2	136	**50	0.7	16.8	182	**109	0.8	36.6	215
SATURDAY EVENING POST	1169	802	1.5	68.6	101	640	1.4	54.7	94	*122	1.6	10.4	113	235	1.7	20.1	118
SCIENCE 84	587	440	0.8	75.0	110	386	0.8	65.8	113	**49	0.7	8.3	90	**94	0.7	16.0	94
SCIENCE DIGEST	482	374	0.7	77.6	114	328	0.7	68.0	117	**35	0.5	7.3	79	**104	0.8	21.6	127
SCIENTIFIC AMERICAN	594	439	0.8	73.9	108	374	0.8	63.0	108	**44	0.6	7.4	80	*146	1.1	24.6	144
SELF	2089	1496	2.7	71.6	105	1303	2.8	62.4	107	*220	2.9	10.5	114	475	3.4	22.7	134
SEVENTEEN	2411	1659	3.0	68.8	101	1479	3.1	61.3	106	333	4.5	13.8	150	574	4.2	23.8	140
SKI	480	330	0.6	68.8	101	300	0.6	62.5	108	**22	0.3	4.6	50	**99	0.7	20.6	121
SMITHSONIAN	2760	1813	3.3	65.7	96	1534	3.3	55.6	96	316	4.2	11.4	124	485	3.5	17.6	103
SOAP OPERA DIGEST	3013	2232	4.0	74.1	109	2018	4.3	67.0	115	305	4.1	10.1	110	707	5.1	23.5	138
SOUTHERN LIVING	4184	3219	5.8	76.9	113	2810	6.0	67.2	116	614	8.2	14.7	159	918	6.7	21.9	129
SPORT	559	409	0.7	73.2	107	407	0.9	72.8	125	**47	0.6	8.4	91	*197	1.4	35.2	207
THE SPORTING NEWS	436	*359	0.6	83.3	121	*341	0.7	78.2	135	**15	0.2	3.4	37	**104	0.8	23.9	140
SPORTS AFIELD	493	410	0.7	82.2	122	386	0.8	78.3	135	**78	1.0	15.8	172	**76	0.6	15.4	91
SPORTS ILLUSTRATED	2758	2069	3.7	75.0	110	1865	4.0	67.6	117	316	4.2	11.5	124	767	5.6	27.8	163
STAR	7456	5134	9.3	68.9	101	4516	9.6	60.6	104	703	9.4	9.4	102	1376	10.0	18.5	108
SUNDAY	24936	17838	32.3	71.5	105	15252	32.5	61.2	105	2596	34.7	10.4	113	4250	30.8	17.0	100
SUNSET	2124	1656	3.0	78.0	114	1427	3.0	67.2	116	335	4.5	15.8	171	499	3.6	23.5	138
TV GUIDE	12661	15520	28.1	71.6	105	13364	28.4	61.7	106	2150	28.8	9.9	108	4224	30.6	19.5	115
TENNIS	550	418	0.8	76.0	111	325	0.7	59.1	102	**20	0.3	3.6	39	*132	1.0	24.0	141
TIME	8880	6439	11.7	72.5	106	5594	11.9	63.0	109	983	13.2	11.1	120	1583	11.5	17.8	105
TOWN & COUNTRY	917	652	1.2	71.1	104	552	1.2	60.2	104	*119	1.6	13.0	141	*197	1.4	21.5	126
TRAVEL & LEISURE	972	697	1.3	71.7	105	569	1.2	58.5	101	*155	2.1	15.9	173	*197	1.4	20.3	119
TRUE STORY	3356	2368	4.3	70.6	103	2061	4.4	61.4	106	*231	3.1	6.9	75	639	4.6	19.0	112
U.S. NEWS & WORLD REPORT	3410	2379	4.3	69.8	102	2087	4.4	61.2	105	312	4.2	9.1	99	562	4.1	16.5	97
USA TODAY	1759	1312	2.4	74.6	109	1131	2.4	64.3	111	*251	3.4	14.3	155	375	2.7	21.3	125
US	1873	1302	2.4	69.5	102	1177	2.5	62.8	108	*143	1.9	7.6	83	385	2.8	20.6	121
VOGUE	3909	2666	4.8	68.2	100	2300	4.9	58.8	101	453	6.1	11.6	126	838	6.1	21.4	126
MALL STREET JOURNAL	1886	1408	2.5	74.7	109	1109	2.4	58.8	101	306	4.1	16.2	176	429	3.1	22.7	134
WEIGHT WATCHERS	2120	1686	3.1	79.5	117	1446	3.1	68.2	118	*318	4.3	15.0	163	524	3.8	24.7	145
WOMAN'S DAY	14172	10404	18.8	73.4	108	8984	19.1	63.4	109	1630	21.8	11.5	125	2673	19.4	18.9	111
WORKING MOTHER	1146	927	1.7	80.9	119	882	1.9	77.0	133	**89	1.2	7.8	84	216	1.6	18.8	111
WORKING WOMAN	1322	1000	1.8	75.6	111	875	1.9	66.2	114	*137	1.8	10.4	112	233	1.7	17.6	104
WORLD TENNIS	*163	*115	0.2	70.6	103	**98	0.2	60.1	104	*113	0.2	8.0	86	**26	0.2	16.0	94
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1926	3.5	76.1	111	1672	3.6	66.0	114	319	4.3	12.6	137	515	3.7	20.3	119
BLAIR INSERTS	43657	30919	55.9	70.8	104	26352	56.1	60.4	104	4423	59.2	10.1	110	7555	54.8	17.3	102
DAILY NEWSPAPERS																	
READ ANY	51633	36040	65.2	69.8	102	30459	64.8	59.0	102	5243	70.2	10.2	110	8553	62.0	16.6	97
READ ONE	43463	30445	55.1	70.0	103	25773	54.8	59.3	102	4138	55.4	9.5	103	7107	51.5	16.4	96
READ TWO OR MORE	8170	5595	10.1	68.5	100	4686	10.0	57.4	99	1105	14.8	13.5	147	1445	10.5	17.7	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	37105	67.1	70.4	103	31523	67.1	59.8	103	5184	69.4	9.8	107	9086	65.9	17.2	101
READ ONE	46126	32352	58.5	70.1	103	27465	58.4	59.5	103	4156	55.6	9.0	98	7810	56.6	16.9	99
READ TWO OR MORE	6552	4752	8.6	72.5	106	4058	8.6	61.9	107	1029	13.8	15.7	170	1276	9.3	19.5	114
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.22				28.06				28.05				28.64			
30 DAY REACH	71455	49147	88.9	68.8	101	41778	88.9	58.5	101	6654	89.1	9.3	101	12290	89.1	17.2	101
50 SHWG - 30 DAY AV FREQ	14.56	14.85				14.79				14.83				15.00			
30 DAY REACH	67742	46810	84.7	69.1	101	39709	84.5	58.6	101	6320	84.6	9.3	101	11775	85.4	17.4	102
25 SHWG - 30 DAY AV FREQ	7.94	8.08				8.01				7.88				8.09			
30 DAY REACH	62117	43083	78.0	69.4	102	36735	78.2	59.1	102	5968	79.9	9.6	104	10941	79.4	17.6	103
CABLE TV: HOME WIRED	32077	23247	42.1	72.5	106	20128	42.8	62.7	108	3115	41.7	9.7	105	6149	44.6	19.2	113
HOME NOT WIRED	48909	32021	57.9	65.5	96	26871	57.2	54.9	95	4356	58.3	8.9	97	7638	55.4	15.6	92
HAVE PAY CABLE	15935	12339	22.3	77.4	113	10875	23.1	68.2	118	1718	23.0	10.8	117	3379	24.5	21.2	125

	TOTAL U.S. '000	ALL USERS				BARBECUE SAUCE				CHILI SAUCE				HOT SAUCE				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	55267	100.0	68.2	100	46999	100.0	58.0	100	7471	100.0	9.2	100	13787	100.0	17.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	31086	56.2	70.8	104	26388	56.1	60.1	104	4283	57.3	9.8	106	7460	54.1	17.0	100	
10:00 AM - 3:00 PM	30659	21542	39.0	70.3	103	18313	39.0	59.7	103	2946	39.4	9.6	104	5451	39.5	17.8	104	
3:00 PM - 7:00 PM	31045	22353	40.4	72.0	106	19044	40.5	61.3	106	3007	40.2	9.7	105	5530	40.1	17.8	105	
7:00 PM - MIDNIGHT	15767	10919	19.8	69.3	101	9264	19.7	58.8	101	1395	18.7	8.8	96	2708	19.6	17.2	101	
MIDNIGHT - 6:00 AM	9120	6414	11.6	70.3	103	5390	11.5	59.1	102	898	12.0	9.8	107	1569	11.4	17.2	101	
6:00 AM - MIDNIGHT	58527	41308	74.7	70.6	103	35311	75.1	60.3	104	5642	75.5	9.6	104	10117	73.4	17.3	102	
ENTIRE DAY	59311	41795	75.6	70.5	103	35743	76.1	60.3	104	5738	76.8	9.7	105	10244	74.3	17.3	101	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	11521	20.8	71.2	104	9897	21.1	61.2	105	1486	19.9	9.2	100	2366	17.2	14.6	86	
ALL NEWS	2256	1531	2.8	67.9	99	1223	2.6	54.2	93	*294	3.9	13.0	141	387	2.8	17.2	101	
AOR/PROGRESSIVE	3874	2788	5.0	72.0	105	2360	5.0	60.9	105	312	4.2	8.1	87	815	5.9	21.0	124	
BEAUTIFUL MUSIC	5660	3980	7.2	70.3	103	3234	6.9	57.1	98	503	6.7	8.9	96	871	6.3	15.4	90	
BLACK	2204	1642	3.0	74.5	109	1462	3.1	66.3	114	*203	2.7	9.2	100	639	4.6	29.0	170	
CLASSICAL	1418	950	1.7	67.0	98	733	1.6	51.7	89	*210	2.8	14.8	161	353	2.6	24.9	146	
CHR/ROCK	9538	6954	12.6	72.9	107	5981	12.7	62.7	108	957	12.8	10.0	109	1724	12.5	18.1	106	
COUNTRY	12648	9351	16.9	73.9	108	8237	17.5	65.1	112	1101	14.7	8.7	94	2332	16.9	18.4	108	
GOLDEN OLDIES	1191	803	1.5	67.4	99	684	1.5	57.4	99	**154	2.1	12.9	140	*183	1.3	15.4	90	
MOR/NOSTALGIA	4757	3422	6.2	71.9	105	2775	5.9	58.3	101	532	7.1	11.2	121	700	5.1	14.7	86	
NEWS/TALK	3863	2548	4.6	66.0	97	2137	4.5	55.3	95	308	4.1	8.0	86	540	3.9	14.0	82	
RELIGIOUS	3084	1893	3.4	61.4	90	1622	3.5	52.6	91	*232	3.1	7.5	82	463	3.4	15.0	88	
SOFT ROCK	521	410	0.7	78.7	115	363	0.8	69.7	120	**57	0.8	10.9	119	**55	0.4	10.6	62	
URBAN CONTEMPORARY	1585	1084	2.0	68.4	100	872	1.9	55.0	95	**154	2.1	9.7	105	343	2.5	21.6	127	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2289	4.1	70.2	103	1951	4.2	59.8	103	*289	3.9	8.9	96	488	3.5	15.0	88	
ABC DIRECTION	2316	1683	3.0	72.7	106	1366	2.9	59.0	102	*243	3.3	10.5	114	473	3.4	20.4	120	
ABC ENTERTAINMENT	4834	3367	6.1	69.7	102	2868	6.1	59.3	102	439	5.9	9.1	98	602	4.4	12.5	73	
ABC FM	2202	1689	3.1	76.7	112	1467	3.1	66.6	115	*155	2.1	7.0	76	369	2.7	16.8	98	
ABC INFORMATION	5425	3934	7.1	72.5	106	3257	6.9	60.0	103	592	7.9	10.9	118	1051	7.6	19.4	114	
ABC ROCK	1677	1156	2.1	68.9	101	976	2.1	58.2	100	**63	0.8	3.8	41	337	2.4	20.1	118	
CBS	4430	3166	5.7	71.5	105	2667	5.7	60.2	104	522	7.0	11.8	128	676	4.9	15.3	90	
MUTUAL	4992	3640	6.6	72.9	107	2973	6.3	59.6	103	568	7.6	11.4	123	933	6.8	18.7	110	
NBC	4679	3341	6.0	71.4	105	2901	6.2	62.0	107	491	6.6	10.5	114	592	4.3	12.7	74	
RADIORADIO	1994	1427	2.6	71.6	105	1221	2.6	61.2	106	*236	3.2	11.8	128	345	2.5	17.3	102	
RKO ONE	2298	1784	3.2	77.6	114	1422	3.0	61.9	107	*279	3.7	12.1	132	434	3.1	18.9	111	
RKO TWO	3311	2278	4.1	68.8	101	1885	4.0	56.9	98	*233	3.1	7.0	76	515	3.7	15.6	91	
THE SOURCE	2114	1534	2.8	72.6	106	1309	2.8	61.9	107	*205	2.7	9.7	105	314	2.3	14.9	87	
NON-WIRED : BLAIR	8654	6398	11.6	73.9	108	5589	11.9	64.6	111	731	9.8	8.4	92	1409	10.2	16.3	96	
INTERNET	12025	8600	15.6	71.5	105	7335	15.6	61.0	105	1126	15.1	9.4	102	2328	16.9	19.4	114	
KATZ RADIO GROUP	15359	11149	20.2	72.6	106	9424	20.1	61.4	106	1505	20.1	9.8	106	2497	18.1	16.3	95	
SUPERNET	10628	7536	13.6	70.9	104	6558	14.0	61.7	106	1036	13.9	9.7	106	1949	14.1	18.3	108	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	5708	10.3	65.9	97	4866	10.4	56.2	97	770	10.3	8.9	96	1486	10.8	17.2	101	
WKDAY 9:00 AM - 1:00 PM	12163	8053	14.6	66.2	97	6868	14.6	56.5	97	1079	14.4	8.9	96	2162	15.7	17.8	104	
WKDAY 1:00 PM - 4:30 PM	16150	10767	19.5	66.7	98	9254	19.7	57.3	99	1432	19.2	8.9	96	2808	20.4	17.4	102	
WKDAY 4:30 PM - 7:30 PM	22463	14787	26.8	65.8	96	12540	26.7	55.8	96	2130	28.5	9.5	103	3727	27.0	16.6	97	
WKDAY 7:30 PM - 8:00 PM	31795	21120	38.2	66.4	97	18013	38.3	56.7	98	2866	38.4	9.0	98	5289	38.4	16.6	98	
WKDAY 11:00 PM - 11:30 PM	23977	16558	30.0	69.1	101	14188	30.2	59.2	102	2344	31.4	9.8	106	3990	28.9	16.6	98	
WKDAY 11:30 PM - 1:00 AM	7703	5507	10.0	71.5	105	4842	10.3	62.9	108	724	9.7	9.4	102	1385	10.0	18.0	106	
M-SAT 8-11 PM-SUN 7-11 PM	33800	23190	42.0	68.6	101	19785	42.1	58.5	101	3143	42.1	9.3	101	5916	42.9	17.5	103	
WKDY DAYTIME NTKM 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	4530	8.2	69.3	102	3951	8.4	60.4	104	660	8.8	10.1	109	1335	9.7	20.4	120
ANOTHER WORLD	N	4620	2915	5.3	63.1	92	2569	5.5	55.6	96	343	4.6	7.4	80	755	5.5	16.3	96
AS THE WORLD TURNS	C	5614	3712	6.7	66.1	97	3123	6.6	55.6	96	535	7.2	9.5	103	1052	7.6	18.7	110
CAPITOL	C	3396	2320	4.2	68.3	100	1960	4.2	57.7	99	308	4.1	9.1	98	674	4.9	19.8	117
CBS MORN. NEWS 1	C	1446	893	1.6	61.8	90	692	1.5	47.9	82	193	2.6	13.3	145	245	1.8	16.9	100
CBS MORN. NEWS 2	C	1207	724	1.3	60.0	88	565	1.2	46.8	81	107	1.4	8.9	96	197	1.4	16.3	96
DAYS OF OUR LIVES	N	5877	3963	7.2	67.4	99	3371	7.2	57.4	99	558	7.5	9.5	103	823	6.0	14.0	82
FACTS OF LIFE - DAYTIME	N	2290	1502	2.7	65.6	96	1274	2.7	55.6	96	184	2.5	8.0	87	367	2.7	16.0	94
FAMILY FEUD	A	3023	1958	3.5	64.8	95	1698	3.6	56.2	97	264	3.5	8.7	95	572	4.1	18.9	111
GENERAL HOSPITAL	A	6097	4089	7.4	67.1	98	3536	7.5	58.0	100	492	6.6	8.1	87	1066	7.7	17.5	103
GOOD MORNING, AMERICA-730A	A	3515	2464	4.5	70.1	103	2164	4.6	61.6	106	386	5.2	11.0	119	674	4.9	19.2	113
GOOD MORNING, AMERICA-830A	A	2818	1986	3.6	70.5	103	1743	3.7	61.9	107	311	4.2	11.0	120	517	3.7	18.3	108
GUIDING LIGHT	C	5339	3427	6.2	64.2	94	2886	6.1	54.1	93	529	7.1	9.9	107	1034	7.5	19.4	114
ONE LIFE TO LIVE	A	4478	3143	5.7	70.2	103	2747	5.8	61.3	106	351	4.7	7.8	85	801	5.8	17.9	105
PRESS YOUR LUCK	C	2244	1598	2.9	71.2	104	1345	2.9	59.9	103	216	2.9	9.6	104	388	2.8	17.3	102
PRICE IS RIGHT 1	C	4348	2876	5.2	66.1	97	2487	5.3	57.2	99	371	5.0	8.5	92	710	5.1	16.3	96
PRICE IS RIGHT 2	C	5014	3381	6.1</														

PREPARED BARBECUE & SEASONING SAUCES - TYPES USED
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				BARBECUE SAUCE				CHILI SAUCE				HOT SAUCE			
			A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	16749	30.3	64.3	94	14099	30.0	54.1	93	2592	34.7	9.9	108	4067	29.5	15.6	92
NETWORK AFFILIATES - LATE		20261	13903	25.2	68.6	101	11931	25.4	58.9	101	1916	25.6	9.5	103	3251	23.6	16.0	94
INDEPENDENTS - LATE		2076	1381	2.5	66.5	97	1190	2.5	57.3	97	266	3.6	12.8	139	340	2.5	16.4	96
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	7414	13.4	70.9	104	6309	13.4	60.4	104	923	12.4	8.8	96	1994	14.5	19.1	112
ABC MONDAY NIGHT MOVIE	A	6412	4552	8.2	71.0	104	3861	8.2	60.2	104	711	9.5	11.1	120	1241	9.0	19.4	114
ABC SUNDAY NIGHT MOVIE	A	12407	8607	15.6	69.4	102	7313	15.6	58.9	102	1102	14.8	8.9	96	2216	16.1	17.9	109
ABC WORLD NEWS TONIGHT	A	6176	4024	7.3	65.2	95	3375	7.2	54.6	94	626	8.4	10.1	110	966	7.0	15.6	92
AFTERMASH	C	5263	4034	7.3	68.8	101	3443	7.3	58.7	101	677	9.1	11.5	125	1094	7.9	18.7	110
ALICE	C	9594	6704	12.1	69.9	102	5664	12.1	59.0	102	925	12.4	9.6	105	1676	12.2	17.5	103
AMERICAN PARADE	C	6622	4238	7.7	64.0	94	3467	7.4	52.4	90	483	6.5	7.3	79	966	7.0	14.6	86
BENSON	A	10884	7121	12.9	65.4	96	5459	12.7	54.7	94	987	13.2	9.1	98	1802	13.1	16.6	97
BLUE THUNDER	A	5036	3520	6.4	69.9	102	3023	6.4	60.0	103	479	6.4	9.5	103	951	6.9	18.9	111
CAGNEY & LACEY	C	9965	7094	12.8	71.2	104	6059	12.9	60.8	105	965	12.9	9.7	105	1723	12.5	17.3	102
CBS EVENING NEWS-DEAN	C	3491	2232	4.0	63.9	94	1842	3.9	52.8	91	342	4.6	9.8	106	470	3.4	13.5	79
CBS EVENING NEWS-RATHER	C	7123	4616	8.4	64.8	95	3898	8.3	54.7	94	808	10.8	11.3	123	1158	8.4	16.3	95
CBS SAT. NEWS-SCHIEFFER	C	3621	2204	4.0	60.9	89	1804	3.8	49.8	86	395	5.3	10.9	118	589	4.3	16.3	96
CBS SATURDAY NIGHT MOVIE	C	5436	3701	6.7	68.1	100	3181	6.8	58.5	101	512	6.9	9.4	102	839	6.1	15.4	91
CBS WEDNESDAY NIGHT MOVIE	C	6100	4062	7.3	66.6	98	3494	7.4	57.3	99	523	7.0	8.6	93	1073	7.8	17.6	103
CHEERS	N	8883	6332	11.5	71.2	104	5354	11.4	60.2	104	872	11.7	9.8	106	1557	11.3	17.5	103
DALLAS	C	22109	15177	27.5	68.6	101	13178	28.0	59.6	103	2007	26.9	9.1	98	3769	27.3	17.0	100
DIFFERENT STROKES	N	6940	4599	8.3	66.3	97	3999	8.5	57.5	99	482	6.5	6.9	75	1233	8.9	17.8	104
DOUBLE TROUBLE	N	7223	5056	9.1	70.0	103	4312	9.2	59.7	103	544	7.3	7.5	82	1090	7.9	15.1	89
DUCK FACTORY	N	5595	3900	7.1	69.7	102	3215	6.8	57.5	99	485	6.5	8.7	94	1048	7.6	18.7	110
DUKES OF HAZZARD	C	5768	3818	6.9	66.2	97	3332	7.1	57.8	100	411	5.5	7.1	77	994	7.2	17.2	101
DYNASTY	A	20053	13882	25.1	69.2	101	12053	25.6	60.1	104	1728	23.1	8.6	93	3634	26.4	18.1	106
FACTS OF LIFE	N	8087	5605	10.1	69.3	102	4827	10.3	59.7	103	563	7.5	7.0	75	1331	9.7	16.5	97
FALCON CREST	C	20046	13837	25.0	69.0	101	11995	25.5	59.8	103	1742	23.3	8.7	94	3214	23.3	16.0	94
FALL GUY	A	9084	6362	11.5	70.0	103	5520	11.7	60.8	105	858	11.5	9.4	102	1706	12.4	18.8	110
FAMILY TIES	N	7964	5594	10.1	70.3	103	4673	9.9	58.7	101	756	10.1	9.5	103	1245	9.0	15.6	92
FANTASY ISLAND	A	7687	5184	9.4	67.4	99	4417	9.4	57.5	99	747	10.0	9.7	105	1278	9.3	16.6	98
FOULUPS, BLEEPERS & BLUNDERS	A	8861	5953	10.8	67.2	98	5100	10.9	57.6	99	929	12.4	10.5	114	1550	11.2	17.5	103
FOUR SEASONS	C	5095	3538	6.4	69.4	102	2887	6.1	56.7	98	607	8.1	11.9	129	1038	7.5	20.4	120
GIMME A BREAK	N	8838	5941	10.7	67.2	99	4952	10.5	56.0	97	786	10.5	8.9	96	1317	9.6	14.9	88
HART TO HART	A	8978	6375	11.5	71.0	104	5521	11.7	61.5	106	848	11.4	9.4	102	1583	11.5	17.6	104
HILL STREET BLUES	N	8590	6222	11.3	72.5	106	5384	11.5	62.7	108	937	12.5	10.9	118	1727	12.5	20.1	118
HOTEL	A	14085	9702	17.6	68.9	101	8395	17.9	59.6	103	1338	17.9	9.5	103	2460	17.8	17.5	103
JEFFERSONS	C	9360	6313	11.4	67.4	99	5139	10.9	54.9	95	973	13.0	10.4	113	1644	11.9	17.6	103
JENNIFER SLEPT HERE	N	5841	3981	7.2	68.2	100	3443	7.3	58.9	102	375	5.0	6.4	70	980	7.1	16.8	99
KATE & ALLIE	C	9206	6369	11.5	69.2	101	5337	11.4	58.0	100	763	10.2	8.3	90	1485	10.8	16.1	95
KNIGHT RIDER	N	7076	4894	8.9	69.2	101	4195	8.9	59.3	102	494	6.6	7.0	76	1169	8.5	16.5	97
LOVE BOAT	A	12219	8172	14.8	66.9	98	6856	14.6	56.1	97	1029	13.8	8.4	91	1980	14.4	16.2	95
MAGNUM PI	C	11199	7863	14.2	70.2	103	6677	14.2	59.6	103	1157	15.5	10.3	112	2182	15.8	19.5	114
MAMA'S FAMILY	N	6057	4069	7.4	67.2	98	3485	7.4	57.5	99	482	6.5	8.0	86	1110	8.1	18.3	108
MASTER, THE	N	3595	2500	4.5	69.5	102	2162	4.6	60.1	104	321	4.3	8.9	97	704	5.1	19.6	115
MATT HOUSTON	A	6344	4282	7.7	67.5	99	3727	7.9	58.7	101	542	7.3	8.5	93	1114	8.1	17.6	103
NBC MONDAY NIGHT MOVIE	N	11994	8185	14.8	68.2	100	7062	15.0	58.9	101	994	13.3	8.3	90	2028	14.7	16.9	99
NBC NIGHTLY NEWS	N	5132	3412	6.2	66.5	97	2781	5.9	54.2	93	515	6.9	10.0	109	819	5.9	16.0	94
NBC NIGHTLY NEWS-SAT	N	3375	2045	3.7	61.2	90	1693	3.6	50.2	86	251	3.4	7.4	81	436	3.2	12.9	76
NBC NIGHTLY NEWS-SUN	N	3130	1926	3.5	61.5	90	1510	3.2	48.2	83	256	3.4	8.2	89	431	3.1	13.8	81
NBC SUNDAY NIGHT MOVIE	N	8284	5562	10.1	67.1	98	4851	10.3	58.6	101	673	9.0	8.1	88	1532	11.1	18.5	109
NEWHART	C	9240	6567	11.9	71.1	104	5572	11.9	60.3	104	866	11.6	9.4	102	1431	10.4	15.5	91
ONE DAY AT A TIME	C	7288	5023	9.1	68.9	101	4212	9.0	57.8	100	625	8.4	8.6	93	1225	8.9	16.8	99
PEOPLE ARE FUNNY	N	4855	3205	5.8	66.0	97	2733	5.8	56.3	97	415	5.6	8.5	93	845	6.1	17.4	102
REAL PEOPLE	N	8869	5882	10.6	66.3	97	4987	10.6	56.2	97	659	8.8	7.4	81	1435	10.4	16.2	95
REMINGTON STEELE	N	7743	5179	9.4	66.9	98	4452	9.5	57.5	99	642	8.6	8.3	90	1265	9.2	16.3	96
RIPLEY'S BELIEVE IT - NOT	A	5345	3755	6.8	70.3	103	3169	6.7	59.3	102	596	8.0	11.2	121	1039	7.5	19.4	114
RIPTIDE	N	6988	4865	8.8	69.6	102	4197	8.9	60.1	103	493	6.6	7.1	76	1128	8.2	16.1	95
SCARECROW & MRS. KING	C	10002	6747	12.2	67.5	99	5663	12.0	56.6	98	890	11.9	8.9	96	1784	12.9	17.8	105
SIMON & SIMON	C	10428	7550	13.7	71.0	104	6506	13.8	61.2	105	1023	13.7	9.6	104	1970	14.3	18.5	109
60 MINUTES	C	13293	8560	15.5	64.4	94	7164	15.2	53.9	93	1271	17.0	9.6	104	2195	15.9	16.5	97
ST. ELSEWHERE	N	7017	5077	9.2	72.4	106	4406	9.4	62.8	108	732	9.8	10.4	113	1098	8.0	15.6	92
THREE'S COMPANY	A	10917	7725	14.0	70.8	104	6590	14.0	60.4	104	980	13.1	9.0	97	2037	14.8	18.7	110
T.J. HOOKER																		

	TOTAL U.S. '000	SEAFOOD SAUCE				SOY SAUCE				STEAK SAUCE				WORCESTERSHIRE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	6314	100.0	7.8	100	24099	100.0	29.8	100	25164	100.0	31.1	100	33348	100.0	41.2	100
18 - 24	9282	686	10.9	7.4	95	2047	8.5	22.1	74	2888	11.5	31.1	100	2889	8.7	31.1	76
25 - 34	19072	1856	29.4	9.7	125	6574	27.3	34.5	116	6922	27.5	36.3	117	8870	26.6	46.5	113
35 - 44	14591	1411	22.3	9.7	124	5101	21.2	35.0	117	5456	21.7	37.4	120	6844	20.5	46.9	114
45 - 54	11345	931	14.7	8.2	105	3753	15.6	33.1	111	4082	16.2	36.0	116	5145	15.4	45.4	110
55 - 64	11635	788	12.5	6.8	87	3624	15.0	31.1	105	3131	12.4	26.9	87	5193	15.6	44.6	108
65 OR OLDER	15061	643	10.2	4.3	55	3000	12.4	19.9	67	2685	10.7	17.8	57	4408	13.2	29.3	71
18 - 34	28354	2542	40.3	9.0	115	8621	35.8	30.4	102	9810	39.0	34.6	111	11759	35.3	41.5	101
18 - 49	48339	4413	69.9	9.1	117	15723	65.2	32.5	109	17357	69.0	35.9	116	21091	63.2	43.6	106
25 - 54	45008	4197	66.5	9.3	120	15428	64.0	34.3	115	16460	65.4	36.6	118	20858	62.5	46.3	113
35 - 49	19985	1871	29.6	9.4	120	7102	29.5	35.5	119	7547	30.0	37.8	122	9332	28.0	46.7	113
50 OR OLDER	32647	1902	30.1	5.8	75	8377	34.8	25.7	86	7807	31.0	23.9	77	12257	36.8	37.5	91
GRADUATED COLLEGE	11155	1166	18.5	10.5	134	4699	19.5	42.1	142	3396	13.5	30.4	98	5430	16.3	48.7	118
ATTENDED COLLEGE	13682	1288	20.4	9.4	121	5542	23.0	40.5	136	4787	19.0	35.0	113	6935	20.8	50.7	123
GRADUATED HIGH SCHOOL	33860	2896	45.9	8.5	110	10070	41.8	29.7	100	11593	46.1	34.2	110	15018	45.0	44.3	108
DID NOT GRADUATE HIGH SCHOOL	22270	966	15.3	4.3	56	3788	15.7	17.0	57	5388	21.4	24.2	78	5965	17.9	26.8	65
EMPLOYED	40306	3409	54.0	8.5	108	13756	57.1	34.1	115	13580	54.0	33.7	108	18759	56.3	46.5	113
EMPLOYED FULL-TIME	32850	2845	45.1	8.7	111	11109	46.1	33.8	114	11018	43.8	33.5	108	15119	45.3	46.0	112
EMPLOYED PART-TIME	7456	565	8.9	7.6	97	2647	11.0	35.5	119	2562	10.2	34.4	111	3640	10.9	48.8	119
NOT EMPLOYED	40680	2905	46.0	7.1	92	10343	42.9	25.4	85	11585	46.0	28.5	92	14589	43.7	35.9	87
PROFESSIONAL/MANAGER	10392	962	15.2	9.3	119	4232	17.6	40.7	137	3469	13.8	33.4	107	5412	16.2	52.1	126
TECH/CLERICAL/SALES	17574	1676	26.5	9.5	122	6407	26.6	36.5	123	6130	24.4	34.9	112	8716	26.1	49.6	120
PRECISION/CRAFT	985	**56	0.9	5.7	73	*370	1.5	37.6	126	*303	1.2	30.8	99	*479	1.4	48.6	118
OTHER EMPLOYED	11354	715	11.3	6.3	81	2747	11.4	24.2	81	3678	14.6	32.4	104	4152	12.5	36.6	89
SINGLE	9863	624	9.9	6.3	81	2641	11.0	26.8	90	2794	11.1	28.3	91	3139	9.4	31.8	77
MARRIED	51375	4572	72.4	8.9	114	16584	68.8	32.3	108	17660	70.2	34.4	111	23544	70.6	45.8	111
DIVORCED/SEPARATED/WIDOWED	19748	1118	17.7	5.7	73	4874	20.2	24.7	83	4710	18.7	23.9	77	6666	20.0	33.8	82
PARENTS	32590	3116	49.4	9.6	123	10366	43.0	31.8	107	12079	48.0	37.1	119	14533	43.6	44.6	108
WHITE	70416	5665	89.7	8.0	103	21738	90.2	30.9	104	22296	88.6	31.7	102	30411	91.2	43.2	105
BLACK	8778	518	8.2	5.9	76	1681	7.0	19.2	64	2383	9.5	27.1	87	2238	6.7	25.5	62
OTHER	1791	**131	2.1	7.3	94	*680	2.8	38.0	128	*485	1.9	27.1	87	*699	2.1	39.0	95
NORTHEAST-CENSUS	17786	1453	23.0	8.2	105	4400	18.3	24.7	83	4650	18.5	26.1	84	5566	16.7	31.3	76
NORTH CENTRAL	20741	1621	25.7	7.8	100	6647	27.6	32.0	108	7211	28.7	34.8	112	9718	29.1	46.9	114
SOUTH	27775	2015	31.9	7.3	93	6548	27.2	23.6	79	8682	34.5	31.3	101	11409	34.2	41.1	100
WEST	14683	1226	19.4	8.3	107	6504	27.0	44.3	149	4621	18.4	31.5	101	6655	20.0	45.3	110
NORTHEAST-MKTG.	17961	1485	23.5	8.3	106	4462	18.5	24.8	83	4760	18.9	26.5	85	5476	16.4	30.5	74
EAST CENTRAL	11885	821	13.0	6.9	89	3356	13.9	28.2	95	4065	16.2	34.2	110	5102	15.3	42.9	104
WEST CENTRAL	14090	1181	18.7	8.4	108	4622	19.2	32.8	110	4677	18.6	33.2	107	6700	20.1	47.6	115
SOUTH	24081	1788	28.3	7.4	95	5823	24.2	24.2	81	7593	30.2	31.5	101	10172	30.5	42.2	103
PACIFIC	12969	1040	16.5	8.0	103	5837	24.2	45.0	151	4069	16.2	31.4	101	5898	17.7	45.5	110
COUNTY SIZE A	32439	2872	45.5	8.9	114	10780	44.7	33.2	112	9717	38.6	30.0	96	12447	37.3	38.4	93
COUNTY SIZE B	24915	1781	28.2	7.1	92	7365	30.6	29.6	99	7870	31.3	31.6	102	10676	32.0	42.8	104
COUNTY SIZE C	12930	897	14.2	6.9	89	3530	14.6	27.3	92	4191	16.7	32.4	104	5640	16.9	43.6	106
COUNTY SIZE D	10703	764	12.1	7.1	92	2425	10.1	22.7	76	3386	13.5	31.6	102	4585	13.7	42.8	104
METRO CENTRAL CITY	24518	1794	28.4	7.3	94	7500	31.1	30.6	103	7164	28.5	29.2	94	9257	27.8	37.8	92
METRO SUBURBAN	35919	3181	50.4	8.9	114	11872	49.3	33.1	111	11859	47.1	33.0	106	15418	46.2	42.9	104
NON METRO	20549	1339	21.2	6.5	84	4727	19.6	23.0	77	6142	24.4	29.9	96	8674	26.0	42.2	103
TOP 5 ADI'S	18341	1542	24.4	8.4	108	6343	26.3	34.6	116	5661	22.5	30.9	99	6805	20.4	37.1	90
TOP 10 ADI'S	25378	2037	32.3	8.0	103	8093	33.6	31.9	107	7454	29.6	29.4	95	8993	27.0	35.4	86
TOP 20 ADI'S	36488	3170	50.2	8.7	111	12066	50.1	33.1	111	10825	43.0	29.7	95	13887	41.6	38.1	92
HSHLD INC. \$50,000 OR MORE	6612	847	13.4	12.8	164	2980	12.4	45.1	151	2604	10.3	39.4	127	3546	10.6	53.6	130
\$40,000 OR MORE	12659	1540	24.4	12.2	156	5612	23.3	44.3	149	4916	19.5	38.8	125	6596	19.8	52.1	127
\$30,000 OR MORE	24698	2732	43.3	11.1	142	10241	42.5	41.5	139	9172	36.4	37.1	120	12586	37.7	51.0	124
\$25,000 OR MORE	32077	3419	54.1	10.7	137	13002	54.0	40.5	136	11862	47.1	37.0	119	16380	49.1	51.1	124
\$20,000 - \$24,999	9144	698	11.1	7.6	98	2785	11.6	30.5	102	3060	12.2	33.5	108	4000	12.0	43.7	106
\$15,000 - \$19,999	8728	568	9.0	6.5	83	2161	9.0	24.8	83	2452	9.7	28.1	90	3461	10.4	39.7	96
\$10,000 - \$14,999	12562	906	14.3	7.2	93	3116	12.9	24.8	83	3695	14.7	29.4	95	4602	13.8	36.6	89
UNDER \$10,000	18475	724	11.5	3.9	50	3035	12.6	16.4	55	4096	16.3	22.2	71	4906	14.7	26.6	64
HOUSEHOLD OF 1 PERSON	11987	588	9.3	4.9	63	2692	11.2	22.5	75	2139	8.5	17.8	57	3708	11.1	30.9	75
2 PEOPLE	26577	2026	32.1	7.6	98	7782	32.3	29.3	98	7599	30.2	28.6	92	10872	32.6	40.9	99
3 OR 4 PEOPLE	30617	2566	40.6	8.4	107	9898	41.1	32.3	109	10861	43.2	35.5	114	13886	41.6	45.4	110
5 OR MORE PEOPLE	11804	1135	18.0	9.6	123	3727	15.5	31.6	106	4565	18.1	38.7	124	4882	14.6	41.4	100
NO CHILD IN HSHLD	46165	3092	49.0	6.7	86	13116	54.4	28.4	95	12315	48.9	26.7	86	17876	53.6	38.7	94
CHILD(REN) UNDER 2 YRS	5325	*459	7.3	8.6	111	1518	6.3	28.5	96	1842	7.3	34.6	111	2146	6.4	40.3	98
2 - 5 YEARS	14221	1262	20.0	8.9	114	4104	17.0	28.9	97	4923	19.6	34.6	111	6167	18.5	43.4	105
6 - 11 YEARS	15117	1364	21.6	9.0	116	4807	19.9	31.8	107	5671	22.5	37.5	121	6277	18.8	41.5	101
12 - 17 YEARS	16611	1492	23.6	9.0	115	5328	22.1	32.1	108	6261	24.9	37.7	121	7508	22.5	45.2	110
RESIDENCE OWNED	55884	4695	74.4	8.4	108	18004	74.7	32.2	108	18525	73.6	33.1	107	25500	76.5	45.6	111
VALUE: \$50,000 OR MORE	31744	3130	49.6	9.9	126	12211	50.7	38.5	129	10925	43.4	34.4	111	15502	46.5	48.8	119
VALUE: UNDER \$50,000	24140	1565	24.8	6.5	83	5793	24.0	24.0	81	7600	30.2	31.5	101	9999	30.0	41.4	101

PREPARED BARBECUE & SEASONING SAUCES - TYPES USED
(FEMALE HOMEOWNERS)

			TOTAL U.S. '000	SEAFOOD SAUCE				SOY SAUCE				STEAK SAUCE				WORCESTERSHIRE			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS			80986	6314	100.0	7.8	100	24099	100.0	29.8	100	25164	100.0	31.1	100	33348	100.0	41.2	100
MAGAZINES	QUINTILE 1	15799	2046	32.4	13.0	166	5934	24.6	37.6	126	5863	23.3	37.1	119	8064	24.2	51.0	124	
	QUINTILE 2	17259	1400	22.2	8.1	104	5980	24.8	34.6	116	5673	22.5	32.9	106	8118	24.3	47.0	114	
	QUINTILE 3	13545	880	13.9	6.5	83	4296	17.8	31.7	107	4458	17.7	32.9	106	5880	17.6	43.4	105	
	QUINTILE 4	15133	1035	16.4	6.8	88	4067	16.9	26.9	90	4400	17.5	29.1	94	5703	17.1	37.7	92	
	QUINTILE 5	19250	954	15.1	5.0	64	3823	15.9	19.9	67	4770	19.0	24.8	80	5584	16.7	29.0	70	
NEWSPAPERS	QUINTILE 1	12413	1240	19.6	10.0	128	4120	17.1	33.2	112	4126	16.4	33.2	107	5235	15.7	42.2	102	
	QUINTILE 2	24116	2121	33.6	8.8	113	7996	33.2	33.2	111	7989	31.7	33.1	107	10822	32.5	44.9	109	
	QUINTILE 3	11261	1073	17.0	9.5	122	3525	14.6	31.3	103	3796	15.1	33.7	108	4736	14.2	42.1	102	
	QUINTILE 4	20255	1282	20.3	6.3	81	5940	24.6	29.3	99	5896	23.4	29.1	94	8490	25.5	41.9	102	
	QUINTILE 5	12940	598	9.5	4.6	59	2519	10.5	19.5	65	3357	13.3	25.9	83	4065	12.2	31.4	76	
OUTDOOR	QUINTILE 1	14852	1349	21.4	9.1	117	4732	19.6	31.9	107	4985	19.8	33.6	108	6399	19.2	43.1	105	
	QUINTILE 2	15725	1219	19.3	7.8	99	4957	20.6	31.5	106	5087	20.2	32.3	104	6920	20.8	44.0	107	
	QUINTILE 3	16330	1317	20.9	8.1	103	4998	20.7	30.6	103	5271	20.9	32.3	104	6928	20.8	42.4	103	
	QUINTILE 4	16744	1247	19.7	7.4	96	4814	20.0	28.8	97	4861	19.3	29.0	93	6667	20.0	39.8	97	
	QUINTILE 5	17334	1181	18.7	6.8	87	4599	19.1	26.5	89	4961	19.7	28.6	92	6434	19.3	37.1	90	
RADIO-DRIVE TIME	QUINTILE 1	15911	1436	22.7	9.0	116	5081	21.1	31.9	107	5432	21.6	34.1	110	7405	22.2	46.5	113	
	QUINTILE 2	14837	1262	20.0	8.5	109	4315	17.9	29.1	98	4702	18.7	31.7	102	6267	18.8	42.2	103	
	QUINTILE 3	15339	1228	19.4	8.0	103	4762	19.8	31.0	104	4929	19.6	32.1	103	6190	18.6	40.4	98	
	QUINTILE 4	16723	1246	19.7	7.5	96	5296	22.0	31.7	106	5154	20.5	30.8	99	6890	20.7	41.2	100	
	QUINTILE 5	18176	1142	18.1	6.3	81	4645	19.3	25.6	86	4948	19.7	27.2	88	6597	19.8	36.3	88	
RADIO-MID- DAY	TERCILE 1	21020	1714	27.1	8.2	105	6413	26.6	30.5	103	6946	27.6	33.0	106	9232	27.7	43.9	107	
	TERCILE 2	21610	1928	30.5	8.9	114	6971	28.9	32.3	108	7034	28.0	32.5	105	9154	27.4	42.4	103	
	TERCILE 3	38355	2672	42.3	7.0	89	10715	44.5	27.9	94	11184	44.4	29.2	94	14962	44.9	39.0	95	
RADIO-TOTAL	QUINTILE 1	15988	1369	21.7	8.6	110	5038	20.9	31.5	106	5197	20.7	32.5	105	7133	21.4	44.6	108	
	QUINTILE 2	15626	1316	20.8	8.4	108	4579	19.0	29.3	98	5088	20.2	32.6	105	6718	20.1	43.0	104	
	QUINTILE 3	16723	1484	23.5	8.9	114	5282	21.9	31.6	106	5557	22.1	33.2	107	7073	21.2	42.3	103	
	QUINTILE 4	16342	1300	20.6	8.0	102	5348	22.2	32.7	110	5166	20.5	31.6	102	6703	20.1	41.0	100	
	QUINTILE 5	16306	846	13.4	5.2	67	3852	16.0	23.6	79	4156	16.5	25.5	82	5723	17.2	35.1	85	
TV-PRIME TIME	QUINTILE 1	15953	1246	19.7	7.8	100	4627	19.2	29.0	97	5182	20.6	32.5	105	6640	19.9	41.6	101	
	QUINTILE 2	16137	1375	21.8	8.5	109	4975	20.6	30.8	104	5108	20.3	31.7	102	6641	19.9	41.2	100	
	QUINTILE 3	16420	1331	21.1	8.1	104	5289	21.9	32.2	108	5418	21.5	33.0	106	7102	21.3	43.3	105	
	QUINTILE 4	16687	1437	22.8	8.6	110	5077	21.1	30.4	102	5457	21.7	32.7	105	7127	21.4	42.7	104	
	QUINTILE 5	15789	926	14.7	5.9	75	4131	17.1	26.2	88	4000	15.9	25.3	82	5838	17.5	37.0	90	
TV-DAYTIME	TERCILE 1	27736	2149	34.0	7.7	99	7316	30.4	26.4	89	8447	33.6	30.5	98	10891	32.7	39.3	95	
	TERCILE 2	26489	1951	30.9	7.4	94	7876	32.7	29.7	100	8398	33.4	31.7	102	10621	31.8	40.1	97	
	TERCILE 3	26761	2214	35.1	8.3	106	8907	37.0	33.3	112	8319	33.1	31.1	100	11836	35.5	44.2	107	
TV-TOTAL	QUINTILE 1	16345	1185	18.8	7.2	93	4349	18.0	26.6	89	5116	20.3	31.3	101	6285	18.8	38.5	93	
	QUINTILE 2	16447	1469	23.3	8.9	115	4837	20.1	29.4	99	5133	20.4	31.2	100	6728	20.2	40.9	99	
	QUINTILE 3	15980	1309	20.7	8.2	105	4877	20.2	30.5	103	5143	20.4	32.2	104	6802	20.4	42.6	103	
	QUINTILE 4	15887	1137	18.0	7.2	92	5139	21.3	32.3	109	5042	20.0	31.7	102	6932	20.8	43.6	106	
	QUINTILE 5	16326	1215	19.2	7.4	95	4897	20.3	30.0	101	4730	18.8	29.0	93	6603	19.8	40.4	98	
MAGAZINES-NEWSPAPERS: DUAL			20721	2262	35.8	10.9	140	7593	31.5	36.6	123	7353	29.2	35.5	114	10157	30.5	49.0	119
MAGAZINE IMPERATIVE			19186	1588	25.2	8.3	106	6458	26.8	33.7	113	6391	25.4	33.3	107	9073	27.2	47.3	115
NEWSPAPER IMPERATIVE			21899	1557	24.7	7.1	91	6145	25.5	28.1	94	6652	26.4	30.4	98	8228	24.7	37.6	91
MAGAZINES-OUTDOOR: DUAL			15451	1570	24.9	10.2	130	5847	24.3	37.8	127	6053	24.1	39.2	126	7949	23.8	51.4	125
MAGAZINE IMPERATIVE			25953	2394	37.9	9.2	118	8615	35.7	33.2	112	8150	32.4	31.4	101	11759	35.3	45.3	110
OUTDOOR IMPERATIVE			24400	1566	24.8	6.4	82	6238	25.9	25.6	86	6794	27.0	27.8	90	8812	26.4	36.1	88
MAGAZINES-RADIO: DUAL			18049	1722	27.3	9.5	122	6324	26.2	35.0	118	6036	24.0	33.4	108	8765	26.3	48.6	118
MAGAZINE IMPERATIVE			23571	2173	34.4	9.2	118	8435	35.0	35.8	120	8134	32.3	34.5	111	11065	33.2	46.9	114
RADIO IMPERATIVE			23278	1658	26.3	7.1	91	6017	25.0	25.8	87	7221	28.7	31.0	100	8749	26.2	37.6	91
MAGAZINES-TELEVISION: DUAL			15459	1407	22.3	9.1	117	5358	22.2	34.7	116	5607	22.3	36.3	117	7346	22.0	47.5	115
MAGAZINE IMPERATIVE			25829	2520	39.9	9.8	125	9356	38.8	36.2	122	8603	34.2	33.3	107	12477	37.4	48.3	117
TELEVISION IMPERATIVE			26039	1679	26.6	6.4	83	6101	25.3	23.4	79	7243	28.8	27.8	90	8937	26.8	34.3	83
NEWSPAPERS-OUTDOOR: DUAL			16605	1675	26.5	10.1	129	5895	24.5	35.5	119	5842	23.2	35.2	113	7699	23.1	46.4	113
NEWSPAPER IMPERATIVE			26834	2332	36.9	8.7	111	8472	35.2	31.6	106	8536	33.9	31.8	102	11207	33.6	41.8	101
OUTDOOR IMPERATIVE			23346	1563	24.8	6.7	86	6527	27.1	28.0	94	7137	28.4	30.6	98	9455	28.4	40.5	98
NEWSPAPERS-RADIO: DUAL			17133	1822	28.9	10.6	136	5702	23.7	33.3	112	5786	23.0	33.8	109	7890	23.7	46.1	112
NEWSPAPER IMPERATIVE			25892	2135	33.8	8.2	106	8472	35.2	32.7	110	8513	33.8	32.9	106	10799	32.4	41.7	101
RADIO IMPERATIVE			23167	1625	25.7	7.0	90	6474	26.9	27.9	94	7218	28.7	31.2	100	9466	28.4	40.9	99
NEWSPAPERS-TELEVISION: DUAL			17159	1460	23.1	8.5	109	5411	22.5	31.5	106	5700	22.7	33.2	107	7271	21.8	42.4	103
NEWSPAPER IMPERATIVE			26214	2396	37.9	9.1	117	8805	36.5	33.6	113	8675	34.5	33.1	107	11699	35.1	44.6	108
TELEVISION IMPERATIVE			23412	1662	26.3	7.1	91	5894	24.5	25.2	85	6815	27.1	29.1	94	8823	26.5	37.7	92
OUTDOOR-RADIO: DUAL			15303	1430	22.6	9.3	120	5113	21.2	33.4	112	5359	21.3	35.0	113	7054	21.2	46.1	112

	TOTAL U.S. '000	SEAFOOD SAUCE				SOY SAUCE				STEAK SAUCE				WORCESTERSHIRE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	80986	6314	100.0	7.8	100	24099	100.0	29.8	100	25164	100.0	31.1	100	33348	100.0	41.2	100
ATLANTIC MONTHLY	415	**116	0.3	3.9	49	*133	0.6	32.0	108	**86	0.3	20.7	67	*166	0.5	40.0	97
BARRON'S	453	**102	1.6	22.5	289	*220	0.9	48.6	163	**165	0.7	36.4	117	*263	0.8	58.1	141
BETTER HOMES & GARDENS	16256	1783	28.2	11.0	141	6047	25.1	37.2	125	5807	23.1	35.7	115	8269	24.8	50.9	124
BON APPETIT	2535	*338	5.4	13.3	171	1263	5.2	49.8	167	925	3.7	36.5	117	1416	4.2	55.9	136
BUSINESS WEEK	1278	*144	2.3	11.3	145	367	1.5	28.7	97	408	1.6	31.9	103	523	1.6	40.9	99
CAR AND DRIVER	378	**27	0.4	7.1	92	**103	0.4	27.2	92	*165	0.7	43.7	140	*160	0.5	42.3	103
CBS MAGAZINE NETWORK (GROSS)	1498	*167	2.6	11.1	143	520	2.2	34.7	117	642	2.6	42.9	138	630	1.9	42.1	102
CHANGING TIMES	1505	*169	2.7	11.2	144	474	2.0	31.5	106	483	1.9	32.1	103	755	2.3	50.2	122
COLONIAL HOMES	1231	**106	1.7	8.6	110	452	1.9	36.7	123	498	2.0	40.5	130	629	1.9	51.1	124
CONDE NAST MAG. PKG. (GROSS)	14146	1340	21.2	9.5	122	4883	20.3	34.5	116	4967	19.7	35.1	113	6707	20.1	47.4	115
CONSUMERS DIGEST	1323	*178	2.8	13.5	173	427	1.8	32.3	108	425	1.7	32.1	103	648	1.9	49.0	109
COSMOPOLITAN	7102	670	10.6	9.4	121	2302	9.6	32.4	109	2440	9.7	34.4	111	3176	9.5	44.7	119
COUNTRY LIVING	2481	387	6.1	15.6	200	1066	4.4	43.0	144	1005	4.0	40.5	130	1319	4.0	53.2	129
CUISINE	1472	*208	3.3	14.1	181	675	2.8	45.9	154	493	2.0	33.5	108	831	2.5	56.5	137
CYCLE WORLD	425	**49	0.8	11.5	148	*190	0.8	44.7	150	*200	0.8	47.1	151	*209	0.6	49.2	119
DCI:CREATIVE IDEAS FOR LIV	2510	*268	4.2	10.7	137	831	3.4	33.1	111	1002	4.0	39.9	128	1364	4.1	54.3	132
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	758	12.0	11.3	145	2457	10.2	36.7	123	2600	10.3	38.8	125	3826	11.5	57.2	139
DISCOVER	894	**88	1.4	9.8	126	333	1.4	37.2	125	301	1.2	33.7	108	422	1.3	47.2	115
EBONY	3507	239	3.8	6.8	87	831	3.4	23.7	80	1162	4.6	33.1	107	1096	3.3	31.3	76
ESQUIRE	1083	**95	1.5	8.8	113	295	1.2	27.2	92	322	1.3	29.7	96	408	1.2	37.7	91
ESSENCE	1830	*153	2.4	8.4	107	497	2.1	27.2	91	655	2.6	35.8	115	655	2.0	35.8	87
FAMILY CIRCLE	15930	1603	25.4	10.1	129	5570	23.1	35.0	118	5857	23.3	36.8	118	8005	24.0	50.3	122
THE FAMILY HANDYMAN	1126	*148	2.3	13.1	169	395	1.6	35.1	118	496	2.0	44.0	142	583	1.7	51.8	126
FAMILY WEEKLY	11468	769	12.2	6.7	86	3640	15.1	31.7	107	4077	16.2	35.6	114	5388	16.2	47.0	114
FIELD & STREAM	2234	*179	2.8	8.0	103	670	2.8	30.0	101	915	3.6	41.0	132	1148	3.4	51.4	125
FOOD & WINE	579	**82	1.3	14.2	182	*167	0.7	28.8	97	*223	0.9	38.5	124	268	0.8	46.3	112
FORBES	728	**102	1.6	14.0	180	304	1.3	41.8	140	*264	1.0	36.3	117	350	1.0	48.1	117
FORTUNE	906	*158	2.5	17.4	224	341	1.4	37.6	126	368	1.5	40.6	131	442	1.3	48.8	118
GENTLEMEN'S QUARTERLY	791	**62	1.0	7.8	101	*250	1.0	31.6	106	333	1.3	42.1	135	294	0.9	37.2	90
GLAMOUR	5265	517	8.2	9.8	126	1806	7.5	34.3	115	1900	7.6	36.1	116	2540	7.6	48.2	117
GOLF DIGEST	636	**98	1.6	15.4	198	*269	1.1	42.3	142	305	1.2	48.0	154	380	1.1	59.7	145
GOLF DIGEST/TENNIS (GROSS)	1186	**128	2.0	10.8	138	451	1.9	38.0	128	486	1.9	41.0	132	575	1.7	48.5	118
GOLF MAGAZINE	441	**53	0.8	12.0	154	*201	0.8	45.6	153	*153	0.6	34.7	112	*283	0.8	64.2	156
GOLF MAGAZINE/SKI (GROSS)	922	**94	1.5	10.2	131	341	1.4	37.0	124	275	1.1	29.8	96	458	1.4	49.7	121
GOOD HOUSEKEEPING	16487	1661	26.3	10.1	129	5680	23.6	34.5	116	5724	22.7	34.7	112	8149	24.4	49.4	120
HARPER'S BAZAAR	2423	276	4.4	11.4	146	920	3.8	38.0	128	874	3.5	36.1	116	1115	3.3	46.0	112
HEALTH	1994	*245	3.9	12.3	158	746	3.1	37.4	126	763	3.0	38.3	123	898	2.7	45.0	109
HEARST MAG CORP. BUY (GROSS)	44101	4697	74.4	10.7	137	15741	65.3	35.7	120	15932	63.3	36.1	116	21901	65.7	49.7	121
HEARST MAN POWER (GROSS)	1993	*247	3.9	12.4	159	884	3.7	44.4	149	822	3.3	41.2	133	1147	3.4	57.6	140
HEARST WOMAN POWER (GROSS)	31274	3118	49.4	10.0	128	10683	44.3	34.2	115	11142	44.3	35.6	115	15278	45.8	48.9	119
HOUSE BEAUTIFUL	3623	467	7.4	12.9	165	1328	5.5	36.7	123	1270	5.0	35.1	113	1872	5.6	51.7	125
INC.	283	**72	1.1	25.4	326	*100	0.4	35.3	119	**112	0.4	39.6	127	*133	0.4	47.0	114
JET	2928	221	3.5	7.5	97	692	2.9	23.6	79	1047	4.2	35.8	115	871	2.6	29.7	72
LADIES' HOME JOURNAL	11918	1268	20.1	10.6	136	4214	17.5	35.4	119	4399	17.5	36.9	119	5947	17.8	49.9	121
LHJ FAMILY GRP COMBO(GROSS)	16764	1944	30.8	11.6	149	5907	24.5	35.2	118	6314	25.1	37.7	121	8502	25.5	50.7	123
LIFE	4254	392	6.2	9.2	118	1352	5.6	31.8	107	1330	5.3	31.3	101	1946	5.8	45.7	111
L.A. TIMES HOME MAGAZINE	1145	**167	2.6	14.6	187	597	2.5	52.1	175	420	1.7	36.7	118	633	1.9	55.3	134
MADEMOISELLE	2884	294	4.7	10.2	131	1041	4.3	36.1	121	1119	4.4	38.8	125	1467	4.4	50.9	124
MC CALL'S	13460	1476	23.4	11.0	141	4784	19.9	35.5	119	4821	19.2	35.8	115	7079	21.2	52.6	128
MC CALL'S/MRK MOTHER (GROSS)	14606	1601	25.4	11.0	141	5147	21.4	35.2	118	5266	20.9	36.1	116	7707	23.1	52.8	128
MECHANIX ILLUSTRATED	772	**136	2.2	17.6	226	344	1.4	44.6	150	351	1.4	45.5	146	413	1.2	53.5	130
METROPOLITAN HOME	967	*129	2.0	13.3	171	405	1.7	41.9	141	336	1.3	34.7	112	484	1.5	50.1	122
MONEY	1588	*144	2.3	9.1	116	659	2.7	41.5	139	715	2.8	45.0	145	858	2.6	54.0	131
MOTHER EARTH NEWS	1002	*187	3.0	18.7	239	454	1.9	45.3	152	351	1.4	35.0	113	566	1.7	56.5	137
MS.	825	**92	1.5	11.2	143	261	1.1	31.6	106	324	1.3	39.3	126	388	1.2	47.0	114
NATIONAL ENQUIRER	10336	789	12.5	7.6	98	2777	11.5	26.9	90	3579	14.2	34.6	111	4175	12.5	40.4	98
NATIONAL GEOGRAPHIC	9597	1033	16.4	10.8	138	3837	15.9	40.0	134	3189	12.7	33.2	107	4906	14.7	51.1	124
NATIONAL SUNDAY MAGAZINE PKG	49558	4489	71.1	9.1	116	16345	67.8	33.0	111	16531	65.7	33.4	107	21879	65.6	44.1	107
NATURAL HISTORY	573	**9	0.1	1.6	20	*212	0.9	37.0	124	**110	0.4	19.2	62	*268	0.8	46.8	114
NEW WOMAN	1699	*121	1.9	7.1	91	508	2.1	29.9	100	561	2.2	33.0	106	819	2.5	48.2	117
NEW YORK INCLUDING CUE	443	**56	0.9	12.6	162	*163	0.7	36.8	124	**105	0.4	23.7	76	*181	0.5	40.9	99
THE NEW YORKER	1270	*129	2.0	10.2	130	491	2.0	38.7	130	326	1.3	25.7	83	576	1.7	45.4	110
NEWSWEEK	6277	676	10.7	10.8	138	2389	9.9	38.1	128	2065	8.2	32.9	106	2876	8.6	45.8	111
THE N.Y. TIMES DAILY EDITION	1205	**92	1.5	7.6	98	463	1.9	38.4	129	346	1.4	28.7	92	509	1.5	42.2	103
THE N.Y. TIMES MAGAZINE	2081	*169	2.7	8.1	104	781	3.2	37.5	126	590	2.3	28.4	91	828	2.5	39.8	97
OMNI	788	**84	1.3	10.7	137	317	1.3	40.2	135	263	1.0	33.4	107	360	1.1	45.7	111
ON CABLE	1158	**74	1.2	6.4	82	382	1.6	33.0	111	445	1.8	38.4	124	570	1.7	49.2	120
1001 HOME IDEAS	2852	431	6.8	15.1	194	946	3.9	33.2	111	1152	4.6	40.4	130	1657	5.0	58.1	141
ORGANIC GARDENING	1658	*143	2.3	8.6	111	697	2.9	42.0	141	516	2.1	31.1	100	875	2.6	52.8	128
OUTDOOR LIFE	896	**99	1.6	11.0	142	220	0.9	24.6	83	317	1.3	35.4	114	421	1.3	47.0	114
PARADE MAGAZINE	24275	2294	36.3	9.5	121	8142	33.8	33.5	113	8048	32.0	33.2	107	10391	31.2	42.8	104

PREPARED BARBECUE & SEASONING SAUCES - TYPES USED
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	SEAFOOD SAUCE				SOY SAUCE				STEAK SAUCE				WORCESTERSHIRE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	6314	100.0	7.8	100	24099	100.0	29.8	100	25164	100.0	31.1	100	33348	100.0	41.2	100
PARENTS	3845	446	7.1	11.6	149	1313	5.4	34.1	115	1522	6.0	39.6	127	1929	5.8	50.2	122
PENTHOUSE	831	**74	1.2	8.9	114	351	1.5	42.2	142	*329	1.3	39.6	127	433	1.3	52.1	127
PEOPLE	11645	1250	19.8	10.7	138	4111	17.1	35.3	119	4076	16.2	35.0	113	5584	16.7	48.0	116
PLAYBOY	2006	*170	2.7	8.5	109	746	3.1	37.2	125	750	3.0	37.4	120	952	2.9	47.5	115
POPULAR HOT RODDING	297	**31	0.5	10.4	134	**85	0.4	28.6	96	*138	0.5	46.5	150	*177	0.5	59.6	145
POPULAR MECHANICS	1018	**164	2.6	16.1	207	517	2.1	50.8	171	429	1.7	42.1	136	574	1.7	56.4	137
POPULAR SCIENCE	878	**73	1.2	8.3	107	352	1.5	40.1	135	377	1.5	42.9	138	452	1.4	51.5	125
PREVENTION	3913	429	6.8	11.0	141	1625	6.7	41.5	140	1298	5.2	33.2	107	1999	6.0	51.1	124
PSYCHOLOGY TODAY	1710	*172	2.7	10.1	129	662	2.7	38.7	130	586	2.3	34.3	110	872	2.6	51.0	124
READER'S DIGEST	22204	2135	33.8	9.6	123	7487	31.1	33.7	113	7408	29.4	33.4	107	10604	31.8	47.8	116
REDBOOK	7684	787	12.5	10.2	131	2701	11.2	35.2	118	2978	11.8	38.8	125	3952	11.9	51.4	125
ROAD & TRACK	410	**81	1.3	19.8	253	*159	0.7	38.8	130	*219	0.9	53.4	172	*186	0.6	45.4	110
ROLLING STONE	969	**127	2.0	13.1	168	438	1.8	45.2	152	470	1.9	48.5	156	437	1.3	45.1	110
RUNNER'S WORLD	298	**18	0.3	6.0	77	*166	0.7	55.7	187	*169	0.7	56.7	183	*224	0.7	75.2	183
SATURDAY EVENING POST	1169	*140	2.2	12.0	154	361	1.5	30.9	104	237	0.9	20.3	65	508	1.5	43.5	106
SCIENCE 84	587	**57	0.9	9.7	125	295	1.2	50.3	169	*204	0.8	34.8	112	299	0.9	50.9	124
SCIENCE DIGEST	482	**50	0.8	10.4	133	*211	0.9	43.8	147	*201	0.8	41.7	134	283	0.8	58.7	143
SCIENTIFIC AMERICAN	594	**89	1.4	15.0	192	308	1.3	51.9	174	*223	0.9	37.5	121	293	0.9	49.3	120
SELF	2089	*173	2.7	8.3	106	748	3.1	35.8	120	728	3.1	37.7	121	936	2.8	44.8	109
SEVENTEEN	2411	*230	3.6	9.5	122	824	3.4	34.2	115	816	3.2	33.8	109	974	2.9	40.4	98
SKI	480	**40	0.6	8.3	107	*140	0.6	29.2	98	**122	0.5	25.4	82	*175	0.5	36.5	89
SMITHSONIAN	2760	**289	4.6	10.5	134	1098	4.6	39.8	134	752	3.0	27.2	88	1328	4.0	48.1	117
SOAP OPERA DIGEST	3013	397	6.3	13.2	169	820	3.4	27.2	91	1163	4.6	38.6	124	1197	3.6	39.7	96
SOUTHERN LIVING	4184	490	7.8	11.7	150	1626	6.7	38.9	131	1598	6.4	38.2	123	2462	7.4	58.8	143
SPORT	559	**72	1.1	12.9	165	*157	0.7	28.1	94	*243	1.0	43.5	140	*194	0.6	34.7	84
THE SPORTING NEWS	436	**131	2.1	30.0	385	*135	0.6	31.0	104	*215	0.9	49.3	159	*193	0.6	44.3	108
SPORTS AFIELD	493	**33	0.5	6.7	86	*156	0.6	31.6	106	*192	0.8	38.9	125	291	0.9	59.0	143
SPORTS ILLUSTRATED	2758	489	7.7	17.7	227	1097	4.6	39.8	134	1232	4.9	44.7	144	1321	4.0	47.9	116
STAR	7456	600	9.5	8.0	103	1997	8.3	26.8	90	2591	10.3	38.8	112	2779	8.3	37.3	91
SUNDAY	24936	2494	39.5	10.0	128	8361	34.7	33.5	113	8115	32.2	32.5	105	10564	31.7	42.4	103
SUNSET	2124	*263	4.2	12.4	159	1137	4.7	53.5	180	750	3.0	35.3	114	1227	3.7	57.8	140
TV GUIDE	21661	2060	32.6	9.5	122	6992	29.0	32.3	108	7367	29.3	34.0	109	9405	28.2	43.4	105
TENNIS	550	**30	0.5	5.5	70	*182	0.8	33.1	111	*180	0.7	32.7	105	*196	0.6	35.6	87
TIME	8880	1047	16.6	11.8	151	3348	13.9	37.7	127	3267	13.0	36.8	118	3993	12.0	45.0	109
TOWN & COUNTRY	917	**83	1.3	9.1	116	350	1.5	38.2	128	287	1.1	31.3	101	454	1.4	49.5	120
TRAVEL & LEISURE	972	**107	1.7	11.0	141	337	1.4	34.7	117	376	1.5	38.7	124	470	1.4	48.4	117
TRUE STORY	3356	*221	3.5	6.6	84	568	2.4	16.9	57	1125	4.5	33.5	108	1230	3.7	36.7	89
U.S. NEWS & WORLD REPORT	3410	273	4.3	8.0	103	1243	5.2	36.5	122	1051	4.2	30.8	99	1692	5.1	49.6	120
USA TODAY	1759	*220	3.5	12.5	160	718	3.0	40.8	137	631	2.5	35.9	115	861	2.6	48.9	119
US	1873	*187	3.0	10.0	128	549	2.3	29.3	99	704	2.8	37.6	121	827	2.5	44.2	107
VOGUE	3909	354	5.6	9.1	116	1288	5.3	32.9	111	1160	4.6	29.7	96	1765	5.3	45.2	110
WALL STREET JOURNAL	1886	*234	3.7	12.4	159	775	3.2	41.1	138	665	2.6	35.3	113	953	2.9	50.5	123
WEIGHT WATCHERS	2120	*164	2.6	7.7	99	681	2.8	32.1	108	913	3.6	43.1	139	1136	3.4	53.6	130
WOMAN'S DAY	14172	1342	21.3	9.5	121	4986	20.7	35.2	118	5230	20.8	36.9	119	7101	21.3	50.1	122
WORKING MOTHER	1146	*125	2.0	10.9	140	363	1.5	31.7	106	446	1.8	38.9	125	628	1.9	54.8	133
WORKING WOMAN	1322	*194	3.1	14.7	188	504	2.1	38.1	128	538	2.1	40.7	131	647	1.9	48.9	119
WORLD TENNIS	*163	*27	0.1	4.3	55	**56	0.2	34.4	115	**54	0.2	33.1	107	**51	0.2	31.3	76
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*239	3.8	9.4	121	930	3.9	36.7	123	983	3.9	38.8	125	1190	3.6	47.0	114
BLAIR INSERTS	43657	4253	67.4	9.7	125	14773	61.3	33.8	114	14534	57.8	33.3	107	19167	57.5	43.9	107
DAILY NEWSPAPERS																	
READ ANY	51633	4451	70.5	8.6	111	16409	68.1	31.8	107	16802	66.8	32.5	105	22180	66.5	43.0	104
READ ONE	43463	3672	58.2	8.4	108	13689	56.8	31.5	106	14088	56.0	32.4	104	18609	55.8	42.8	104
READ TWO OR MORE	8170	779	12.3	9.5	122	2720	11.3	33.3	112	2714	10.8	33.2	107	3571	10.7	43.7	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4723	74.8	9.0	115	17259	71.6	32.8	110	17262	68.6	32.8	105	23044	69.1	43.7	106
READ ONE	46126	4032	63.9	8.7	112	14837	61.6	32.2	108	14860	59.1	32.2	104	20090	60.2	43.6	106
READ TWO OR MORE	6552	691	10.9	10.5	135	2422	10.1	37.0	124	2402	9.5	36.7	118	2954	8.9	45.1	109
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.76				28.53				29.31				27.98			
30 DAY REACH	71455	5610	88.9	7.9	101	21506	89.2	30.1	101	22546	89.6	31.6	102	29777	89.3	41.7	101
50 SHWG - 30 DAY AV FREQ	14.56	16.15				15.05				15.38				14.66			
30 DAY REACH	67742	5349	84.7	7.9	101	20449	84.9	30.2	101	21529	85.6	31.8	102	28476	85.4	42.0	102
25 SHWG - 30 DAY AV FREQ	7.94	8.65				8.10				8.41				7.95			
30 DAY REACH	62117	5020	79.5	8.1	104	19027	79.0	30.6	103	19727	78.4	31.8	102	26277	78.8	42.3	103
CABLE TV: HOME WIRED	32077	2917	46.2	9.1	117	10809	44.9	33.7	113	10959	43.6	34.2	110	15100	45.3	47.1	114
HOME NOT WIRED	48909	3398	53.8	6.9	89	13290	55.1	27.2	91	14205	56.4	29.0	93	18248	54.7	37.3	91
HAVE PAY CABLE	15935	1711	27.1	10.7	138	6126	25.4	38.4	129	6442	25.6	40.4	130	8179	24.5	51.3	125

	TOTAL U.S. '000	SEAFOOD SAUCE				SOY SAUCE				STEAK SAUCE				WORCESTERSHIRE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	6314	100.0	7.8	100	24099	100.0	29.8	100	25164	100.0	31.1	100	33348	100.0	41.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3766	59.6	8.6	110	14151	58.7	32.2	108	14579	57.9	33.2	107	19571	58.7	44.6	108
10:00 AM - 3:00 PM	30659	2669	42.3	8.7	112	9637	40.0	31.4	106	10288	40.9	33.6	108	13426	40.3	43.8	106
3:00 PM - 7:00 PM	31045	2808	44.5	9.0	116	10184	42.3	32.8	110	10370	41.2	33.4	108	13834	41.5	44.6	108
7:00 PM - MIDNIGHT	15767	1329	21.0	8.4	108	5067	21.0	32.1	108	5183	20.6	32.9	106	6799	20.4	43.1	105
MIDNIGHT - 6:00 AM	9120	875	13.9	9.6	123	2828	11.7	31.0	104	2888	11.5	31.7	102	3994	12.0	43.8	106
6:00 AM - MIDNIGHT	58527	4997	79.1	8.5	110	18563	77.0	31.7	107	19264	76.6	32.9	106	25400	76.2	43.4	105
ENTIRE DAY	59311	5049	80.0	8.5	109	18739	77.8	31.6	106	19423	77.2	32.7	105	25670	77.0	43.3	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY																	
ALL NEWS	16172	1415	22.4	8.7	112	5307	22.0	32.8	110	5366	21.3	33.2	107	7239	21.7	44.8	109
AOR/PROGRESSIVE	2256	*272	4.3	12.1	155	887	3.7	39.3	132	687	2.7	30.5	98	978	2.9	43.4	105
BEAUTIFUL MUSIC	3874	482	7.6	12.4	160	1453	6.0	37.5	126	1382	5.5	35.7	115	1827	5.5	47.2	115
BLACK	5660	545	8.6	9.6	124	2130	8.8	37.6	126	1849	7.3	32.7	105	2646	7.9	46.7	114
CLASSICAL	2204	204	3.2	9.3	119	623	2.6	28.3	95	657	2.6	29.8	96	849	2.5	38.5	94
CHR/ROCK	1418	**132	2.1	9.3	119	543	2.3	38.3	129	459	1.8	32.4	104	663	2.0	46.8	114
COUNTRY	9538	840	13.3	8.8	113	3007	12.5	31.5	106	3302	13.1	34.6	111	4059	12.2	42.6	103
GOLDEN OLDIES	12648	1065	16.9	8.4	108	3595	14.9	28.4	96	4563	18.1	36.1	116	5733	17.2	45.3	110
MOR/NOSTALGIA	1191	**127	2.0	10.7	137	311	1.3	26.1	88	448	1.8	37.6	121	453	1.4	40.6	98
NEWS/TALK	4757	420	6.7	8.8	113	1611	6.7	33.9	114	1542	6.1	32.4	104	2289	6.9	48.1	117
RELIGIOUS	3863	339	5.4	8.8	113	1482	6.1	38.4	129	1083	4.3	28.0	90	1586	4.8	41.1	100
SOFT ROCK	3084	*260	4.1	8.4	108	758	3.1	24.6	83	822	3.3	26.7	86	987	3.0	32.0	78
URBAN CONTEMPORARY	521	**38	0.6	7.3	94	*169	0.7	32.4	109	*237	0.9	45.5	146	*195	0.6	37.4	91
WIRED NETWORKS:	1585	*108	1.7	6.8	87	368	1.5	23.2	78	516	2.1	32.6	105	476	1.4	30.0	73
ABC CONTEMPORARY	3261	*292	4.6	9.0	115	791	3.3	24.3	82	1153	4.6	35.4	114	1233	3.7	37.8	92
ABC DIRECTION	2316	*181	2.9	7.8	100	684	2.8	29.5	99	862	3.4	37.2	120	1038	3.1	44.8	109
ABC ENTERTAINMENT	4834	401	6.4	8.3	106	1401	5.8	29.0	97	1606	6.4	33.2	107	2029	6.1	42.0	102
ABC FM	2202	*198	3.1	9.0	115	638	2.6	29.0	97	883	3.5	40.1	129	1058	3.2	48.0	117
ABC INFORMATION	5425	385	6.1	7.1	91	1971	8.2	36.3	122	1725	6.9	31.8	102	2510	7.5	46.3	112
ABC NEWS	1677	*193	3.1	11.5	148	633	2.6	37.7	127	676	2.7	40.3	130	778	2.3	46.4	113
CBS	4430	405	6.4	9.1	117	1726	7.2	39.0	131	1336	5.3	30.2	97	2178	6.5	49.2	119
MUTUAL	4992	588	9.3	11.8	151	1506	6.2	30.2	101	1816	7.2	36.4	117	2362	7.1	47.3	115
NBC	4679	410	6.5	8.8	112	1570	6.5	33.6	113	1348	5.4	28.8	93	2125	6.4	45.4	110
RADIO	1994	*228	3.6	11.4	147	644	2.7	32.3	109	815	3.2	40.9	132	901	2.7	45.2	110
RKO ONE	2298	*221	3.5	9.6	123	665	2.8	28.9	97	784	3.1	34.1	110	951	2.9	41.4	101
RKO TWO	3311	283	4.5	8.5	110	879	3.6	26.5	89	1030	4.1	31.1	100	1338	4.0	40.4	98
THE SOURCE	2114	*306	4.8	14.5	186	710	2.9	33.6	113	817	3.2	38.6	124	999	3.0	47.3	115
NON-WIRED: BLAIR	8654	535	8.5	6.2	79	2974	12.3	34.4	115	3073	12.2	35.5	114	4002	12.0	46.2	112
INTERNET	12025	1253	19.8	10.4	134	3883	16.1	32.3	109	4034	16.0	33.5	108	5183	15.5	43.1	105
KATZ RADIO GROUP	15359	1488	23.6	9.7	124	5567	23.1	36.2	122	5182	20.6	33.7	109	7039	21.1	45.8	111
SUPERNET	10628	829	13.1	7.8	100	3307	13.7	31.1	105	3659	14.5	34.4	111	4818	14.4	45.3	110
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	631	10.0	7.3	93	2405	10.0	27.8	93	2607	10.4	30.1	97	3498	10.5	40.4	98
WKDAY 9:00 AM - 1:00 PM	12163	940	14.9	7.7	99	3215	13.3	26.4	89	3769	15.0	31.0	100	4702	14.1	38.7	94
WKDAY 1:00 PM - 4:30 PM	16150	1226	19.4	7.6	97	4134	17.2	25.6	86	4809	19.1	29.8	96	6123	18.4	37.9	92
WKDAY 4:30 PM - 7:30 PM	22463	1618	25.6	7.2	92	6293	26.1	28.0	94	6807	27.1	30.3	98	8715	26.1	38.8	94
WKDAY 7:30 PM - 8:00 PM	31795	2470	39.1	7.8	100	9100	37.8	28.6	96	9927	39.4	31.2	100	12804	38.4	40.3	98
WKDAY 11:00 PM - 11:30 PM	23977	1987	31.5	8.3	106	7113	29.5	29.7	100	7787	30.9	32.5	105	10186	30.5	42.5	103
WKDAY 11:30 PM - 1:00 AM	7703	649	10.3	8.4	108	2381	9.9	30.9	104	2544	10.1	33.0	106	3358	10.1	43.6	106
M-SAT 8-11 PM-SUN 7-11 PM	33800	2763	43.8	8.2	105	10226	42.4	30.3	102	10907	43.3	32.3	104	14152	42.4	41.9	102
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	616	9.8	9.4	121	1825	7.6	27.9	94	2118	8.4	32.4	104	2501	7.5	38.3	93
ANOTHER WORLD	N 4620	458	7.3	9.9	127	1069	4.4	23.1	78	1431	5.7	31.0	100	1647	4.9	35.6	87
AS THE WORLD TURNS	C 5614	270	4.3	4.8	62	1338	5.6	23.8	80	1577	6.3	28.1	90	2209	6.6	39.3	96
CAPITOL	C 3396	165	2.6	4.9	62	751	3.1	22.1	74	992	3.9	29.2	94	1277	3.8	37.6	91
CBS MORN. NEWS 1	C 1446	*67	1.1	4.6	59	338	1.4	23.4	79	428	1.7	29.6	95	557	1.7	38.5	94
CBS MORN. NEWS 2	C 1207	*57	0.9	4.7	61	325	1.3	26.9	90	337	1.3	27.9	90	451	1.4	37.4	91
DAYS OF OUR LIVES	N 5877	532	8.4	9.1	116	1594	6.6	27.1	91	1785	7.1	30.4	98	2260	6.8	38.5	93
FACTS OF LIFE - DAYTIME	N 2290	188	3.0	8.2	105	473	2.0	20.7	69	655	2.6	28.6	92	743	2.2	32.4	79
FAMILY FEUD	A 3023	162	2.6	5.4	69	775	3.2	25.6	86	885	3.5	29.3	94	1125	3.4	37.2	90
GENERAL HOSPITAL	A 6097	450	7.1	7.4	95	1599	6.6	26.2	88	1792	7.1	29.4	95	2168	6.5	35.6	86
GOOD MORNING, AMERICA-730	A 3515	287	4.5	8.2	105	1138	4.7	32.4	109	1147	4.6	32.6	105	1515	4.5	43.1	105
GOOD MORNING, AMERICA-830	A 2818	208	3.3	7.4	95	932	3.9	33.1	111	881	3.5	31.3	101	1190	3.6	42.2	103
GUIDING LIGHT	C 5339	253	4.0	4.7	61	1237	5.1	23.2	78	1410	5.6	26.4	85	1979	5.9	37.1	90
ONE LIFE TO LIVE	A 4478	363	5.7	8.1	104	1199	5.0	26.8	90	1279	5.1	28.6	92	1708	5.1	38.1	93
PRESS YOUR LUCK	C 2244	191	3.0	8.5	109	749	3.1	33.4	112	740	2.9	33.0	106	981	2.9	43.7	106
PRICE IS RIGHT 1	C 4348	272	4.3	6.3	80	1056	4.4	24.3	82	1250	5.0	28.7	93	1793	5.4	41.2	100
PRICE IS RIGHT 2	C 5014	354	5.6	7.1	91	1246	5.2	24.9	84	1565	6.2	31.2	100	2089	6.3	41.7	

		TOTAL	SEAFOOD SAUCE				SOY SAUCE				STEAK SAUCE				MORCESTERSHIRE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS																		
80986 6314 100.0 7.8 100 24099 100.0 29.8 100 25164 100.0 31.1 100 33348 100.0 41.2 100																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY																		
NETWORK AFFILIATES - LATE																		
INDEPENDENTS - LATE																		
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	884	14.0	8.5	108	3069	12.7	29.4	99	3558	14.1	34.0	110	4638	13.9	44.4	108
ABC MONDAY NIGHT MOVIE	A	6412	545	8.6	8.5	109	2164	9.0	33.7	113	2030	8.1	31.7	102	2743	8.2	42.8	104
ABC SUNDAY NIGHT MOVIE	A	12407	978	15.5	7.9	101	3882	16.1	31.3	105	4049	16.1	32.6	105	5272	15.8	42.5	103
ABC WORLD NEWS TONIGHT	A	6176	340	5.4	5.5	71	1631	6.8	26.4	89	1681	6.7	27.2	88	2393	7.2	38.7	94
AFTERMASH	C	5863	509	8.1	8.7	111	1640	6.8	28.0	94	1869	7.4	31.9	103	2460	7.4	42.0	102
ALICE	C	9594	806	12.8	8.4	108	3028	12.6	31.6	106	3147	12.5	32.8	106	3905	11.7	40.7	99
AMERICAN PARADE	C	6622	476	7.5	7.2	92	1710	7.1	25.8	87	1950	7.7	29.4	95	2538	7.6	38.3	93
BENSON	A	10886	862	13.7	7.9	102	3170	13.2	29.1	98	3145	12.5	28.9	93	4305	12.9	39.5	96
BLUE THUNDER	A	5036	401	6.4	8.0	102	1553	6.4	30.8	104	1640	6.5	32.6	105	2175	6.5	43.2	105
CAGNEY & LACEY	C	9965	870	13.8	8.7	112	3059	12.7	30.7	103	3293	13.1	33.0	106	4421	13.3	44.4	108
CBS EVENING NEWS-DEAN	C	3491	*222	3.5	6.4	82	1142	4.7	32.7	110	1043	4.1	29.9	96	1483	4.4	42.5	103
CBS EVENING NEWS-RATHER	C	7123	471	7.5	6.6	85	2020	8.4	28.4	95	2032	8.1	28.5	92	2877	8.6	40.4	98
CBS SAT. NEWS-SCHIEFFER	C	3621	172	2.7	4.8	61	1132	4.7	31.3	105	1006	4.0	27.8	89	1428	4.3	39.4	96
CBS SATURDAY NIGHT MOVIE	C	5436	414	6.6	7.6	98	1679	7.0	30.9	104	1690	6.7	31.1	100	2276	6.8	41.9	102
CBS WEDNESDAY NIGHT MOVIE	C	6100	422	6.7	6.9	89	1791	7.4	29.4	99	1989	7.9	32.6	105	2565	7.7	42.0	102
CHEERS	N	8889	1000	15.8	11.2	144	3080	12.8	34.6	116	3101	12.3	34.9	112	3880	11.6	43.6	106
DALLAS	C	22109	1680	26.6	7.6	97	6381	26.5	28.9	97	7218	28.7	32.6	105	9052	27.1	40.9	99
DIFF'RENT STROKES	N	6940	547	8.7	7.9	101	1822	7.6	26.3	88	1951	7.8	28.1	90	2578	7.7	37.1	90
DOUBLE TROUBLE	N	7223	589	9.3	8.2	105	2075	8.6	28.7	97	2298	9.1	31.8	102	3067	9.2	42.5	103
DUCK FACTORY	N	5595	566	9.0	10.1	130	1851	7.7	33.1	111	1874	7.4	33.5	108	2386	7.2	42.6	104
DUKES OF HAZZARD	C	5768	432	6.8	7.5	96	1442	6.0	25.0	84	1723	6.8	29.9	96	2266	6.8	39.3	95
DYNASTY	A	20053	1619	25.6	8.1	104	5905	24.5	29.4	99	6738	26.8	33.6	108	8097	24.3	40.4	98
FACTS OF LIFE	N	8087	675	10.7	8.3	107	2547	10.6	31.5	106	2554	10.1	31.6	102	3349	10.0	41.4	101
FALCON CREST	C	20046	1755	27.8	8.8	112	5687	23.6	28.4	95	6297	25.0	31.4	101	7924	23.8	39.5	96
FALL GUY	A	9084	758	12.0	8.3	107	2542	10.5	28.0	94	3126	12.4	34.4	111	3717	11.1	40.9	99
FAMILY TIES	N	7964	753	11.9	9.5	121	2238	9.3	28.1	94	2479	9.9	31.1	100	3333	10.0	41.9	102
FANTASY ISLAND	A	7687	674	10.7	8.8	112	1963	8.1	25.5	86	2379	9.5	30.9	100	2804	8.4	36.5	89
FOULUPS,BLEEPES & BLUNDERS	A	8861	682	10.8	7.7	99	2759	11.4	31.1	105	2690	10.7	30.4	98	3668	11.0	41.4	101
FOUR SEASONS	C	5095	502	8.0	9.9	126	1633	6.8	32.1	108	1777	7.1	34.9	112	2192	6.6	43.0	104
GIMME A BREAK	N	8838	758	12.0	8.6	110	2207	9.2	25.0	84	2662	10.6	30.1	97	3353	10.1	37.9	92
HART TO HART	A	8978	661	10.5	7.4	94	2575	10.7	28.7	96	2944	11.7	32.8	106	3857	11.6	43.0	104
HILL STREET BLUES	N	8590	953	15.1	11.1	142	2874	11.9	33.5	112	3058	12.2	35.6	115	3824	11.5	44.5	108
HOTEL	A	14085	1127	17.8	8.0	103	4187	17.4	29.7	100	4555	18.1	32.3	104	5599	16.8	39.8	97
JEFFERSONS	C	9360	787	12.5	8.4	108	2782	11.5	29.7	100	3030	12.0	32.4	104	3684	11.0	39.4	96
JENNIFER SLEPT HERE	N	5841	497	7.9	8.5	109	1654	6.9	28.3	95	1683	6.7	28.8	93	2214	6.6	37.9	92
KATE & ALLIE	C	9206	854	13.5	9.3	119	2935	12.2	31.9	107	3110	12.4	33.8	109	4018	12.0	43.6	106
KNIGHT RIDER	N	7076	539	8.5	7.6	98	2140	8.9	30.2	102	2194	8.7	31.0	100	2926	8.8	41.4	100
LOVE BOAT	A	12219	857	13.6	7.0	90	3321	13.8	27.2	91	3562	14.2	29.2	94	4579	13.7	37.5	91
MAGNUM PI	C	11199	888	14.1	7.9	102	3513	14.6	31.4	105	3747	14.9	33.5	108	4946	14.8	44.2	107
MAMA'S FAMILY	N	6057	575	9.1	9.5	122	1792	7.4	29.6	99	2005	8.0	33.1	107	2596	7.8	42.9	104
MASTER, THE	N	3598	370	5.9	10.3	132	1087	4.5	30.2	102	1094	4.3	30.4	98	1501	4.5	41.7	101
MATT HOUSTON	A	6344	463	7.3	7.3	94	1882	7.8	29.7	100	2227	8.8	35.1	113	2602	7.8	41.0	100
NBC MONDAY NIGHT MOVIE	N	11994	954	15.1	8.0	102	3420	14.2	28.5	96	3874	15.4	32.3	104	4965	14.9	41.4	101
NBC NIGHTLY NEWS	N	5132	416	6.6	8.1	104	1504	6.2	29.3	98	1632	6.5	31.8	102	2099	6.3	40.9	99
NBC NIGHTLY NEWS-SAT	N	3375	238	3.8	7.1	90	851	3.5	25.2	85	931	3.7	27.6	89	1267	3.8	37.5	91
NBC NIGHTLY NEWS-SUN	N	3130	*185	2.9	5.9	76	973	4.0	31.1	104	946	3.8	30.2	97	1220	3.7	39.0	95
NBC SUNDAY NIGHT MOVIE	N	8284	716	11.3	8.6	111	2206	9.2	26.6	89	2471	9.8	29.8	96	3277	9.8	39.6	96
NEWHART	C	9240	832	13.2	9.0	115	3038	12.6	32.9	110	3129	12.4	33.9	109	4130	12.4	44.7	109
ONE DAY AT A TIME	C	7288	473	7.5	6.5	83	2062	8.6	28.3	95	2317	9.2	31.8	102	2951	8.8	40.5	98
PEOPLE ARE FUNNY	N	4855	438	6.9	9.0	116	1447	6.0	29.8	100	1453	5.8	29.9	96	2077	6.2	42.8	104
REAL PEOPLE	N	8869	734	11.6	8.3	106	2541	10.5	28.7	96	2728	10.8	30.8	99	3554	10.7	40.1	97
REMINGTON STEELE	N	7743	632	10.0	8.2	105	2381	9.9	30.8	103	2400	9.5	31.0	100	3200	9.6	41.3	100
REIPLEY'S BELIEVE IT - NOT	A	5345	450	7.1	8.4	108	1737	7.2	32.5	109	1833	7.3	34.3	110	2370	7.1	44.3	108
RIPTIDE	N	6988	545	8.6	7.8	100	2006	8.3	28.7	96	2358	9.4	33.7	109	2915	8.7	41.7	101
SCARECROW & MRS. KING	C	10002	707	11.2	7.1	91	2925	12.1	29.2	98	3149	12.5	31.5	101	4246	12.7	42.5	103
SIMON & SIMON	C	10638	852	13.5	8.0	103	3089	12.8	29.0	98	3471	13.8	32.6	105	4690	14.1	44.1	107
60 MINUTES	C	13293	1116	17.7	8.4	108	4028	16.7	30.3	102	3916	15.6	29.5	95	5434	16.3	40.9	99
ST. ELSEWHERE	N	7017	689	10.9	9.8	126	2141	8.9	30.5	103	2239	8.9	31.9	103	3182	9.5	45.3	110
THREE'S COMPANY	A	10917	941	14.9	8.6	111	3382	14.0	31.0	104	3563	14.2	32.6	105	4711	14.1	43.2	105
T.J. HOOKER	A	9204	672	10.6	7.3	94	2427	10.1	26.4	89	2859	11.4	31.1	100	3450	10.3	37.5	91
TONIGHT SHOW	N	2372	204	3.2	8.6	110	777	3.2	32.8	110	756	3.0	31.9	103				

	TOTAL U.S. '000	USERS IN LAST 30 DAYS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	42249	100.0	52.2	100	11602	100.0	14.3	100	12302	100.0	15.2	100	18345	100.0	22.7	100
18 - 24	9282	5062	12.0	54.5	105	1505	13.0	16.2	113	1469	11.9	15.8	104	2085	11.4	22.5	99
25 - 34	19072	11179	26.5	58.6	112	3156	27.2	16.5	116	3220	26.2	16.9	111	4804	26.2	25.2	111
35 - 44	14591	8432	20.0	57.8	111	2572	22.2	17.6	123	2465	20.0	16.9	111	3395	18.5	23.3	103
45 - 54	11345	6184	14.6	54.5	104	1957	16.9	17.2	120	1860	15.1	16.4	108	2367	12.9	20.9	92
55 - 64	11635	6068	14.4	52.2	100	1266	10.9	10.9	76	1816	14.8	15.6	103	2985	16.3	25.7	113
65 OR OLDER	15061	5324	12.6	35.3	68	1145	9.9	7.6	53	1472	12.0	9.8	64	2707	14.8	18.0	79
18 - 34	28354	16242	38.4	57.3	110	4661	40.2	16.4	115	4689	38.1	16.5	109	8492	37.6	24.3	107
18 - 49	48339	27869	66.0	57.7	111	8273	71.3	17.1	119	8155	66.3	16.9	111	11440	62.4	23.7	104
25 - 54	45008	25796	61.1	57.3	110	7685	66.2	17.1	119	7545	61.3	16.8	110	10566	57.6	23.5	104
35 - 49	19985	11627	27.5	58.2	112	3612	31.1	18.1	126	3467	28.2	17.3	114	4549	24.8	22.8	100
50 OR OLDER	32647	14381	34.0	44.0	84	3329	28.7	10.2	71	4147	33.7	12.7	84	6905	37.6	21.2	93
GRADUATED COLLEGE	11155	5850	13.8	52.4	101	1232	10.6	11.0	77	1571	12.8	14.1	93	3047	16.6	27.3	121
ATTENDED COLLEGE	13682	7868	18.6	57.5	110	1840	15.9	13.4	94	1866	15.2	13.6	90	4162	22.7	30.4	134
GRADUATED HIGH SCHOOL	33880	18942	44.8	55.9	107	5632	48.5	16.6	116	5791	47.1	17.1	113	7519	41.0	22.2	98
DID NOT GRADUATE HIGH SCHOOL	22270	9589	22.7	43.1	83	2898	25.0	13.0	91	3074	25.0	13.8	91	3617	19.7	16.2	72
EMPLOYED	40306	22630	53.6	56.1	108	5886	50.7	14.6	102	6455	52.5	16.0	105	10289	56.1	25.5	113
EMPLOYED FULL-TIME	32850	18399	43.5	56.0	107	4964	42.8	15.1	105	5052	41.1	15.4	101	8384	45.7	25.5	113
EMPLOYED PART-TIME	7456	4231	10.0	56.7	109	922	7.9	12.4	86	1404	11.4	18.8	124	1905	10.4	25.5	113
NOT EMPLOYED	40680	19619	46.4	48.2	92	5717	49.3	14.1	98	5847	47.5	14.4	95	8056	43.9	19.8	87
PROFESSIONAL/MANAGER	10392	5523	13.1	53.1	102	1229	10.6	11.8	83	1522	12.4	14.6	96	2771	15.1	26.7	118
TECH/CLERICAL/SALES	17574	10324	24.4	58.7	113	2635	22.7	15.0	105	2845	23.1	16.2	107	4844	26.4	27.6	122
PRECISION/CRAFT	985	*416	1.0	42.2	81	**137	1.2	13.9	97	**103	0.8	10.5	69	**177	1.0	18.0	79
OTHER EMPLOYED	11354	6368	15.1	56.1	108	1885	16.2	16.6	116	1985	16.1	17.5	115	2498	13.6	22.0	97
SINGLE	9863	4548	10.8	46.1	88	1205	10.4	12.2	85	1131	9.2	11.5	75	2213	12.1	22.4	99
MARRIED	51375	28843	68.3	56.1	108	7944	68.5	15.5	108	8911	72.4	17.3	114	11988	65.3	23.3	103
DIVORCED/SEPARATED/WIDOWED	19748	8858	21.0	44.9	86	2454	21.2	12.4	87	2260	18.4	11.4	75	4144	22.6	21.0	93
PARENTS	32590	20232	47.9	62.1	119	6545	56.4	20.1	140	6140	49.9	18.8	124	7547	41.1	23.2	102
WHITE	70416	36605	86.6	52.0	100	9619	82.9	13.7	95	10556	85.8	15.0	99	16430	89.6	23.3	103
BLACK	8778	4773	11.3	54.4	104	1821	15.7	20.7	145	1412	11.5	16.1	106	1540	8.4	17.5	77
OTHER	1791	*872	2.1	48.7	93	**162	1.4	9.0	63	**334	2.7	18.6	123	**376	2.0	21.0	93
NORTHEAST-CENSUS	17786	6916	16.4	38.9	75	2282	19.7	12.8	90	1826	14.8	10.3	68	2808	15.3	15.8	70
EAST CENTRAL	20741	12081	28.6	58.2	112	3329	28.7	16.1	112	3810	31.0	18.4	121	4942	26.9	23.8	105
SOUTH	27775	15471	36.6	55.7	107	4475	38.6	16.1	112	4635	37.7	16.7	110	6360	34.7	22.9	101
WEST	14683	7782	18.4	53.0	102	1516	13.1	10.3	72	2031	16.5	13.8	91	4235	23.1	28.8	127
NORTHEAST-MKTG.	17961	6785	16.1	37.8	72	2255	19.4	12.6	88	1810	14.7	10.1	66	2720	14.8	15.1	67
EAST CENTRAL	11885	6363	15.1	53.5	103	1857	16.0	15.6	109	2064	16.8	17.4	114	2443	13.3	20.6	91
WEST CENTRAL	14090	8082	19.1	57.4	110	2069	17.8	14.7	103	2564	20.8	18.2	120	3448	18.8	24.5	108
SOUTH	24081	14072	33.3	58.4	112	4080	35.2	16.9	118	4036	32.8	16.8	110	5956	32.5	24.7	109
PACIFIC	12969	6947	16.4	53.6	103	1341	11.6	10.3	72	1827	14.9	14.1	93	3779	20.6	29.1	129
COUNTY SIZE A	32439	16372	38.8	50.5	97	4564	39.3	14.1	98	4748	38.6	14.6	96	7060	38.5	21.8	96
COUNTY SIZE B	24915	13046	30.9	52.4	101	3440	29.7	13.8	96	3582	29.1	14.4	95	6045	33.0	23.4	107
COUNTY SIZE C	12930	6818	16.1	52.7	101	1915	16.5	14.8	103	2008	16.3	15.5	102	2895	15.8	22.4	99
COUNTY SIZE D	10703	5993	14.2	56.0	107	1684	14.5	15.7	110	1964	16.0	18.3	121	2345	12.8	21.9	97
METRO CENTRAL CITY	24518	12339	29.2	50.3	96	3572	30.8	14.6	102	3313	26.9	13.5	89	5454	29.7	22.2	98
METRO SUBURBAN	35919	18911	44.8	52.6	101	5018	43.3	14.0	98	5456	44.4	15.2	100	8437	46.0	23.5	104
NON METRO	20549	10999	26.0	53.5	103	3012	26.0	14.7	102	3534	28.7	17.2	113	4454	24.3	21.7	96
TOP 5 ADI'S	18341	8706	20.6	47.5	91	2371	20.4	12.9	90	2471	20.1	13.5	89	3864	21.1	21.1	93
TOP 10 ADI'S	25378	12033	28.5	47.4	91	3291	28.4	13.0	91	3435	27.9	13.5	89	5307	28.9	20.9	92
TOP 20 ADI'S	36488	18034	42.7	49.4	95	4890	42.1	13.4	94	5225	42.5	14.3	94	7920	43.2	21.7	96
HSHLD INC. \$50,000 OR MORE	6612	3735	8.8	56.5	108	918	7.9	13.9	97	1023	8.3	15.5	102	1794	9.8	27.1	120
\$40,000 OR MORE	12659	7319	17.3	57.8	111	1973	17.0	15.8	109	1922	15.6	15.2	100	3423	18.7	27.0	119
\$30,000 OR MORE	24698	14063	33.3	56.9	109	3452	29.8	14.0	98	3996	32.5	16.2	107	6616	36.1	26.8	118
\$25,000 OR MORE	32077	18371	43.5	57.3	110	4543	39.2	14.2	99	5095	41.4	15.9	105	8733	47.6	27.2	120
\$20,000 - \$24,999	9144	5053	12.0	55.3	106	1721	14.8	18.8	131	1191	9.7	13.0	86	2141	11.7	23.4	103
\$15,000 - \$19,999	8728	4181	9.9	47.9	92	1061	9.1	12.2	85	1258	10.2	14.4	95	1862	10.1	21.3	94
\$10,000 - \$14,999	12562	6671	15.8	53.1	102	1812	15.6	14.4	101	2370	19.3	18.9	124	2489	13.6	19.8	87
UNDER \$10,000	18475	7975	18.9	43.2	83	2467	21.3	13.4	93	2388	19.4	12.9	85	3120	17.0	16.9	75
HOUSEHOLD OF 1 PERSON	11987	4121	9.8	34.4	66	671	5.8	5.6	39	813	6.6	6.8	45	2637	14.4	22.0	97
2 PEOPLE	26577	12635	29.9	47.5	91	2918	25.2	11.0	77	3372	27.4	12.7	84	6344	34.6	23.9	105
3 OR 4 PEOPLE	30617	18352	43.4	59.9	115	5531	47.7	18.1	126	5760	46.8	18.8	124	7061	38.5	23.1	102
5 OR MORE PEOPLE	11804	7142	16.9	60.5	116	2482	21.4	21.0	147	2357	19.2	20.0	131	3300	12.6	19.5	86
NO CHILD IN HSHLD	46165	20584	48.7	44.6	85	4560	39.3	9.9	69	5626	45.7	12.2	80	10399	56.7	22.5	99
CHILD(REN) UNDER 2 YRS	5325	3361	8.0	63.1	121	1151	9.9	21.6	151	850	6.9	16.0	105	1360	7.4	25.5	113
2 - 5 YEARS	14221	9025	21.4	63.5	122	3012	26.0	21.2	148	2591	21.1	18.2	120	3423	18.7	24.1	106
6 - 11 YEARS	15117	9330	22.1	61.7	118	2980	25.7	19.7	138	3032	24.6	20.1	132	3311	18.1	21.9	97
12 - 17 YEARS	16611	10388	24.6	62.5	120	3631	31.3	21.9	153	3279	26.7	19.7	130	3477	19.0	20.9	92
RESIDENCE OWNED	55884	30296	71.7	54.2	104	7963	68.6	14.2	99	9021	73.3	16.1	106	13313	72.6	23.8	105
VALUE: \$50,000 OR MORE	31744	17594	41.6	55.4	106	4329	37.3	13.6	95	4833	39.3	15.2	100	8432	46.0	26.6	117
VALUE: UNDER \$50,000	24140	12702	30.1	52.6	101	3633	31.3	15.0	105	4188	34.0	17.3	114	4881	26.6	20.2	89

PREPARED BARBECUE SAUCES - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

			USERS IN LAST 30 DAYS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE				
			TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS			80986	42249	100.0	52.2	100	11602	100.0	14.3	100	12302	100.0	15.2	100	18345	100.0	22.7	100
MAGAZINES	QUINTILE 1	15799	9319	22.1	59.0	113	2944	25.4	18.6	130	2508	20.4	15.9	105	3867	21.1	24.5	108	
	QUINTILE 2	17259	9714	23.0	56.3	108	2545	21.9	14.7	103	2934	23.8	17.0	112	4235	23.1	24.5	108	
	QUINTILE 3	13545	7483	17.7	55.2	106	1996	17.2	14.7	103	1893	15.4	14.0	92	3595	19.6	26.5	117	
	QUINTILE 4	15133	7512	17.8	49.6	95	2065	17.8	13.6	95	2131	17.3	14.1	93	3316	18.1	21.9	97	
	QUINTILE 5	19250	8222	19.5	42.7	82	2054	17.7	10.7	74	2836	23.1	14.7	97	3332	18.2	17.3	76	
NEWSPAPERS	QUINTILE 1	12413	6434	15.2	51.8	99	1896	16.3	15.3	107	1602	13.0	12.9	85	2936	16.0	23.7	104	
	QUINTILE 2	24116	13258	31.4	55.0	105	3389	29.2	14.1	98	3944	32.1	16.4	108	5924	32.3	24.6	108	
	QUINTILE 3	11261	5930	14.0	52.7	101	1879	16.2	16.7	116	1539	12.5	13.7	90	2513	13.7	22.3	99	
	QUINTILE 4	20255	10372	24.5	51.2	98	3070	26.5	15.2	106	2931	23.8	14.5	95	4371	23.8	21.6	95	
	QUINTILE 5	12940	6255	14.8	48.3	93	1368	11.8	10.6	74	2286	18.6	17.7	116	2601	14.2	20.1	89	
OUTDOOR	QUINTILE 1	14852	7960	18.8	53.6	103	2085	18.0	14.0	98	2287	18.6	15.4	101	3588	19.6	24.2	107	
	QUINTILE 2	15725	8552	20.2	54.4	104	2336	20.1	14.9	104	2312	18.8	14.7	97	3905	21.3	24.8	110	
	QUINTILE 3	16330	8563	20.3	52.4	101	2443	21.1	15.0	104	2538	20.6	15.5	102	3582	19.5	21.9	97	
	QUINTILE 4	16744	8555	20.2	51.1	98	2389	20.6	14.3	100	2531	20.6	15.1	100	3635	19.8	21.7	96	
	QUINTILE 5	17334	8619	20.4	49.7	95	2350	20.3	13.6	95	2633	21.4	15.2	100	3636	19.8	21.0	93	
RADIO-DRIVE TIME	QUINTILE 1	15911	8621	20.4	54.2	104	2561	22.1	16.1	112	2728	22.2	17.1	113	3332	18.2	20.9	92	
	QUINTILE 2	14837	7941	18.8	53.5	103	2203	19.0	14.8	104	2223	18.1	15.0	99	3516	19.2	23.7	105	
	QUINTILE 3	15339	8201	19.4	53.5	102	2317	20.0	15.1	105	2328	18.9	15.2	100	3556	19.4	23.2	102	
	QUINTILE 4	16723	8944	21.2	53.5	103	2413	20.8	14.4	101	2449	19.9	14.6	96	4083	22.3	24.4	108	
	QUINTILE 5	18176	8543	20.2	47.0	90	2109	18.2	11.6	81	2575	20.9	14.2	93	3858	21.0	21.2	94	
RADIO-MID-DAY	TERCILE 1	21020	11128	26.3	52.9	101	3228	27.8	15.4	107	3333	27.1	15.9	104	4567	24.9	21.7	96	
	TERCILE 2	21610	11893	28.1	55.0	105	3476	30.0	16.1	112	3142	25.5	14.5	96	5275	28.8	24.4	108	
	TERCILE 3	38355	19228	45.5	50.1	96	4898	42.2	12.8	89	5827	47.4	15.2	100	8503	46.4	22.2	98	
RADIO-TOTAL	QUINTILE 1	15988	8607	20.4	53.8	103	2697	23.2	16.9	118	2714	22.1	17.0	112	3196	17.4	20.0	88	
	QUINTILE 2	15626	8106	19.2	51.9	99	2191	18.9	14.0	98	2339	19.0	15.0	99	3576	19.5	22.9	101	
	QUINTILE 3	16723	9199	21.8	55.0	105	2564	22.1	15.3	107	2598	21.1	15.5	102	4037	22.0	24.1	107	
	QUINTILE 4	16342	8854	21.0	54.2	104	2257	19.5	13.8	96	2352	19.1	14.4	95	4246	23.1	26.0	115	
	QUINTILE 5	16306	7483	17.7	45.9	88	1893	16.3	11.6	81	2300	18.7	14.1	93	3291	17.9	20.2	89	
TV-PRIME TIME	QUINTILE 1	15953	8438	20.0	52.9	101	2621	22.6	16.4	115	2019	16.4	12.7	83	3798	20.7	23.8	105	
	QUINTILE 2	16137	8367	19.8	51.8	99	2326	20.0	14.4	101	2521	20.5	15.6	103	3520	19.2	21.8	96	
	QUINTILE 3	16420	8700	20.6	53.0	102	2238	19.3	13.6	95	2656	21.6	16.2	106	3805	20.7	23.2	102	
	QUINTILE 4	16687	8974	21.2	53.8	103	2435	21.0	14.6	102	2856	23.2	17.1	113	3683	20.1	22.1	97	
	QUINTILE 5	15789	7770	18.4	49.2	94	1981	17.1	12.5	88	2250	18.3	14.3	94	3539	19.3	22.4	99	
TV-DAYTIME	TERCILE 1	27736	14212	33.6	51.2	98	4664	40.2	16.8	117	3765	30.6	13.6	89	5783	31.5	20.9	92	
	TERCILE 2	26489	13968	33.1	52.7	101	3776	32.5	14.3	100	4363	35.5	15.5	108	5829	31.8	22.0	97	
	TERCILE 3	26761	14069	33.3	52.6	101	3162	27.3	11.8	82	4174	33.9	16.6	103	6733	36.7	25.2	111	
TV-TOTAL	QUINTILE 1	16345	8228	19.5	50.3	96	2799	24.1	17.1	120	1985	16.1	12.1	80	3444	18.8	21.1	93	
	QUINTILE 2	16447	8749	20.7	53.2	102	2397	20.7	14.6	102	2758	22.4	16.8	110	3594	19.6	21.9	96	
	QUINTILE 3	15980	8723	20.6	54.6	105	2394	20.6	15.0	105	2583	21.0	16.2	106	3745	20.4	23.4	103	
	QUINTILE 4	15887	8035	19.0	50.6	97	2036	17.5	12.8	89	2362	19.2	14.9	98	3638	19.8	22.9	101	
	QUINTILE 5	16326	8515	20.2	52.2	100	1977	17.0	12.1	85	2614	21.2	16.0	105	3924	21.4	24.0	106	
MAGAZINES-NEWSPAPERS: DUAL			20721	11911	28.2	57.5	110	3299	28.4	15.9	111	3228	26.2	15.6	103	5384	29.3	26.0	115
MAGAZINE IMPERATIVE			19186	10976	26.0	57.2	110	3177	27.4	16.6	116	3278	26.6	17.1	112	4522	24.6	23.6	104
NEWSPAPER IMPERATIVE			21899	10855	25.7	49.6	95	2969	25.6	13.6	95	2927	23.8	13.4	88	4958	27.0	22.6	100
MAGAZINES-OUTDOOR: DUAL			15451	9362	22.2	60.6	116	2617	22.6	16.9	118	2552	20.7	16.5	109	4194	22.9	27.1	120
MAGAZINE IMPERATIVE			25953	14312	33.9	55.1	106	4097	35.3	15.8	110	4019	32.7	15.5	102	6196	33.8	23.9	105
OUTDOOR IMPERATIVE			24400	11546	27.3	47.3	91	3003	25.9	12.3	86	3242	26.4	13.3	87	5300	28.9	21.7	96
MAGAZINES-RADIO: DUAL			18049	9973	23.6	55.3	106	2975	25.6	16.5	115	3015	24.5	16.7	110	3983	21.7	22.1	97
MAGAZINE IMPERATIVE			23571	13816	32.7	58.6	112	3706	31.9	15.7	110	3730	30.3	15.8	104	6380	34.8	27.1	119
RADIO IMPERATIVE			23278	11781	27.9	50.6	97	3336	28.8	14.3	100	3594	29.2	15.4	102	4851	26.4	20.8	92
MAGAZINES-TELEVISION: DUAL			15459	8911	21.1	57.6	110	2919	25.2	18.9	132	2347	19.1	15.2	100	3646	19.9	23.6	104
MAGAZINE IMPERATIVE			25829	14699	34.8	56.9	109	3753	32.3	14.5	101	4182	34.0	16.2	107	6763	36.9	26.2	116
TELEVISION IMPERATIVE			26039	12395	29.3	47.6	91	3467	29.9	13.3	93	3683	29.9	14.1	93	5245	28.6	20.1	89
NEWSPAPERS-OUTDOOR: DUAL			16605	9202	21.8	55.4	106	2409	20.8	14.5	101	2580	21.0	15.5	102	4213	23.0	25.4	112
NEWSPAPER IMPERATIVE			26834	14060	33.3	52.4	100	4013	34.6	15.0	104	3965	32.2	14.8	97	6082	33.2	22.7	100
OUTDOOR IMPERATIVE			23346	12117	28.7	51.9	99	3368	29.0	14.4	101	3498	28.4	15.0	99	5251	28.6	22.5	99
NEWSPAPERS-RADIO: DUAL			17133	9013	21.3	52.6	101	2796	24.1	16.3	114	2464	20.0	14.4	95	3753	20.5	21.9	97
NEWSPAPER IMPERATIVE			25892	14006	33.2	54.1	104	3490	30.1	13.5	94	3915	31.8	15.1	100	6601	36.0	25.5	113
RADIO IMPERATIVE			23167	12323	29.2	53.2	102	3436	29.6	14.8	104	3944	32.1	17.0	112	4943	26.9	21.3	94
NEWSPAPERS-TELEVISION: DUAL			17159	9002	21.3	52.5	101	2742	23.6	16.0	112	2632	21.4	15.3	101	3628	19.8	21.1	93
NEWSPAPER IMPERATIVE			26214	14152	33.5	54.0	103	3604	31.1	13.7	96	3795	30.8	14.5	95	6753	36.8	25.8	114
TELEVISION IMPERATIVE			23412	12153	28.8	51.9	100	3662	31.6	15.6	109	3485	28.3	14.9	98	5006	27.3	21.4	94
OUTDOOR-RADIO: DUAL			15303	8845	20.9	57.8	111	2433	21.0	15.9	111	2531	20.6	16.5	109	3881	21.2	25.4	112
OUTDOOR IMPERATIVE			24901																

	TOTAL U.S. '000	USERS IN LAST 30 DAYS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	42249	100.0	52.2	100	11602	100.0	14.3	100	12302	100.0	15.2	100	18345	100.0	22.7	100
ATLANTIC MONTHLY	415	208	0.5	50.1	96	71	0.6	17.1	119	47	0.4	11.3	75	99	0.5	21.7	96
BARRON'S	453	241	0.6	53.2	102	141	0.4	9.1	63	98	0.8	21.6	142	102	0.6	22.5	99
BETTER HOMES & GARDENS	16256	9447	22.4	58.1	111	2789	24.0	17.2	120	2717	22.1	16.7	110	3941	21.5	24.2	107
BON APPETIT	2535	1427	3.4	56.3	108	314	2.7	12.4	86	352	2.9	13.9	91	760	4.1	30.0	132
BUSINESS WEEK	1278	644	1.5	50.4	97	153	1.3	12.0	84	150	1.2	11.7	77	342	1.9	26.8	118
CAR AND DRIVER	378	214	0.5	56.6	109	85	0.7	22.5	157	28	0.2	7.4	49	102	0.6	27.0	119
CBS MAGAZINE NETWORK (GROSS)	1498	846	2.0	53.9	111	347	3.0	23.2	162	242	2.0	16.2	106	277	1.5	18.5	82
CHANGING TIMES	1505	854	2.0	56.7	109	220	1.9	14.6	102	195	1.6	13.0	85	438	2.4	29.1	128
COLONIAL HOMES	1231	730	1.7	59.3	114	186	1.6	15.1	105	249	2.0	20.2	133	295	1.6	24.0	106
CONDE NAST MAG. PKG. (GROSS)	14146	8209	19.4	58.0	111	2411	20.8	17.0	119	2140	17.4	15.1	100	3657	19.9	25.9	114
CONSUMERS DIGEST	1323	724	1.7	54.7	105	242	2.1	18.3	128	143	1.2	10.8	71	339	1.8	25.6	113
COSMOPOLITAN	7102	3829	9.1	53.9	103	1132	9.8	15.9	111	1113	9.0	15.7	103	1585	8.6	22.3	99
COUNTRY LIVING	2481	1438	3.4	58.0	111	445	3.8	17.9	125	377	3.1	15.2	100	616	3.4	24.8	110
CUISINE	1472	960	2.3	62.2	125	262	2.3	17.8	124	221	1.8	15.0	99	478	2.6	32.5	143
CYCLE WORLD	425	318	0.8	74.8	143	121	1.0	28.5	199	105	0.9	24.7	163	92	0.5	21.6	96
DCI:CREATIVE IDEAS FOR LIV	2510	1619	3.8	64.5	124	502	4.3	20.0	140	383	3.1	15.3	100	733	4.0	29.2	129
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4238	10.0	63.3	121	1146	9.9	17.1	120	1244	10.1	18.6	122	1848	10.1	27.6	122
DISCOVER	894	476	1.1	53.2	102	105	0.9	11.7	82	447	0.4	5.3	35	324	1.8	36.2	160
EQ	3507	2091	4.9	59.6	114	801	6.9	22.8	159	338	5.2	18.2	120	652	3.6	18.6	82
ESQUIRE	1083	616	1.5	56.9	109	206	1.8	19.0	133	168	1.4	15.5	102	243	1.3	22.4	99
ESSENCE	1830	1244	2.9	68.0	130	465	4.0	25.4	177	543	3.2	21.5	141	387	2.1	21.1	93
FAMILY CIRCLE	15930	9206	21.8	57.8	111	2747	23.7	17.2	120	2577	20.9	16.2	106	3882	21.2	24.4	108
THE FAMILY HANDYMAN	1126	694	1.6	61.6	118	250	2.2	22.2	155	215	1.7	19.1	126	228	1.2	20.2	89
FAMILY WEEKLY	11468	6172	14.6	53.8	103	1724	14.9	15.0	105	1547	12.6	13.5	89	2902	15.8	25.3	112
FIELD & STREAM	2234	1316	3.1	58.9	113	487	4.2	21.8	152	382	3.1	17.1	113	448	2.4	20.1	89
FOOD & WINE	579	346	0.8	59.8	115	86	0.7	14.9	104	124	1.0	21.4	141	136	0.7	23.5	104
FORBES	728	423	1.0	58.1	111	59	0.5	8.1	57	137	1.1	18.8	124	227	1.2	31.2	138
FORTUNE	906	521	1.2	57.5	110	110	0.9	12.1	85	142	1.2	15.7	103	269	1.5	29.7	131
GENTLEMEN'S QUARTERLY	791	449	1.1	56.8	109	168	1.4	21.2	148	110	0.9	13.9	92	172	0.9	21.7	96
GLAMOUR	5265	3145	7.4	59.7	115	845	7.3	16.0	112	787	6.4	14.9	98	1512	8.2	28.7	127
GOLF DIGEST	636	393	0.9	61.8	118	94	0.8	14.8	103	98	0.8	15.4	101	202	1.1	31.8	140
GOLF DIGEST/TENNIS (GROSS)	1186	683	1.6	57.6	110	207	1.8	17.5	122	162	1.3	13.7	90	314	1.7	26.5	117
GOLF MAGAZINE	441	237	0.6	53.7	103	33	0.3	7.5	52	81	0.7	18.4	121	122	0.7	27.7	122
GOLF MAGAZINE/SKI (GROSS)	922	470	1.1	51.0	98	67	0.6	7.3	51	126	1.0	13.7	90	277	1.5	30.0	133
GOOD HOUSEKEEPING	16487	9536	22.6	57.8	111	2761	23.8	16.7	117	2419	21.9	16.3	107	4086	22.3	24.8	109
HARPER'S BAZAAR	2423	1425	3.4	58.8	113	424	3.7	17.5	122	449	3.6	18.5	122	553	3.0	22.8	101
HEALTH	1994	1145	2.7	57.4	110	261	2.2	13.1	91	366	3.0	18.4	121	518	2.8	26.0	115
HEARST MAG CORP. BUY (GROSS)	44101	25803	61.1	58.5	112	7696	66.3	17.5	122	7242	58.9	16.4	108	10865	59.2	24.6	109
HEARST MAN POWER (GROSS)	1993	1345	3.2	67.5	129	438	3.8	22.0	153	420	3.4	21.1	139	488	2.7	24.5	108
HEARST WOMAN POWER (GROSS)	31274	18066	42.8	57.8	111	5298	45.7	16.9	118	5150	41.9	16.5	108	7618	41.5	24.4	108
HOUSE BEAUTIFUL	3623	2187	5.2	60.4	116	732	6.3	20.2	141	449	3.6	12.4	82	1006	5.5	27.8	123
INC.	283	173	0.4	61.1	117	42	0.4	14.8	104	85	0.7	30.0	198	55	0.2	15.9	70
JET	2928	1763	4.2	60.2	115	677	5.8	23.1	161	555	4.5	19.0	125	530	2.9	18.1	80
LADIES' HOME JOURNAL	11918	7057	16.7	59.2	114	2139	18.4	17.9	125	1866	15.2	15.7	103	3052	16.6	25.6	113
LHJ FAMILY GRP COMBO(GROSS)	16764	10020	23.7	59.8	115	2958	25.5	17.6	123	2730	22.2	16.3	107	4332	23.6	25.8	114
LIFE	4254	2366	5.6	55.6	107	692	6.0	16.3	114	564	4.6	13.3	87	1110	6.1	26.1	115
L.A. TIMES HOME MAGAZINE	1145	704	1.7	61.5	118	109	0.9	9.5	66	180	1.5	15.7	103	414	2.3	36.2	160
MADMOISELLE	2885	1737	4.1	60.2	115	548	4.7	19.0	133	487	4.0	16.9	111	702	3.8	24.3	107
MC CALL'S	13460	8045	19.0	59.8	115	2305	19.9	17.1	120	2277	18.5	16.9	111	3464	18.9	25.7	114
MC CALL'S/WRK MOTHER (GROSS)	14606	8856	21.0	60.6	116	2631	22.7	18.0	126	2451	19.9	16.8	110	3774	20.6	25.8	114
MECHANIC ILLUSTRATED	772	497	1.2	64.4	123	134	1.2	17.4	121	133	1.1	17.2	113	231	1.3	29.9	132
METROPOLITAN HOME	967	490	1.2	50.7	97	117	1.0	12.1	84	144	1.2	14.9	98	229	1.2	23.7	105
MONEY	1588	915	2.2	57.6	110	195	1.7	12.3	86	303	2.5	19.1	126	417	2.3	26.3	116
MOTHER EARTH NEWS	1002	672	1.6	67.1	129	215	1.9	21.5	150	210	1.7	21.0	138	247	1.3	24.7	109
MS.	825	487	1.2	59.0	113	147	1.3	17.8	124	110	0.9	13.3	88	230	1.3	27.9	123
NATIONAL ENQUIRER	10336	5873	13.9	56.8	109	1929	16.6	18.7	130	1848	15.0	17.9	118	2096	11.4	20.3	90
NATIONAL GEOGRAPHIC	9597	5217	12.3	54.4	104	1337	11.5	13.9	97	1474	12.0	15.4	101	2405	13.1	25.1	111
NATIONAL SUNDAY MAGAZINE PKG	49558	26810	63.5	54.1	104	7465	64.3	15.1	105	7391	60.1	14.9	98	11953	65.2	24.1	106
NATURAL HISTORY	573	289	0.7	50.4	97	61	0.5	10.6	74	106	0.9	18.5	122	122	0.7	21.3	94
NEW WOMAN	1699	974	2.3	57.3	110	252	2.2	14.8	104	239	1.9	14.1	93	482	2.6	28.4	125
NEW YORK INCLUDING CUE	443	220	0.5	49.7	95	64	0.6	14.4	101	36	0.3	8.1	53	120	0.7	27.1	120
THE NEW YORKER	1270	593	1.4	46.7	90	136	1.2	10.7	75	165	1.3	13.0	86	293	1.6	23.1	102
NEWSWEEK	6277	3349	7.9	53.4	102	769	6.6	12.3	86	1016	8.3	16.2	107	1564	8.5	24.9	110
THE N.Y. TIMES DAILY EDITION	1205	468	1.1	38.8	74	113	1.0	9.4	65	102	0.8	8.5	56	254	1.4	21.1	93
THE N.Y. TIMES MAGAZINE	2081	782	1.9	37.6	72	243	2.1	11.7	82	135	1.1	6.5	43	403	2.2	19.4	85
OWN	788	462	1.1	58.6	112	112	1.0	14.2	99	105	0.9	13.3	88	245	1.3	31.1	137
ON CABLE	1158	809	1.9	69.9	134	277	2.4	23.9	167	196	1.6	16.9	111	337	1.8	29.1	128
1001 HOME IDEAS	2852	1818	4.3	63.7	122	558	4.8	19.6	137	498	4.0	17.5	115	762	4.2	26.7	118
ORGANIC GARDENING	1658	1000	2.4	60.3	116	256	2.2	15.4	108	261	2.1	15.7	104	482	2.6	29.1	128
OUTDOOR LIFE	896	485	1.1	54.1	104	207	1.8	23.1	161	114	0.9	12.7	84	164	0.9	18.3	81
PARADE MAGAZINE	24275	12971	30.7	53.4	102	3635	31.3	15.0	105	3631	29.5	15.0	98	5704	31.1	23.5	104

PREPARED BARBECUE SAUCES - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USERS IN LAST 30 DAYS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	42249	100.0	52.2	100	11602	100.0	14.3	100	12302	100.0	15.2	100	18345	100.0	22.7	100
PARENTS	3845	2385	5.6	62.0	119	795	6.9	20.7	144	679	5.5	17.7	116	912	5.0	23.7	105
PENTHOUSE	831	581	1.4	69.9	134	*161	1.4	19.4	135	*175	1.4	21.1	139	*245	1.3	29.5	130
PEOPLE	11645	6552	15.5	56.3	108	1951	16.8	16.8	117	1952	15.9	16.8	110	2648	14.4	22.7	100
PLAYBOY	2006	1253	3.0	62.5	120	444	3.8	22.1	155	342	2.8	17.0	112	466	2.5	23.2	103
POPULAR HOT RODDING	297	*240	0.6	80.8	155	**105	0.9	35.4	247	**46	0.4	15.5	102	**89	0.5	30.0	132
POPULAR MECHANICS	1018	677	1.6	66.5	127	*179	1.5	17.6	123	*240	2.0	23.6	155	*259	1.4	25.4	112
POPULAR SCIENCE	878	573	1.4	65.3	125	*231	2.0	26.3	184	**124	1.0	14.1	93	*218	1.2	24.8	110
PREVENTION	3913	1985	4.7	50.7	97	483	4.2	12.3	86	597	4.9	15.3	100	904	4.9	23.1	102
PSYCHOLOGY TODAY	1710	1000	2.4	58.5	112	333	2.9	19.5	136	*202	1.6	11.8	78	464	2.5	27.1	120
READER'S DIGEST	22204	12269	29.0	55.3	106	3703	31.9	16.7	116	3110	25.3	14.0	92	5456	29.7	24.6	108
REDBOOK	7684	4700	11.1	61.2	117	1406	12.1	18.3	128	1348	11.0	17.5	115	1946	10.6	25.3	112
ROAD & TRACK	410	*201	0.5	49.0	94	*88	0.8	21.5	150	**24	0.2	5.9	39	**89	0.5	21.7	96
ROLLING STONE	969	602	1.4	62.1	119	*227	2.0	23.4	164	**108	0.9	11.1	73	267	1.5	27.6	122
RUNNER'S WORLD	298	*211	0.5	70.8	136	*226	0.2	8.7	61	*87	0.7	29.2	192	**99	0.5	33.2	147
SATURDAY EVENING POST	1169	598	1.4	51.2	98	*207	1.8	17.7	124	*153	1.2	13.1	86	*238	1.3	20.4	90
SCIENCE 84	587	377	0.9	64.2	123	**77	0.7	13.1	92	**128	1.0	21.8	144	*172	0.9	29.3	129
SCIENCE DIGEST	482	306	0.7	63.5	122	**127	1.1	26.3	184	**75	0.6	15.6	102	**104	0.6	21.6	95
SCIENTIFIC AMERICAN	594	338	0.8	56.9	109	**73	0.6	12.3	86	**77	0.6	13.0	85	*188	1.0	31.6	140
SELF	2089	1207	2.9	57.8	111	321	2.8	15.4	107	368	3.0	17.6	116	519	2.8	24.8	110
SEVENTEEN	2411	1384	3.3	57.4	110	476	4.1	19.7	138	465	3.8	19.3	127	443	2.4	18.4	81
SKI	480	*233	0.6	48.5	93	**35	0.3	7.3	51	**44	0.4	9.2	60	**154	0.8	32.1	142
SMITHSONIAN	2760	1337	3.2	48.4	93	290	2.5	10.5	73	261	2.1	9.5	62	786	4.3	28.5	126
SOAP OPERA DIGEST	3013	1844	4.4	61.2	117	789	6.8	26.2	183	550	4.5	18.3	120	505	2.8	16.8	74
SOUTHERN LIVING	4184	2619	6.2	62.6	120	643	5.5	15.4	107	861	7.0	20.6	135	1114	6.1	26.6	118
SPORT	559	341	0.8	61.0	117	*130	1.1	23.3	162	**54	0.4	9.7	64	**157	0.9	28.1	124
THE SPORTING NEWS	436	*270	0.6	61.9	119	**190	1.6	43.6	304	**51	0.4	11.7	77	**29	0.2	6.7	29
SPORTS AFIELD	493	362	0.9	73.4	141	*132	1.1	26.8	187	**105	0.9	21.3	140	**124	0.7	25.2	111
SPORTS ILLUSTRATED	2758	1694	4.0	61.4	118	543	4.7	19.7	137	522	4.2	18.9	125	629	3.4	22.8	101
STAR	7456	4237	10.0	56.8	109	1532	13.2	20.5	143	1163	9.5	15.6	103	1542	8.4	20.7	91
SUNDAY	24936	13776	32.6	55.2	106	3830	33.0	15.4	107	3878	31.5	15.6	102	6068	33.1	24.3	107
SUNSET	2124	1285	3.0	60.5	116	*168	1.4	7.9	55	*167	1.4	7.9	52	950	5.2	44.7	197
TV GUIDE	21661	12224	28.9	56.4	108	3810	32.8	17.6	123	3521	28.6	16.3	107	4893	26.7	22.6	100
TENNIS	550	290	0.7	52.7	101	**113	1.0	20.5	143	**64	0.5	11.6	77	**113	0.6	20.5	91
TIME	8880	5009	11.9	56.4	108	1431	12.3	16.1	112	1331	10.8	15.0	99	2247	12.2	25.3	112
TOWN & COUNTRY	917	498	1.2	54.3	104	*122	1.1	13.3	93	**120	1.0	13.1	86	*255	1.4	27.8	123
TRAVEL & LEISURE	972	538	1.3	55.3	106	*180	1.6	18.5	129	*125	1.0	12.9	85	*233	1.3	24.0	106
TRUE STORY	3356	1896	4.5	56.5	108	654	5.6	19.5	136	675	5.5	20.1	132	567	3.1	16.9	75
U.S. NEWS & WORLD REPORT	3410	1832	4.3	53.7	103	439	3.8	12.9	90	508	4.1	14.9	98	885	4.8	26.0	115
USA TODAY	1759	976	2.3	55.5	106	*270	2.3	15.3	107	*211	1.7	12.0	79	495	2.7	28.1	124
US	1873	1047	2.5	55.9	107	415	3.6	22.2	155	*241	2.0	12.9	85	390	2.1	20.8	92
VOGUE	3909	2120	5.0	54.2	104	697	6.0	17.8	124	499	4.1	12.8	84	924	5.0	23.6	104
WALL STREET JOURNAL	1886	931	2.2	49.4	95	*268	2.3	14.2	99	*212	1.7	11.2	74	450	2.5	23.9	105
WEIGHT WATCHERS	2120	1309	3.1	61.7	118	462	4.0	21.8	152	400	3.3	18.9	124	447	2.4	21.1	93
WOMAN'S DAY	14172	8064	19.1	56.9	109	2458	21.2	17.3	121	2103	17.1	14.8	98	3502	19.1	24.7	109
WORKING MOTHER	1146	811	1.9	70.8	136	327	2.8	28.5	199	*174	1.4	15.2	100	*311	1.7	27.1	120
WORKING WOMAN	1322	804	1.9	60.8	117	*192	1.7	14.5	101	*200	1.6	15.1	100	412	2.2	31.2	138
WORLD TENNIS	*163	**89	0.2	54.6	105	**31	0.3	19.0	133	**35	0.3	21.5	141	**23	0.1	14.1	62
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1513	3.6	59.8	115	492	4.2	19.4	136	412	3.3	16.3	107	610	3.3	24.1	106
BLAIR INSERTS	43657	23559	55.8	54.0	103	6518	56.2	14.9	104	6520	53.0	14.9	98	10521	57.4	24.1	106
DAILY NEWSPAPERS																	
READ ANY	51633	27360	64.8	53.0	102	7619	65.7	14.8	103	7787	63.3	15.1	99	11955	65.2	23.2	102
READ ONE	43463	23297	55.1	53.6	103	6513	56.1	15.0	105	6716	54.6	15.5	102	10069	54.9	23.2	102
READ TWO OR MORE	8170	4063	9.6	49.7	95	1106	9.5	13.5	94	1071	8.7	13.1	86	1886	10.3	23.1	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	28242	66.8	53.6	103	7868	67.8	14.9	104	7754	63.0	14.7	97	12620	68.8	24.0	106
READ ONE	46126	24689	58.4	53.5	103	6691	57.7	14.5	101	7032	57.2	15.2	100	10967	59.8	23.8	105
READ TWO OR MORE	6552	3553	8.4	54.2	104	1177	10.1	18.0	125	722	5.9	11.0	73	1653	9.0	25.2	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.84				27.83				27.40				28.14			
30 DAY REACH	71455	37455	88.7	52.4	100	10218	88.1	14.3	100	10780	87.6	15.1	99	16456	89.7	23.0	102
50 SHWG - 30 DAY AV FREQ	14.56	14.71				14.71				14.50				14.84			
30 DAY REACH	67742	35510	84.0	52.4	100	9680	83.4	14.3	100	10188	82.8	15.0	99	15643	85.3	23.1	102
25 SHWG - 30 DAY AV FREQ	7.94	7.98				7.90				7.84				8.13			
30 DAY REACH	62117	32779	77.6	52.8	101	9008	77.6	14.5	101	9470	77.0	15.2	100	14301	78.0	23.0	102
CABLE TV: HOME WIRED	32077	18054	42.7	56.3	108	5117	44.1	16.0	111	5153	41.9	16.1	106	7785	42.4	24.3	107
HOME NOT WIRED	48909	24195	57.3	49.5	95	6485	55.9	13.3	93	7149	58.1	14.6	96	10560	57.6	21.6	95
HAVE PAY CABLE	15935	9815	23.2	61.6	118	2941	25.3	18.5	129	3014	24.5	18.9	125	3860	21.0	24.2	107

	TOTAL U.S. '000	USERS IN LAST 30 DAYS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	42249	100.0	52.2	100	11602	100.0	14.3	100	12302	100.0	15.2	100	18345	100.0	22.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	23748	56.2	54.1	104	6581	56.7	15.0	105	6995	56.9	15.9	105	10173	55.5	23.2	102
10:00 AM - 3:00 PM	30659	16511	39.1	53.9	103	4791	41.3	15.6	109	4687	38.1	15.3	101	7033	38.3	22.9	101
3:00 PM - 7:00 PM	31045	17263	40.9	55.6	107	4898	42.2	15.8	110	4915	40.0	15.8	104	7450	40.6	24.0	106
7:00 PM - MIDNIGHT	15767	8279	19.6	52.5	101	2274	19.6	14.4	101	2480	20.2	15.7	104	3525	19.2	22.4	99
MIDNIGHT - 6:00 AM	9120	4781	11.3	52.4	100	1332	11.5	14.6	102	1420	11.5	15.6	103	2028	11.1	22.2	98
6:00 AM - MIDNIGHT	58527	31724	75.1	54.2	104	8872	76.5	15.2	106	9255	75.2	15.8	104	13597	74.1	23.2	103
ENTIRE DAY	59311	32092	76.0	54.1	104	8957	77.2	15.1	105	9361	76.1	15.8	104	13775	75.1	23.2	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8846	20.9	54.7	105	2229	19.2	13.8	96	2760	22.4	17.1	112	3857	21.0	23.8	105
ALL NEWS	2256	1077	2.5	47.7	92	267	2.3	11.8	83	376	3.1	16.7	110	433	2.4	19.2	85
AOR/PROGRESSIVE	3874	2016	4.8	52.0	100	676	5.8	17.4	122	504	4.1	13.0	86	835	4.6	21.6	95
BEAUTIFUL MUSIC	5660	2825	6.7	49.9	96	896	7.7	15.8	111	687	5.6	12.1	80	1241	6.8	21.9	97
BLACK	2204	1355	3.2	61.5	118	535	4.6	24.3	169	393	3.2	17.8	117	427	2.3	19.4	86
CLASSICAL	1418	665	1.6	46.9	90	*151	1.3	10.6	74	*181	1.5	12.8	84	332	1.8	23.4	103
CHR/ROCK	9538	5335	12.6	55.9	107	1385	11.9	14.5	101	1664	13.5	17.4	115	2286	12.5	24.0	106
COUNTRY	12648	7590	18.0	60.0	115	2358	20.3	18.6	130	2171	17.6	17.2	113	3060	16.7	24.2	107
GOLDEN OLDIES	1191	628	1.5	52.7	101	*260	2.2	21.8	152	*197	1.6	16.5	109	*171	0.9	14.4	63
MOR/NOSTALGIA	4757	2510	5.9	52.8	101	550	4.7	11.6	81	636	5.2	13.4	88	1324	7.2	27.8	123
NEWS/TALK	3863	1900	4.5	49.2	94	365	3.1	9.4	66	542	4.4	14.0	92	993	5.4	25.7	113
RELIGIOUS	3084	1460	3.5	47.3	91	485	4.2	15.7	110	308	2.5	10.0	66	668	3.6	21.7	96
SOFT ROCK	521	321	0.8	61.6	118	**54	0.5	10.4	72	**116	0.9	22.3	147	*151	0.8	29.0	128
URBAN CONTEMPORARY	1585	812	1.9	51.2	98	250	2.2	15.8	110	351	2.9	22.1	146	*212	1.2	13.4	59
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1800	4.3	55.2	106	555	4.8	17.0	119	663	5.4	20.3	134	581	3.2	17.8	79
ABC DIRECTON	2316	1227	2.9	53.0	102	420	3.6	18.1	127	335	2.7	14.5	95	472	2.6	20.4	90
ABC ENTERTAINMENT	4834	2658	6.3	55.0	105	602	5.2	12.5	87	944	7.7	19.5	129	1111	6.1	23.0	101
ABC FM	2202	1349	3.2	61.3	117	415	3.6	18.8	132	479	3.9	21.8	143	454	2.5	20.6	91
ABC INFORMATION	5425	2910	6.9	53.6	103	659	5.7	12.1	85	779	6.3	14.4	95	1471	8.0	27.1	120
ABC ROCK	1677	889	2.1	53.0	102	*341	2.9	20.3	142	*226	1.8	13.5	89	322	1.8	19.2	85
CBS	4430	2324	5.5	52.5	101	558	4.8	12.6	88	699	5.7	15.8	104	1068	5.8	24.1	106
MUTUAL	4992	2584	6.1	51.8	99	880	7.6	17.6	123	805	6.5	16.1	106	899	4.9	18.0	80
NBC	4679	2560	6.1	54.7	105	495	4.3	10.6	74	893	7.3	19.1	126	1172	6.4	25.0	111
RADIORADIO	1994	1108	2.6	55.6	107	337	2.9	16.9	118	327	2.7	16.4	108	445	2.4	22.3	99
RKO ONE	2298	1293	3.1	56.3	108	341	2.9	14.8	104	394	3.2	17.1	113	558	3.0	24.3	107
RKO TWO	3311	1697	4.0	51.3	98	470	4.1	14.2	99	568	4.6	17.2	113	659	3.6	19.9	88
THE SOURCE	2114	1177	2.8	55.7	107	392	3.4	18.5	129	341	2.8	16.1	106	445	2.4	21.1	93
NON-HIRED : BLAIR	8654	5164	12.2	59.7	114	1313	11.3	15.2	106	1611	13.1	18.6	123	2241	12.2	25.9	114
INTERNET	12025	6480	15.3	53.9	103	1757	15.1	14.6	102	2052	16.7	17.1	112	2671	14.6	22.2	98
KATZ RADIO GROUP	15359	8415	19.9	54.8	105	2200	19.0	14.3	100	2287	18.6	14.9	98	3928	21.4	25.6	113
SUPERNET	10628	5920	14.0	55.7	107	1650	14.2	15.5	108	1625	13.2	15.3	101	2645	14.4	24.9	110
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4419	10.5	51.0	98	1329	11.5	15.3	107	1162	9.4	13.4	88	1928	10.5	22.3	98
WKDAY 9:00 AM - 1:00 PM	12163	6228	14.7	51.2	98	2105	18.1	17.3	121	1681	13.7	13.8	91	2442	13.3	20.1	89
WKDAY 1:00 PM - 4:30 PM	16150	8356	19.8	51.7	99	2780	24.0	17.2	120	2372	19.3	14.7	97	3203	17.5	19.8	88
WKDAY 4:30 PM - 7:30 PM	22463	11307	26.8	50.3	96	3338	28.8	14.9	104	3199	26.0	14.2	94	4770	26.0	21.2	94
WKDAY 7:30 PM - 8:00 PM	31795	16080	38.1	50.6	97	4613	39.8	14.5	101	4575	37.2	14.4	95	6891	37.6	21.7	96
WKDAY 11:00 PM - 11:30 PM	23977	12713	30.1	53.0	102	3674	31.7	15.3	107	3504	28.5	14.6	96	5535	30.2	23.1	102
WKDAY 11:30 PM - 1:00 AM	7703	4372	10.3	56.8	109	1345	11.6	17.5	122	1232	10.0	16.0	105	1795	9.8	23.3	103
M-SAT 8-11 PM-SUN 7-11 PM	33800	17767	42.1	52.6	101	5063	43.6	15.0	105	4988	40.5	14.8	97	7716	42.1	22.8	101
WKDY DAYTIME NTHK 7AM-4:30PM																	
A ALL MY CHILDREN	6538	3574	8.5	54.7	105	1108	9.6	16.9	118	1096	8.9	16.8	110	1370	7.5	21.0	93
N ANOTHER WORLD	4620	2307	5.5	49.9	96	786	6.8	17.0	119	639	5.2	13.8	91	882	4.8	19.1	84
C AS THE WORLD TURNS	5614	2847	6.7	50.7	97	977	8.4	17.4	121	817	6.6	14.6	96	1052	5.7	18.7	83
C CAPITOL	3396	1746	4.1	51.4	99	638	5.5	18.8	131	480	3.9	14.1	93	628	3.4	18.5	82
C CBS MORN. NEWS 1	1446	624	1.5	43.2	83	154	1.3	10.7	74	183	1.5	12.7	83	288	1.6	19.9	88
C CBS MORN. NEWS 2	1207	525	1.2	43.5	83	92	0.8	7.6	53	147	1.2	12.2	80	285	1.6	23.6	104
N DAYS OF OUR LIVES	5877	3016	7.1	51.3	98	1063	9.2	18.1	126	791	6.4	13.5	89	1161	6.3	19.8	87
N FACTS OF LIFE - DAYTIME	2290	1187	2.8	51.8	99	412	3.6	18.0	126	288	2.3	12.6	83	487	2.7	21.3	94
A FAMILY FEUD	3023	1502	3.6	49.7	95	544	4.7	18.0	126	396	3.2	13.1	86	561	3.1	18.6	82
A GENERAL HOSPITAL	6097	3187	7.5	52.3	100	1052	9.1	17.3	120	903	7.3	14.8	98	1232	6.7	20.2	89
A GOOD MORNING, AMERICA-730	3515	1973	4.7	56.1	108	592	5.1	16.8	118	511	4.2	14.5	96	870	4.7	24.8	109
A GOOD MORNING, AMERICA-830	2818	1597	3.8	56.7	109	523	4.5	18.6	130	423	3.4	15.0	99	651	3.5	23.1	102
C GUIDING LIGHT	5339	2607	6.2	48.8	94	911	7.9	17.1	119	745	6.1	14.0	92	952	5.2	17.8	79
A ONE LIFE TO LIVE	4478	2498	5.9	55.8	107	785	6.8	17.5	122	824	6.7	18.4	121	889	4.8	19.9	88
C PRESS YOUR LUCK	2244	1215	2.9	54.1	104	390	3.4	17.4	121	311	2.5	13.9	91	513	2.8	22.9	1

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PREPARED SEASONING SAUCES - USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USERS IN LAST 30 DAYS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	44050	100.0	54.4	100	11255	100.0	13.9	100	10043	100.0	12.4	100	22753	100.0	28.1	100
18 - 24	9282	4737	10.8	51.0	94	1131	10.0	12.2	88	1207	12.0	13.0	105	2399	10.5	25.8	92
25 - 34	19072	11502	26.1	60.3	111	3165	28.1	16.6	119	2574	25.6	13.5	109	5763	25.3	30.2	108
35 - 44	14591	8920	20.2	61.1	112	2717	24.1	18.6	134	2171	21.6	14.9	120	4032	17.7	27.6	98
45 - 54	11345	6798	15.4	59.9	110	1687	15.0	14.9	107	1637	16.3	14.4	116	3474	15.3	30.6	109
55 - 64	11635	6334	14.4	54.4	100	1441	12.8	12.4	89	1297	12.9	11.1	90	3597	15.8	30.9	110
65 OR OLDER	15061	5760	13.1	38.2	70	1115	9.9	7.4	53	1158	11.5	7.7	62	3487	15.3	23.2	82
18 - 34	28354	16238	36.9	57.3	105	4296	38.2	15.2	109	3781	37.6	13.3	108	8162	35.9	28.8	102
18 - 49	48339	28516	64.7	59.0	108	7891	70.1	16.3	117	6721	66.9	13.9	112	13905	61.1	28.8	102
25 - 54	45008	27220	61.8	60.5	111	7568	67.2	16.8	121	6382	63.5	14.2	114	13269	58.3	29.5	105
35 - 49	19985	12278	27.9	61.4	113	3595	31.9	18.0	129	2940	29.3	14.7	119	5743	25.2	27.7	102
50 OR OLDER	32647	15534	35.3	47.6	87	3364	29.9	10.3	74	3322	33.1	10.2	82	8848	38.9	27.1	96
GRADUATED COLLEGE	11155	6824	15.5	61.2	112	1507	13.4	13.5	97	1491	14.8	13.4	108	3826	16.8	34.3	122
ATTENDED COLLEGE	13682	8541	19.4	62.4	115	1761	15.6	12.9	93	1557	15.5	11.4	92	5224	23.0	38.2	136
GRADUATED HIGH SCHOOL	33840	19609	44.5	57.9	106	5480	48.7	16.2	116	4529	45.1	13.4	108	9601	42.2	28.3	101
DID NOT GRADUATE HIGH SCHOOL	22270	9076	20.6	40.8	75	2507	22.3	11.3	81	2466	24.6	11.1	89	4103	18.0	18.4	66
EMPLOYED	40306	24022	54.5	59.6	110	6123	54.4	15.2	109	5368	53.5	13.3	107	12532	55.1	31.1	111
EMPLOYED FULL-TIME	32850	19528	44.3	59.4	109	4922	43.7	15.0	108	4401	43.8	13.4	108	10205	44.9	31.1	111
EMPLOYED PART-TIME	7456	4494	10.2	60.3	111	1200	10.7	16.1	116	967	9.6	13.0	105	2327	10.2	31.2	111
NOT EMPLOYED	40680	20028	45.5	49.2	91	5132	45.6	12.6	91	4675	46.5	11.5	93	10221	44.9	25.1	89
PROFESSIONAL/MANAGER	10392	6547	14.9	63.0	116	1386	12.3	13.3	96	1528	15.2	14.7	119	3633	16.0	35.0	124
TECH/CLERICAL/SALES	17574	10897	24.7	62.0	114	2799	24.9	15.9	115	2185	21.8	12.4	100	5913	26.0	33.6	120
PRECISION/CRAFT	985	506	1.1	51.4	94	**149	1.3	15.1	109	**100	1.0	10.2	82	*258	1.1	26.2	93
OTHER EMPLOYED	11354	6073	13.8	53.5	98	1789	15.9	15.8	113	1555	15.5	13.7	110	2729	12.0	24.0	86
SINGLE	9863	4739	10.8	48.0	88	1404	12.5	14.2	102	1024	10.2	10.4	84	2312	10.2	23.4	83
MARRIED	51375	30284	68.7	58.9	108	7576	67.3	14.7	106	7302	72.7	14.2	115	15406	67.7	30.0	107
DIVORCED/SEPARATED/WIDOWED	19748	9027	20.5	45.7	84	2274	20.2	11.5	83	1718	17.1	8.7	70	5035	22.1	25.5	91
PARENTS	32590	19884	45.1	61.0	112	6085	54.1	18.7	134	4740	47.2	14.5	117	9059	39.8	27.8	99
WHITE	70416	38846	88.2	55.2	101	9489	84.3	13.5	97	8743	87.1	12.4	100	20614	90.6	29.3	104
BLACK	8778	4223	9.6	48.1	88	1464	13.0	16.7	120	1175	11.7	13.4	108	1584	7.0	18.0	64
OTHER	1791	981	2.2	54.8	101	**302	2.7	16.9	121	**124	1.2	6.9	56	*554	2.4	30.9	110
NORTHEAST-CENSUS	17786	7574	17.2	42.6	78	2941	26.1	16.5	119	1470	14.6	8.3	67	3163	13.9	17.8	63
NORTH CENTRAL	20741	11982	27.2	57.8	106	3288	29.2	15.9	114	3329	33.1	16.1	129	5365	23.6	25.9	92
SOUTH	27775	15476	35.1	57.7	102	3354	29.8	12.1	87	3874	38.6	13.9	112	8248	36.3	29.7	106
WEST	14683	9018	20.5	61.4	113	1671	14.8	11.4	82	1370	13.6	9.3	75	5977	26.3	40.7	145
NORTHEAST-MKTG.	17961	7992	18.1	44.5	82	3001	26.7	16.7	120	1689	16.8	9.4	76	3302	14.5	18.4	65
EAST CENTRAL	11885	6502	14.8	54.7	101	1852	16.5	15.6	112	1737	17.3	14.6	118	2913	12.8	24.5	87
WEST CENTRAL	14090	7891	17.9	56.0	103	2089	18.6	14.8	107	1938	19.3	13.8	111	3863	17.0	27.4	98
SOUTH	24081	13575	30.8	56.4	104	2788	24.8	11.6	83	3379	33.6	14.0	113	7408	32.6	30.8	109
PACIFIC	12969	8090	18.4	62.4	115	1524	13.5	11.8	85	1299	12.9	10.0	81	5267	23.1	40.6	145
COUNTY SIZE A	32439	17577	39.9	54.2	100	5016	44.6	15.5	111	3741	37.2	11.5	93	8820	38.8	27.2	97
COUNTY SIZE B	24915	13734	31.2	55.1	101	3480	30.9	14.0	101	3136	31.2	12.6	101	7118	31.1	28.6	102
COUNTY SIZE C	12930	6874	15.6	53.2	98	1503	13.4	11.6	84	1494	14.9	11.6	93	3876	17.0	30.0	107
COUNTY SIZE D	10703	5865	13.3	54.8	101	1255	11.2	11.7	84	1672	16.6	15.6	126	2939	12.9	27.5	98
METRO CENTRAL CITY	24518	12818	29.1	52.3	96	3419	30.4	13.9	100	2663	26.5	10.9	88	6736	29.6	27.5	98
METRO SUBURBAN	35919	20382	46.3	56.7	104	5244	46.6	14.6	105	4786	47.7	13.3	107	10352	45.5	28.8	103
NON METRO	20549	10850	24.6	52.8	97	2591	23.0	12.6	91	2595	25.8	12.6	102	5664	24.9	27.6	98
TOP 5 ADI'S	18341	9777	22.2	53.3	98	3032	26.9	16.5	119	1996	19.9	10.9	88	4748	20.9	25.9	92
TOP 10 ADI'S	25378	13182	29.9	51.9	95	4060	36.1	16.0	115	2647	26.4	10.4	84	6475	28.5	25.5	91
TOP 20 ADI'S	36488	19444	44.1	53.3	98	5527	49.1	15.1	109	4028	40.1	11.0	89	9889	43.5	27.1	96
HSGLD INC. \$50,000 OR MORE	6612	4412	10.0	66.7	123	1053	9.4	15.9	115	965	9.6	14.6	118	2394	10.5	36.2	129
\$40,000 OR MORE	12659	8334	18.9	65.8	121	2073	18.4	16.4	118	1846	18.4	14.6	118	4414	19.4	34.9	124
\$30,000 OR MORE	24698	15935	36.2	64.5	119	3956	35.1	16.0	115	3681	36.7	14.9	120	8298	36.5	33.6	120
\$25,000 OR MORE	32077	20598	46.8	64.2	118	5296	47.1	16.5	119	4536	45.2	14.1	114	10766	47.3	33.6	119
\$20,000 - \$24,999	9144	5201	11.8	56.9	105	1193	10.6	13.0	94	1302	13.0	14.2	115	2706	11.9	29.6	105
\$15,000 - \$19,999	8728	4461	10.1	51.1	94	822	7.3	9.4	68	1150	11.5	13.2	106	2490	10.9	28.5	102
\$10,000 - \$14,999	12562	6577	14.9	52.4	96	2003	17.8	15.9	115	1454	14.5	11.6	93	3120	13.7	24.8	88
UNDER \$10,000	18475	7214	16.4	39.0	72	1941	17.2	10.5	76	1601	15.9	8.7	70	3671	16.1	19.9	71
HOUSEHOLD OF 1 PERSON	11987	4675	10.6	39.0	72	762	6.8	6.4	46	758	7.5	6.3	51	3156	13.9	26.3	94
2 PEOPLE	26577	13928	31.6	52.4	96	2843	25.3	10.7	77	3018	30.1	11.4	92	8068	35.5	30.4	108
3 OR 4 PEOPLE	30617	18348	41.7	59.9	110	5302	47.1	17.3	125	4336	43.2	14.2	114	8710	38.3	28.4	101
5 OR MORE PEOPLE	11804	7099	16.1	60.1	111	2348	20.9	19.9	143	1932	19.2	16.4	132	2819	12.4	23.9	85
NO CHILD IN HSGLD	46165	22830	51.8	49.5	91	4884	43.4	10.6	76	4836	48.2	10.5	84	13111	57.6	28.4	101
CHILD(REN) UNDER 2 YRS	5325	3126	7.1	58.7	108	667	5.9	12.5	90	734	7.3	13.8	111	1725	7.6	32.4	115
2 - 5 YEARS	14221	8721	19.8	61.3	113	2445	21.7	17.2	124	2044	20.4	14.4	116	4233	18.6	29.8	106
6 - 11 YEARS	15117	8920	20.2	59.0	108	2903	25.8	19.2	138	2065	20.6	13.7	110	3951	17.4	26.1	93
12 - 17 YEARS	16611	10058	22.8	60.6	111	3338	29.7	20.1	145	2664	26.5	16.0	129	4057	17.8	24.4	87
RESIDENCE OWNED	55884	32235	73.2	57.7	106	8093	71.9	14.5	104	7265	72.3	13.0	105	16877	74.2	30.2	107
VALUE: \$50,000 OR MORE	31744	19353	43.9	61.0	112	4729	42.0	14.9	107	4144	41.3	13.1	105	10481	46.1	33.0	118
VALUE: UNDER \$50,000	24140	12881	29.2	53.4	98	3364	29.9	13.9	100	3121	31.1	12.9	104	6396	28.1	26.5	94

PREPARED SEASONING SAUCES - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

			TOTAL U.S. '000	USERS IN LAST 30 DAYS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS			80986	44050	100.0	54.4	100	11255	100.0	13.9	100	10043	100.0	12.4	100	22753	100.0	28.1	100
MAGAZINES	QUINTILE 1	15799	10157	23.1	64.3	118	2757	24.5	17.5	126	2406	24.0	15.2	123	4994	21.9	31.6	113	
	QUINTILE 2	17259	10209	23.2	59.2	109	2923	26.0	16.9	122	2098	20.9	12.2	98	5188	22.8	30.1	107	
	QUINTILE 3	13545	7640	17.3	56.4	104	1864	16.6	13.8	99	1760	17.5	13.0	105	4015	17.6	29.6	106	
	QUINTILE 4	15133	7621	17.3	50.4	93	1689	15.0	11.2	80	1743	17.4	11.5	93	4190	18.4	27.7	99	
	QUINTILE 5	19250	8423	19.1	43.8	80	2021	18.0	10.5	76	2036	20.3	10.6	85	4366	19.2	22.7	81	
NEWSPAPERS	QUINTILE 1	12413	6889	15.6	55.5	102	2048	18.2	16.5	119	1540	15.3	12.4	100	3302	14.5	26.6	95	
	QUINTILE 2	24116	14150	32.1	58.7	108	3735	33.2	15.5	111	3228	32.1	13.4	108	7187	31.6	29.8	106	
	QUINTILE 3	11261	6358	14.4	56.5	104	1544	13.7	13.7	99	1401	14.0	12.4	100	3413	15.0	30.3	108	
	QUINTILE 4	20255	10788	24.5	53.3	98	2464	21.9	12.2	88	2566	25.6	12.7	102	5757	25.3	28.4	101	
	QUINTILE 5	12940	5867	13.3	45.3	83	1463	13.0	11.3	81	1308	13.0	10.1	82	3095	13.6	23.9	85	
OUTDOOR	QUINTILE 1	14852	8591	19.5	57.8	106	2245	19.9	15.1	109	1770	17.6	11.9	96	4577	20.1	30.8	110	
	QUINTILE 2	15725	8921	20.3	56.7	104	2354	20.9	15.0	108	2213	22.0	14.1	113	4354	19.1	27.7	99	
	QUINTILE 3	16330	8867	20.1	54.3	100	2251	20.0	13.8	99	2150	21.4	13.2	106	4466	19.6	27.3	97	
	QUINTILE 4	16744	8878	20.2	53.0	97	2096	18.6	12.5	90	1921	19.1	11.5	93	4861	21.4	29.0	103	
	QUINTILE 5	17334	8794	20.0	50.7	93	2309	20.5	13.3	96	1989	19.8	11.5	93	4496	19.8	25.9	92	
RADIO-DRIVE TIME	QUINTILE 1	15911	9431	21.4	59.3	109	2508	22.3	15.8	113	2218	22.1	13.9	112	4705	20.7	29.6	105	
	QUINTILE 2	14837	8236	18.7	55.5	102	2173	19.3	14.6	105	1862	18.5	12.5	101	4201	18.5	28.3	101	
	QUINTILE 3	15339	8388	19.0	54.7	101	2148	19.1	14.0	101	1883	18.7	12.3	99	4357	19.1	28.4	101	
	QUINTILE 4	16723	9221	20.9	55.1	101	2360	21.0	14.1	102	2188	21.8	13.1	106	4673	20.5	27.9	99	
	QUINTILE 5	18176	8775	19.9	48.3	89	2066	18.4	11.4	82	1893	18.8	10.4	84	4817	21.2	26.5	94	
RADIO-MID- DAY	TERCILE 1	21020	12004	27.3	57.1	105	3077	27.3	14.6	105	2817	28.0	13.4	108	6111	26.9	29.1	103	
	TERCILE 2	21610	12277	27.9	56.8	104	3442	30.6	15.9	115	2811	28.0	13.0	105	6024	26.5	27.9	99	
	TERCILE 3	38355	19769	44.9	51.5	95	4736	42.1	12.3	89	4415	44.0	11.5	93	10618	46.7	27.7	99	
	QUINTILE 1	15988	9335	21.2	58.4	107	2452	21.8	15.3	110	2210	22.0	13.8	111	4673	20.5	29.2	104	
	QUINTILE 2	15626	8608	19.5	55.1	101	2276	20.2	14.6	105	2092	20.8	13.4	108	4240	18.6	27.1	97	
RADIO-TOTAL	QUINTILE 3	16723	9478	21.5	56.7	104	2525	22.4	15.1	109	1970	19.6	11.8	95	4983	21.9	29.8	106	
	QUINTILE 4	16342	8990	20.4	55.0	101	2154	19.1	13.2	95	2083	20.7	12.7	103	4753	20.9	29.1	104	
	QUINTILE 5	16306	7639	17.3	46.8	86	1847	16.4	11.3	82	1688	16.8	10.4	83	4105	18.0	25.2	90	
	QUINTILE 1	15953	8426	19.1	52.8	97	2291	20.4	14.4	103	1794	17.9	11.2	91	4342	19.1	27.2	97	
	QUINTILE 2	16137	9144	20.8	56.7	104	2317	20.6	14.4	103	1923	19.1	11.9	96	4904	21.6	30.4	108	
TV-PRIME TIME	QUINTILE 3	16420	9313	21.1	56.7	104	2406	21.4	14.7	105	2107	21.0	12.8	103	4800	21.1	29.2	104	
	QUINTILE 4	16687	9301	21.1	55.7	102	2444	21.7	14.6	105	2335	23.3	14.0	113	4522	19.9	27.1	96	
	QUINTILE 5	15789	7866	17.9	49.8	92	1797	16.0	11.4	82	1885	18.8	11.9	96	4185	18.4	26.5	94	
	TERCILE 1	27736	14493	32.9	52.3	96	3781	33.6	13.6	98	3459	34.4	12.5	101	7253	31.9	26.2	93	
	TERCILE 2	26489	14386	32.7	54.3	100	3596	32.0	13.6	98	3237	32.2	12.2	99	7553	33.2	28.5	101	
TV-DAYTIME	TERCILE 3	26761	15171	34.4	56.7	104	3878	34.5	14.5	104	3347	33.3	12.5	101	7947	34.9	29.7	106	
	QUINTILE 1	16345	8368	19.0	51.2	94	2109	18.7	12.9	93	1872	18.6	11.5	92	4388	19.3	26.8	96	
	QUINTILE 2	16447	8947	20.3	54.4	100	2542	22.6	15.5	111	2080	20.7	12.6	102	4325	19.0	26.3	94	
	QUINTILE 3	15980	8745	19.9	54.7	101	2289	20.3	14.3	103	1958	19.5	12.3	99	4498	19.8	28.1	100	
	QUINTILE 4	15887	9175	20.8	57.8	106	2520	22.4	15.9	114	1921	19.1	12.1	98	4734	20.8	29.8	106	
TV-TOTAL	QUINTILE 5	16326	8815	20.0	54.0	99	1794	15.9	11.0	79	2213	22.0	13.6	109	4808	21.1	29.4	105	
	MAGAZINES-NEWSPAPERS: DUAL	20721	12751	28.9	61.5	113	3644	32.4	17.6	127	2916	29.0	14.1	113	6190	27.2	29.9	106	
	MAGAZINE IMPERATIVE	19186	11399	25.9	59.4	109	2758	24.5	14.4	103	2587	25.8	13.5	109	6055	26.6	31.6	112	
	NEWSPAPER IMPERATIVE	21899	11436	26.0	52.2	96	2912	25.9	13.3	96	2533	25.2	11.6	93	5992	26.3	27.4	97	
	MAGAZINES-OUTDOOR: DUAL	15451	9998	22.7	64.7	119	2682	23.8	17.4	125	2442	24.3	15.8	127	4874	21.4	31.5	112	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	14952	33.9	57.6	106	4062	36.1	15.7	113	3247	32.3	12.5	101	7643	33.6	29.4	105	
	OUTDOOR IMPERATIVE	24400	12088	27.4	49.5	91	2950	26.2	12.1	87	2624	26.1	10.8	87	6514	28.6	26.7	95	
	MAGAZINES-RADIO: DUAL	18049	10913	24.8	60.5	111	2933	26.1	16.3	117	2533	25.2	14.0	113	5447	23.9	30.2	107	
	MAGAZINE IMPERATIVE	23571	14184	32.2	60.2	111	3905	34.7	16.6	119	3067	30.5	13.0	105	7212	31.7	30.6	109	
	RADIO IMPERATIVE	23278	12119	27.5	52.1	96	2957	26.3	12.7	91	2947	29.3	12.7	102	6216	27.3	26.7	95	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	9198	20.9	59.5	109	2658	23.6	17.2	124	1970	19.6	12.7	103	4570	20.1	29.6	105	
	TELEVISION IMPERATIVE	25829	15827	35.9	61.3	113	4143	36.8	16.0	115	3605	35.9	14.0	113	8079	35.5	31.3	111	
	TELEVISION IMPERATIVE	26039	12449	28.3	47.8	88	2971	26.4	11.4	82	2949	29.4	11.3	91	6529	28.7	25.1	89	
	NEWSPAPERS-OUTDOOR: DUAL	16605	9943	22.6	59.9	110	2750	24.4	16.6	119	2428	24.2	14.6	118	4765	20.9	28.7	102	
	NEWSPAPER IMPERATIVE	26834	14850	33.7	55.3	102	3916	34.8	14.6	105	3221	32.1	12.0	97	7713	33.9	28.7	102	
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	23346	12424	28.2	53.2	98	3050	27.1	13.1	94	2947	29.3	12.6	102	6427	28.2	27.5	98	
	NEWSPAPERS-RADIO: DUAL	17133	9991	22.7	58.3	107	2712	24.1	15.8	114	2456	24.5	14.3	116	4822	21.2	28.1	100	
	NEWSPAPER IMPERATIVE	25892	14584	33.1	56.3	104	3904	34.7	15.1	108	3116	31.0	12.0	97	7564	33.2	29.2	104	
	RADIO IMPERATIVE	23167	12630	28.7	54.5	100	3227	28.7	13.9	100	2825	28.1	12.2	98	6578	28.9	28.4	101	
	NEWSPAPERS-TELEVISION: DUAL	17159	9408	21.4	54.8	101	2580	22.9	15.0	108	2221	22.1	12.9	104	4607	20.2	26.8	96	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	15342	34.8	58.5	108	3965	35.2	15.1	109	3521	35.1	13.4	108	7856	34.5	30.0	107	
	TELEVISION IMPERATIVE	23412	11890	27.0	50.8	93	3096	27.5	13.2	95	2726	27.1	11.6	94	6068	26.7	25.9	92	
	OUTDOOR-RADIO: DUAL	15303	9220	20.9	60.2	111	240												

	TOTAL U.S. '000	USERS IN LAST 30 DAYS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	44050	100.0	54.4	100	11255	100.0	13.9	100	10043	100.0	12.4	100	22753	100.0	28.1	100
ATLANTIC MONTHLY	415	*202	0.5	48.7	89	**44	0.4	10.6	76	**63	0.6	15.2	122	**95	0.4	22.9	81
BARRON'S	453	*281	0.6	62.0	114	**87	0.8	19.2	138	**24	0.2	5.3	43	**170	0.7	37.5	134
BETTER HOMES & GARDENS	16256	10116	23.0	62.2	114	2717	24.1	16.7	120	2224	22.1	13.7	110	5175	22.7	31.8	113
BON APPETIT	2535	1666	3.8	65.7	121	536	4.8	21.1	152	320	3.2	12.6	102	810	3.6	32.0	114
BUSINESS WEEK	1278	644	1.5	50.4	93	*202	1.8	15.8	114	**124	1.2	9.7	78	318	1.4	24.9	89
CAR AND DRIVER	378	*202	0.5	53.4	98	**47	0.4	12.4	89	**87	0.9	23.0	186	**69	0.3	18.3	65
CBS MAGAZINE NETWORK (GROSS)	1498	842	1.9	56.2	103	*210	1.9	14.0	101	*317	3.2	21.2	171	315	1.4	21.0	75
CHANGING TIMES	1505	852	1.9	56.6	104	*234	2.1	15.5	112	*168	1.7	11.2	90	450	2.0	29.9	106
COLONIAL HOMES	1231	726	1.6	59.0	108	*211	1.9	17.1	123	*160	1.6	13.0	105	356	1.6	28.9	103
CONDE NAST MAG. PKG. (GROSS)	14146	8291	18.8	58.6	108	2500	22.2	17.7	127	1782	17.7	12.6	102	4008	17.6	28.3	101
CONSUMERS DIGEST	1323	754	1.7	57.0	105	**193	1.7	14.6	105	*207	2.1	15.6	126	354	1.6	26.8	95
COSMOPOLITAN	7102	4359	9.9	61.4	113	1331	11.8	18.7	135	922	9.2	13.0	105	2107	9.3	29.7	106
COUNTRY LIVING	2481	1586	3.6	63.9	118	514	4.6	20.7	149	340	3.4	13.7	111	732	3.2	29.5	105
CUISINE	1472	1033	2.3	70.2	129	*299	2.7	20.3	146	*214	2.1	14.5	117	520	2.3	35.3	126
CYCLE WORLD	425	*274	0.6	64.5	119	**89	0.8	20.9	151	**96	1.0	22.6	182	**89	0.4	20.9	75
DCI:CREATIVE IDEAS FOR LIV	2510	1605	3.6	63.9	118	364	3.2	14.5	104	323	3.2	12.9	104	918	4.0	36.6	130
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4417	10.0	66.0	121	830	7.4	12.4	89	1078	10.7	16.1	130	2508	11.0	27.5	103
DISCOVER	894	479	1.1	53.6	99	*137	1.2	15.3	110	**102	1.0	11.4	92	240	1.1	26.8	96
EBONY	3507	1861	4.2	53.1	98	610	5.4	17.4	125	561	5.6	16.0	129	690	3.0	19.7	70
ESQUIRE	1083	554	1.3	51.2	94	*226	2.0	20.9	150	*138	1.4	12.7	103	191	0.8	17.6	63
ESSENCE	1830	1001	2.3	54.7	101	311	2.8	17.0	122	296	2.9	16.2	130	393	1.7	21.5	76
FAMILY CIRCLE	15930	9565	21.7	60.0	110	2737	24.3	17.2	124	2087	20.8	13.1	106	4741	20.8	29.8	106
THE FAMILY HANDYMAN	1126	656	1.5	58.3	107	*151	1.3	13.4	96	*206	2.1	18.3	148	299	1.3	26.6	95
FAMILY WEEKLY	11468	6709	15.2	58.5	108	1493	13.3	13.0	94	1512	15.1	13.2	106	3705	16.3	32.3	115
FIELD & STREAM	2234	1303	3.0	58.3	107	370	3.3	16.6	119	*345	3.4	15.4	125	588	2.6	26.3	94
FOOD & WINE	579	374	0.8	64.6	119	**93	0.8	16.1	116	**100	1.0	17.3	139	*181	0.8	31.3	111
FORBES	728	449	1.0	61.7	113	**77	0.7	10.6	76	**77	0.8	10.6	85	*295	1.3	40.5	144
FORTUNE	906	476	1.1	52.5	97	**137	1.2	15.1	109	**90	0.9	9.9	80	*248	1.1	27.4	97
GENTLEMEN'S QUARTERLY	791	396	0.9	50.1	92	**127	1.1	16.1	116	**99	1.0	12.5	101	*171	0.8	21.6	77
GLAMOUR	5265	3185	7.2	60.5	111	1016	9.0	19.3	139	718	7.1	13.6	110	1451	6.4	27.6	98
GOLF DIGEST	636	408	0.9	64.2	118	**69	0.6	10.8	78	*162	1.6	25.5	205	*177	0.8	27.8	99
GOLF DIGEST/TENNIS (GROSS)	1186	683	1.6	57.6	106	*127	1.1	10.7	77	*278	2.8	23.4	189	277	1.2	23.4	83
GOLF MAGAZINE	441	*250	0.6	56.7	104	**25	0.2	5.7	41	*67	0.7	15.2	123	*158	0.7	35.8	128
GOLF MAGAZINE/SKI (GROSS)	922	495	1.1	53.7	99	**86	0.8	9.3	67	**79	0.8	8.6	69	330	1.5	35.8	127
GOOD HOUSEKEEPING	16487	9946	22.6	60.3	111	2602	23.1	15.8	114	2265	22.6	13.7	111	5078	22.3	30.8	110
HARPER'S BAZAAR	2423	1445	3.3	59.6	110	420	3.7	17.3	125	265	2.6	10.9	88	759	3.3	31.3	111
HEALTH	1994	1162	2.6	58.3	107	312	2.8	15.6	113	*319	3.2	16.0	129	531	2.3	26.6	95
HEARST MAG CORP. BUY (GROSS)	44101	27001	61.3	61.2	113	7349	65.3	16.7	120	5995	59.7	13.6	110	13658	60.0	31.0	110
HEARST MAN POWER (GROSS)	1993	1266	2.9	63.5	117	339	3.0	17.0	122	*226	2.3	11.3	91	701	3.1	35.2	125
HEARST WOMAN POWER (GROSS)	31274	19126	43.4	61.2	112	5186	46.1	16.6	119	4364	43.5	14.0	113	9577	42.1	30.6	109
HOUSE BEAUTIFUL	3623	2242	5.1	61.9	114	515	4.6	14.2	102	497	4.9	13.7	111	1230	5.4	33.9	121
INC.	283	*164	0.4	58.0	107	**26	0.2	9.2	66	**28	0.3	9.9	80	**111	0.5	39.2	140
JET	2928	1566	3.6	53.5	98	563	5.0	19.2	138	443	4.4	15.1	122	559	2.5	19.1	68
LADIES' HOME JOURNAL	11918	7344	16.7	61.6	113	2061	18.3	17.3	124	1621	16.1	13.6	110	3663	16.1	30.7	109
LHJ FAMILY GRP COMBO(GROSS)	16764	10456	23.7	62.4	115	2801	24.9	16.7	120	2411	24.0	14.4	116	5243	23.0	31.3	111
LIFE	4254	2497	5.7	58.7	108	664	5.9	15.6	112	571	5.7	13.4	108	1262	5.5	29.7	106
L.A. TIMES HOME MAGAZINE	1145	817	1.9	71.4	131	*130	1.2	11.4	82	**116	1.2	10.1	82	571	2.5	49.9	178
MADEMOISELLE	2884	1852	4.2	64.2	118	577	5.1	20.0	144	332	3.3	11.5	93	943	4.1	32.7	116
MC CALL'S	13460	8517	19.3	63.3	116	2189	19.4	16.3	117	1935	19.3	14.4	116	4393	19.3	32.6	116
MC CALL'S/WRK MOTHER (GROSS)	14606	9314	21.1	63.8	117	2498	22.2	17.1	123	2140	21.3	14.7	118	4676	20.6	32.0	114
MECHANIX ILLUSTRATED	772	467	1.1	60.5	111	*145	1.3	18.8	135	**64	0.6	8.3	67	*259	1.1	33.5	119
METROPOLITAN HOME	967	567	1.3	58.6	108	*172	1.5	17.8	128	*117	1.2	12.1	98	279	1.2	28.9	103
MONEY	1588	934	2.1	58.8	108	*204	1.8	12.8	92	*249	2.5	15.7	126	481	2.1	30.3	108
MOTHER EARTH NEWS	1002	689	1.6	68.8	126	*172	1.5	17.2	124	*131	1.3	13.1	105	386	1.7	38.5	137
MS.	825	544	1.2	65.9	121	*121	1.1	14.7	106	*151	1.5	18.3	148	273	1.2	33.1	118
NATIONAL ENQUIRER	10336	5598	12.7	54.2	100	1686	15.0	16.3	117	1454	14.5	14.1	113	2457	10.8	23.8	85
NATIONAL GEOGRAPHIC	9597	5809	13.2	60.5	111	1398	12.4	14.6	105	1041	10.4	10.8	87	3370	14.8	35.1	125
NATIONAL SUNDAY MAGAZINE PKG	49558	28396	64.5	57.3	105	7399	65.7	14.9	107	6464	64.4	13.0	105	14533	63.9	29.3	104
NATURAL HISTORY	573	284	0.6	49.6	91	**34	0.3	5.9	43	**79	0.8	13.8	111	*170	0.7	29.7	106
NEW WOMAN	1699	972	2.2	57.2	105	241	2.1	14.2	102	*295	2.9	17.4	140	436	1.9	25.7	91
NEW YORK INCLUDING CUE	443	196	0.4	44.2	81	**76	0.7	17.2	123	**34	0.3	7.7	62	**86	0.4	19.4	69
THE NEW YORKER	1270	657	1.5	51.7	95	*214	1.9	16.9	121	**93	0.9	7.3	59	350	1.5	27.6	98
NEWSWEEK	6277	3755	8.5	59.8	110	935	8.3	14.9	107	766	7.6	12.2	98	2054	9.0	32.7	116
THE N.Y. TIMES DAILY EDITION	1205	627	1.4	52.0	96	*244	2.2	20.2	146	*105	1.0	8.7	70	*278	1.2	23.1	82
THE N.Y. TIMES MAGAZINE	2081	1066	2.4	51.2	94	401	3.6	19.3	139	*141	1.4	6.8	55	524	2.3	25.2	90
OMNI	788	519	1.2	65.9	121	*138	1.2	17.5	126	**110	1.1	14.0	113	*271	1.2	34.4	122
ON CABLE	1158	745	1.7	64.3	118	*270	2.4	23.3	168	**148	1.5	12.8	103	328	1.4	28.3	101
1001 HOME IDEAS	2852	1949	4.4	68.3	126	429	3.8	15.0	108	471	4.7	16.5	133	1049	4.6	36.8	131
ORGANIC GARDENING	1658	1049	2.4	63.3	116	*247	2.2	14.9	107	303	3.0	18.3	147	499	2.2	30.1	107
OUTDOOR LIFE	896	490	1.1	54.7	101	*180	1.6	20.1	145	**96	1.0	10.7	86	*214	0.9	23.9	85
PARADE MAGAZINE	24275	13907	31.6	57.3	105	3924	34.9	16.2	116	3141	31.3	12.9	104	6842	30.1	28.2	100

PREPARED SEASONING SAUCES - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USERS IN LAST 30 DAYS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	44050	100.0	54.4	100	11255	100.0	13.9	100	10043	100.0	12.4	100	22753	100.0	28.1	100
PARENTS	3845	2511	5.7	65.3	120	687	6.1	17.9	129	588	5.9	15.3	123	1236	5.4	32.1	114
PENTHOUSE	831	541	1.2	65.1	120	*200	1.8	24.1	173	**168	1.7	20.2	163	*174	0.8	20.9	75
PEOPLE	11645	7057	16.0	60.6	111	1924	17.1	16.5	119	1552	15.5	13.3	107	3581	15.7	30.8	109
PLAYBOY	2006	1300	3.0	64.8	119	366	3.3	18.2	131	279	2.8	13.9	112	656	2.9	32.7	116
POPULAR HOT RODDING	297	*195	0.4	65.7	121	**61	0.5	20.5	148	**53	0.5	17.8	144	**81	0.4	27.3	97
POPULAR MECHANICS	1018	659	1.5	64.7	119	**172	1.5	16.9	122	**117	1.2	11.5	93	370	1.6	36.3	129
POPULAR SCIENCE	878	517	1.2	58.9	108	**53	0.5	6.0	43	*208	2.1	23.7	191	*256	1.1	29.2	104
PREVENTION	3913	2330	5.3	59.5	109	486	4.3	12.4	89	626	6.2	16.0	129	1217	5.3	31.1	111
PSYCHOLOGY TODAY	1710	1116	2.5	65.3	120	222	2.0	13.0	93	*259	2.6	15.1	122	635	2.8	37.1	132
READER'S DIGEST	22204	13284	30.2	59.8	110	3141	27.9	14.1	102	3075	30.6	13.8	112	7069	31.1	31.8	113
REDBOOK	7684	4821	10.9	62.7	115	1252	11.1	16.3	117	1177	11.7	15.3	124	2392	10.5	31.1	111
ROAD & TRACK	410	*242	0.5	59.0	109	**26	0.2	6.3	46	**107	1.1	26.1	210	**110	0.5	26.8	95
ROLLING STONE	969	624	1.4	64.4	118	*205	1.8	21.2	152	**127	1.3	13.1	106	292	1.3	30.1	107
RUNNER'S WORLD	298	*243	0.6	81.5	150	**55	0.5	18.5	133	**93	0.9	31.2	252	**95	0.4	31.9	113
SATURDAY EVENING POST	1169	668	1.5	57.1	105	*193	1.7	16.5	119	*178	1.8	15.2	123	297	1.3	25.4	90
SCIENCE 84	587	407	0.9	69.3	127	*153	1.4	26.1	188	**61	0.6	10.4	84	*193	0.8	32.9	117
SCIENCE DIGEST	482	319	0.7	66.2	122	**97	0.9	20.1	145	**46	0.5	9.5	77	*176	0.8	36.5	130
SCIENTIFIC AMERICAN	594	351	0.8	59.1	109	**71	0.6	12.0	86	**60	0.6	10.1	81	*220	1.0	37.0	132
SELF	2089	1129	2.6	54.0	99	346	3.1	16.6	119	*243	2.4	11.6	94	540	2.4	25.8	92
SEVENTEEN	2411	1405	3.2	58.3	107	503	4.5	20.9	150	255	2.5	10.6	85	647	2.8	26.8	96
SKI	480	*245	0.6	51.0	94	**61	0.5	12.7	91	**13	0.1	2.7	22	*172	0.8	35.8	128
SMITHSONIAN	2760	1549	3.5	56.1	103	411	3.7	14.9	107	260	2.6	9.4	76	879	3.9	31.8	113
SOAP OPERA DIGEST	3013	1706	3.9	56.6	104	690	6.1	22.9	165	402	4.0	13.3	108	614	2.7	20.4	73
SOUTHERN LIVING	4184	2812	6.4	67.2	124	467	4.1	11.2	80	755	7.5	18.0	146	1590	7.0	38.0	135
SPORT	559	308	0.7	55.1	101	**70	0.6	12.5	90	**98	1.0	17.5	141	**140	0.6	25.0	89
THE SPORTING NEWS	436	*285	0.6	65.4	120	**58	0.5	13.3	96	**129	1.3	29.6	239	**98	0.4	22.5	80
SPORTS AFIELD	493	287	0.7	58.2	107	**69	0.6	14.0	101	**63	0.6	12.8	103	*155	0.7	31.4	112
SPORTS ILLUSTRATED	2758	1803	4.1	65.4	120	567	5.0	20.6	148	425	4.2	15.4	124	812	3.6	29.4	105
STAR	7456	3980	9.0	53.4	98	1353	12.0	18.1	131	964	9.6	12.9	104	1663	7.3	22.3	79
SUNDAY	24936	14318	32.5	57.4	106	4117	36.6	16.5	119	3311	33.0	13.3	107	6890	30.3	27.6	98
SUNSET	2124	1561	3.5	73.5	135	*229	2.0	10.8	78	*281	2.8	13.2	107	1052	4.6	49.5	176
TV GUIDE	21661	12549	28.5	57.9	107	3645	32.4	16.8	121	2800	27.9	12.9	104	6104	26.8	28.2	100
TENNIS	550	275	0.6	50.0	92	**58	0.5	10.5	76	**116	1.2	21.1	170	**100	0.4	18.2	65
TIME	8880	5321	12.1	59.9	110	1545	13.7	17.4	125	1152	11.5	13.0	105	2623	11.5	29.5	105
TOWN & COUNTRY	917	536	1.2	58.5	107	*121	1.1	13.2	95	*141	1.4	15.4	124	273	1.2	29.8	106
TRAVEL & LEISURE	972	586	1.3	60.3	111	*148	1.3	15.2	110	*133	1.3	13.7	110	305	1.3	31.4	112
TRUE STORY	3356	1842	4.2	54.9	101	566	5.0	16.9	121	597	5.9	17.8	143	679	3.0	20.2	72
U.S. NEWS & WORLD REPORT	3410	2006	4.6	58.8	108	542	4.8	15.9	114	507	5.0	14.9	120	957	4.2	28.1	100
USA TODAY	1759	1026	2.3	58.3	107	278	2.5	15.8	114	*259	2.6	14.7	119	489	2.1	27.8	99
US	1873	1082	2.5	57.8	106	312	2.8	16.7	120	293	2.9	15.6	126	476	2.1	25.8	90
VOGUE	3909	2125	4.8	54.4	100	561	5.0	14.4	103	490	4.9	12.5	101	1075	4.7	27.5	98
HALL STREET JOURNAL	1886	1202	2.7	63.7	117	340	3.0	18.0	130	*251	2.5	13.3	107	611	2.7	32.4	115
WEIGHT WATCHERS	2120	1430	3.2	67.5	124	359	3.2	16.9	122	*286	2.8	13.5	109	785	3.5	37.0	132
WOMAN'S DAY	14172	8458	19.2	59.7	110	2363	21.0	16.7	120	1806	18.0	12.7	103	4290	18.9	30.3	108
WORKING MOTHER	1146	797	1.8	69.5	128	310	2.8	27.1	195	*205	2.0	17.9	144	*283	1.2	24.7	88
WORKING WOMAN	1322	822	1.9	62.2	114	*197	1.8	14.9	107	*191	1.9	14.4	117	433	1.9	32.8	117
WORLD TENNIS	*163	**84	0.2	51.5	95	**16	0.1	9.8	71	**43	0.4	26.4	213	**25	0.1	15.3	55
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1445	3.3	57.1	105	326	2.9	12.9	93	394	3.9	15.6	125	725	3.2	28.6	102
BLAIR INSERTS	43657	25113	57.0	57.5	106	6827	60.7	15.6	113	5773	57.5	13.2	107	12513	55.0	28.7	102
DAILY NEWSPAPERS																	
READ ANY	51633	29163	66.2	56.5	104	7501	66.6	14.5	105	6669	66.4	12.9	104	14993	65.9	29.0	103
READ ONE	43463	24531	55.7	56.4	104	6190	55.0	14.2	102	5574	55.5	12.8	103	12767	56.1	29.4	105
READ TWO OR MORE	8170	4632	10.5	56.7	104	1311	11.6	16.0	115	1095	10.9	13.4	108	2226	9.8	27.2	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	30034	68.2	57.0	105	8029	71.3	15.2	110	6788	67.6	12.9	104	15217	66.9	28.9	103
READ ONE	46126	26150	59.4	56.7	104	6925	61.5	15.0	108	5926	59.0	12.8	104	13299	58.4	28.8	103
READ TWO OR MORE	6552	3884	8.8	59.3	109	1105	9.8	16.9	121	862	8.6	13.2	106	1918	8.4	29.3	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.38				30.04				26.85				28.24			
30 DAY REACH	71455	39337	89.3	55.1	101	9944	88.4	13.9	100	8945	89.1	12.5	101	20448	89.9	28.6	102
50 SHWG - 30 DAY AV FREQ	14.56	14.93				15.66				14.07				14.94			
30 DAY REACH	67742	37492	85.1	55.3	102	9584	85.2	14.1	102	8544	85.1	12.6	102	19365	85.1	28.6	102
25 SHWG - 30 DAY AV FREQ	7.94	8.14				8.61				7.65				8.13			
30 DAY REACH	62117	34421	78.1	55.4	102	8708	77.4	14.0	101	7887	78.5	12.7	102	17826	78.3	28.7	102
CABLE TV: HOME WIRED	32077	18995	43.1	59.2	109	4911	43.6	15.3	110	4057	40.4	12.6	102	10027	44.1	31.3	111
HOME NOT WIRED	48909	25055	56.9	51.2	94	6344	56.4	13.0	93	5985	59.6	12.2	99	12726	55.9	26.0	93
HAVE PAY CABLE	15935	10250	23.3	64.3	118	2929	26.0	18.4	132	2237	22.3	14.0	113	5084	22.3	31.9	114

	TOTAL U.S. '000	USERS IN LAST 30 DAYS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	44050	100.0	54.4	100	11255	100.0	13.9	100	10043	100.0	12.4	100	22753	100.0	28.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	25223	57.3	57.4	106	6554	58.2	14.9	107	5673	56.5	12.9	104	12997	57.1	29.6	105
10:00 AM - 3:00 PM	30659	17551	39.8	57.2	105	4679	41.6	15.3	110	4062	40.4	13.2	107	8810	38.7	28.7	102
3:00 PM - 7:00 PM	31045	18218	41.4	58.7	108	4634	41.2	14.9	107	4041	40.2	13.0	105	9543	41.9	30.7	109
7:00 PM - MIDNIGHT	15767	8884	20.2	56.3	104	2341	20.8	14.8	107	1959	19.5	12.4	100	4584	20.1	29.1	103
MIDNIGHT - 6:00 AM	9120	5083	11.5	55.7	102	1321	11.7	14.5	104	1211	12.1	13.3	107	2550	11.2	28.0	100
6:00 AM - MIDNIGHT	58527	33330	75.7	56.9	105	8731	77.6	14.9	107	7544	75.1	12.9	104	17055	75.0	29.1	104
ENTIRE DAY	59311	33645	76.4	56.7	104	8839	78.5	14.9	107	7605	75.7	12.8	103	17202	75.6	29.0	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9357	21.2	57.9	106	2284	20.3	14.1	102	2130	21.2	13.2	106	4943	21.7	30.6	109
ALL NEWS	2256	1313	3.0	58.2	107	402	3.6	17.8	128	301	3.0	13.3	108	610	2.7	27.0	96
AOR/PROGRESSIVE	3874	2298	5.2	59.3	109	709	6.3	18.3	132	498	5.0	12.9	104	1092	4.8	28.2	100
BEAUTIFUL MUSIC	5660	3329	7.6	58.8	108	923	8.2	16.3	117	701	7.0	12.4	100	1706	7.5	30.1	107
BLACK	2204	1222	2.8	55.4	102	458	4.1	20.8	150	327	3.3	14.8	120	438	1.9	19.9	71
CLASSICAL	1418	866	2.0	61.1	112	*223	2.0	15.7	113	*208	2.1	14.7	118	435	1.9	30.7	109
CHR/ROCK	9538	5676	12.9	59.5	109	1502	13.3	15.7	113	1375	13.7	14.4	116	2799	12.3	29.3	104
COUNTRY	12648	7421	16.8	58.7	108	1784	15.9	14.1	101	1701	16.9	13.4	108	3936	17.3	31.1	111
GOLDEN OLDIES	1191	674	1.5	56.6	104	**143	1.3	12.0	86	*115	1.1	9.7	78	415	1.8	34.8	124
MOR/NOSTALGIA	4757	2874	6.5	60.4	111	576	5.1	12.1	87	680	6.8	14.3	115	1618	7.1	34.0	121
NEWS/TALK	3863	2088	4.7	54.1	99	587	5.2	15.2	109	434	4.3	11.2	91	1066	4.7	27.6	98
RELIGIOUS	3084	1460	3.3	47.3	87	295	2.6	9.6	69	267	2.7	8.7	70	897	3.9	29.1	104
SOFT ROCK	521	318	0.7	61.0	112	**51	0.6	13.4	97	**51	0.5	9.8	79	*197	0.9	37.8	135
URBAN CONTEMPORARY	1585	820	1.9	51.7	95	407	3.6	25.7	185	*173	1.7	10.9	88	239	1.1	15.1	54
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1779	4.0	54.6	100	489	4.3	15.0	108	383	3.8	11.7	95	907	4.0	27.8	99
ABC DIRECTION	2316	1415	3.2	61.1	112	523	4.6	22.6	162	356	3.5	15.4	124	536	2.4	23.1	82
ABC ENTERTAINMENT	4834	2642	6.0	54.7	100	748	6.6	15.5	111	523	5.2	10.8	87	1371	6.0	28.4	101
ABC FM	2202	1312	3.0	59.6	110	352	3.1	16.0	115	277	2.8	12.6	101	683	3.0	31.0	110
ABC INFORMATION	5425	3179	7.2	58.6	108	775	6.9	14.3	103	704	7.0	13.0	105	1700	7.5	31.3	112
ABC ROCK	1677	934	2.1	55.7	102	315	2.8	18.8	135	*263	2.6	15.7	126	356	1.6	21.2	76
CBS	4430	2630	6.0	59.4	109	653	5.8	14.7	106	613	6.1	13.8	112	1364	6.0	30.8	110
MUTUAL	4992	2995	6.8	60.0	110	722	6.4	14.5	104	723	7.2	14.5	117	1551	6.8	31.1	111
NBC	4679	2742	6.2	58.6	108	663	5.9	14.2	102	714	7.1	15.3	123	1365	6.0	29.2	104
RADIORADIO	1994	1276	2.9	64.0	118	340	3.0	17.1	123	347	3.5	17.4	140	589	2.6	29.5	105
RKO ONE	2298	1473	3.3	64.1	118	377	3.3	16.4	118	*364	3.6	15.8	128	733	3.2	31.9	114
RKO TWO	3311	1783	4.0	53.9	99	470	4.2	14.2	102	457	4.6	13.8	111	856	3.8	25.9	92
THE SOURCE	2114	1222	2.8	57.8	106	296	2.6	14.0	101	316	3.1	14.9	121	609	2.7	28.8	103
NON-WIRED: BLAIR	8654	5172	11.7	59.8	110	1148	10.2	13.3	95	1173	11.7	13.6	109	2852	12.5	33.0	117
INTERNET	12025	7133	16.2	59.3	109	2032	18.1	16.9	122	1522	15.2	12.7	102	3579	15.7	29.8	106
KATZ RADIO GROUP	15359	9072	20.6	59.1	109	2331	20.7	15.2	109	1839	18.3	12.0	97	4903	21.5	31.9	114
SUPERNET	10628	5946	13.5	55.9	103	1593	14.2	15.0	108	1342	13.4	12.6	102	3011	13.2	28.3	101
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	4573	10.4	52.8	97	1155	10.3	13.3	96	1000	10.0	11.5	93	2418	10.6	27.9	99
MKDAY 9:00 AM - 1:00 PM	12163	6332	14.4	52.1	96	1590	14.1	13.1	94	1498	14.9	12.3	99	3245	14.3	26.7	95
MKDAY 1:00 PM - 4:30 PM	16150	8258	18.7	51.1	94	2192	19.5	13.6	98	2040	20.3	12.6	102	4026	17.7	24.9	89
MKDAY 4:30 PM - 7:30 PM	22463	11598	26.3	51.6	95	3038	27.0	13.5	97	2589	25.8	11.5	93	5971	26.2	26.6	95
MKDAY 7:30 PM - 8:00 PM	31795	16676	37.9	52.4	96	4393	39.0	13.8	99	3618	36.0	11.4	92	8665	38.1	27.3	97
MKDAY 11:00 PM - 11:30 PM	23977	12948	29.4	54.0	99	3427	30.4	14.3	103	2881	28.7	12.0	97	6640	29.2	27.7	99
MKDAY 11:30 PM - 1:00 AM	7703	4258	9.7	55.3	102	1209	10.7	15.7	113	925	9.2	12.0	97	2123	9.3	27.6	98
M-SAT 8-11 PM-SUN 7-11 PM	33800	18500	42.0	54.7	101	4822	42.8	14.3	103	4058	40.4	12.0	97	9621	42.3	28.5	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3427	7.8	52.4	96	891	7.9	13.6	98	916	9.1	14.0	113	1620	7.1	24.8	88
ANOTHER WORLD N	4620	2212	5.0	47.9	88	572	5.1	12.4	89	587	5.8	12.7	102	1054	4.6	22.8	81
AS THE WORLD TURNS C	5614	2843	6.5	50.6	93	777	6.9	13.8	100	651	6.5	11.6	94	1416	6.2	25.2	90
CAPITOL C	3396	1779	4.0	52.4	96	508	4.5	15.0	108	402	4.0	11.8	95	869	3.8	25.6	91
CBS MORN. NEWS 1 C	1446	711	1.6	49.2	90	195	1.7	13.5	97	168	1.7	11.6	94	348	1.5	24.1	86
CBS MORN. NEWS 2 C	1207	588	1.3	48.7	90	153	1.4	12.7	91	134	1.3	11.1	90	301	1.3	24.9	89
DAYS OF OUR LIVES N	5877	3033	6.9	51.6	95	694	6.2	11.8	85	769	7.7	13.1	106	1570	6.9	26.7	95
FACTS OF LIFE - DAYTIME N	2290	1085	2.5	47.4	87	200	1.8	8.7	63	381	3.8	16.6	134	504	2.2	22.0	78
FAMILY FEUD A	3023	1501	3.4	49.7	91	396	3.5	13.1	94	390	3.9	12.9	104	716	3.1	23.7	84
GENERAL HOSPITAL A	6097	3044	6.9	49.9	92	838	7.4	13.7	99	746	7.4	12.2	99	1459	6.4	23.9	85
GOOD MORNING, AMERICA-730 A	3515	1973	4.5	56.1	103	476	4.2	13.5	97	425	4.2	12.1	98	1073	4.7	30.5	109
GOOD MORNING, AMERICA-830 A	2818	1571	3.6	55.7	102	431	3.8	15.3	110	310	3.1	11.0	89	830	3.6	29.5	105
GUIDING LIGHT C	5339	2628	6.0	49.2	90	772	6.9	14.5	104	557	5.5	10.4	84	1299	5.7	24.3	87
ONE LIFE TO LIVE A	4478	2334	5.3	52.1	96	603	5.4	13.5	97	618	6.2	13.8	111	1113	4.9	24.9	88

		USERS IN LAST 30 DAYS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE				
		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	44050	100.0	54.4	100	11255	100.0	13.9	100	10043	100.0	12.4	100	22753	100.0	28.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	13074	29.7	50.2	92	3160	28.1	12.1	87	2926	29.1	11.2	91	6988	30.7	26.8	95
NETWORK AFFILIATES - LATE		20261	10885	24.7	53.7	99	2813	25.0	13.9	100	2450	24.4	12.1	98	5622	24.7	27.7	99
INDEPENDENTS - LATE		2076	1143	2.6	55.1	101	316	2.8	15.2	110	185	1.8	8.9	72	643	2.8	31.0	110
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	6007	13.6	57.5	106	1753	15.6	16.8	121	1338	13.3	12.8	103	2916	12.8	27.9	99
ABC MONDAY NIGHT MOVIE		A 6412	3666	8.3	57.2	105	880	7.8	13.7	99	842	8.4	13.1	106	1944	8.5	30.3	108
ABC SUNDAY NIGHT MOVIE		A 12407	6913	15.7	55.7	102	1764	15.7	14.2	102	1516	15.1	12.2	99	3632	16.0	29.3	104
ABC WORLD NEWS TONIGHT		A 6176	3043	6.9	49.3	91	749	6.7	12.1	87	626	6.2	10.1	82	1669	7.3	27.0	96
AFTERMASH		C 5863	3272	7.4	55.8	103	771	6.9	13.2	95	732	7.3	12.5	101	1770	7.8	30.2	107
ALICE		C 9594	5333	12.1	55.6	102	1335	11.9	13.9	100	1004	10.0	10.5	84	2994	13.2	31.2	111
AMERICAN PARADE		C 6622	3304	7.5	49.9	92	868	7.7	13.1	94	665	6.6	10.0	81	1772	7.8	26.8	95
BENSON		A 10886	5593	12.7	51.4	94	1412	12.5	13.0	93	1137	11.3	10.4	84	3044	13.4	28.0	100
BLUE THUNDER		A 5036	2865	6.5	56.9	105	655	5.8	13.0	94	763	7.6	15.2	122	1448	6.4	28.8	102
CAGNEY & LACEY		C 9965	5602	12.7	56.2	103	1497	13.3	15.0	108	1259	12.5	12.6	102	2846	12.5	28.6	102
CBS EVENING NEWS-DEAN		C 3491	1707	3.9	48.9	90	384	3.4	11.0	79	379	3.8	10.9	88	944	4.1	27.0	96
CBS EVENING NEWS-RATHER		C 7123	3670	8.3	51.5	95	944	8.4	13.3	95	783	7.8	11.0	89	1942	8.5	27.3	97
CBS SAT. NEWS-SCHIEFFER		C 3621	1790	4.1	49.4	91	429	3.8	11.8	85	354	3.5	9.8	79	1006	4.4	27.8	99
CBS SATURDAY NIGHT MOVIE		C 5436	2986	6.8	54.9	101	767	6.8	14.1	102	654	6.5	12.0	97	1565	6.9	28.8	102
CBS WEDNESDAY NIGHT MOVIE		C 6100	3203	7.3	52.5	97	821	7.3	13.5	97	705	7.0	11.6	93	1677	7.4	27.5	98
CHEERS		N 8889	5106	11.6	57.4	106	1365	12.1	15.4	110	1296	12.9	14.6	118	2445	10.7	27.5	98
DALLAS		C 22109	11731	26.6	53.1	98	2901	25.8	13.1	94	2451	24.4	11.1	89	6378	28.0	28.8	103
DIFF'RENT STROKES		N 6940	3460	7.9	49.9	92	858	7.6	12.4	89	795	7.9	11.5	92	1807	7.9	26.0	93
DOUBLE TROUBLE		N 7223	4050	9.2	56.1	103	1101	9.8	15.2	110	899	9.0	12.4	100	2050	9.0	28.4	101
DUCK FACTORY		N 5595	3174	7.2	56.7	104	894	7.9	16.0	115	792	7.9	14.2	114	1488	6.5	26.6	95
DUKES OF HAZZARD		C 5768	2915	6.6	50.5	93	673	6.0	11.7	84	709	7.1	12.3	99	1533	6.7	26.6	95
DYNASTY		A 20053	10855	24.6	54.1	100	2638	23.4	13.2	95	2593	25.8	12.9	104	5624	24.7	28.0	100
FACTS OF LIFE		N 8087	4482	10.2	55.4	102	1232	10.9	15.2	110	1093	10.9	13.5	109	2157	9.5	26.7	95
FALCON CREST		C 20046	10552	24.0	52.6	97	2554	22.7	12.7	92	2193	21.8	10.9	88	5805	25.5	29.0	103
FALL GUY		A 9084	4967	11.3	54.7	101	1335	11.9	14.7	106	1179	11.7	13.0	105	2453	10.8	27.0	96
FAMILY TIES		N 7964	4476	10.2	56.2	103	1150	10.2	14.4	104	1081	10.8	13.6	109	2245	9.9	28.2	100
FANTASY ISLAND		A 7687	3981	9.0	51.8	95	1152	10.2	15.0	108	738	7.3	9.6	77	2091	9.2	27.2	97
FOULUPS,BLEEPS & BLUNDERS		A 8861	4850	11.0	54.7	101	1219	10.8	13.8	99	1085	10.8	12.2	99	2545	11.2	28.7	102
FOUR SEASONS		C 5095	2955	6.7	58.0	107	879	7.8	17.3	124	602	6.0	11.8	95	1474	6.5	28.9	103
GIMME A BREAK		N 8838	4647	10.5	52.6	97	1216	10.8	13.8	99	1243	12.4	14.1	113	2188	9.6	24.8	88
HART TO HART		A 8978	4982	11.3	55.5	102	1232	10.9	13.7	99	1192	11.9	13.3	107	2558	11.2	28.5	101
HILL STREET BLUES		N 8590	4990	11.3	58.1	107	1243	11.0	14.5	104	1335	13.3	15.5	125	2412	10.6	28.1	100
HOTEL		A 14085	7469	17.0	53.0	97	1837	16.3	13.0	94	1709	17.0	12.1	98	3924	17.2	27.9	99
JEFFERSONS		C 9360	5043	11.4	53.9	99	1481	13.2	15.8	114	964	9.6	10.3	83	2597	11.4	27.7	99
JENNIFER SLEPT HERE		N 5841	3025	6.9	51.8	95	817	7.3	14.0	101	789	7.9	13.5	109	1418	6.2	24.3	86
KATE & ALLIE		C 9206	5024	11.4	54.6	100	1285	11.4	14.0	100	1269	12.6	13.8	111	2470	10.9	26.8	95
KNIGHT RIDER		N 7076	3876	8.8	54.8	101	902	8.0	12.7	92	851	8.5	12.0	97	2122	9.3	30.0	107
LOVE BOAT		A 12219	6230	14.1	51.0	94	1575	14.0	12.9	93	1405	14.0	11.5	93	3251	14.3	26.6	95
MAGNUM PI		C 11199	6231	14.1	55.6	102	1549	13.8	13.8	100	1385	13.8	12.4	100	3296	14.5	29.4	105
MAMA'S FAMILY		N 6057	3306	7.5	54.6	100	798	7.1	13.2	95	700	7.0	11.6	93	1807	7.9	29.8	106
MASTER, THE		N 3598	1982	4.5	55.1	101	617	5.5	17.1	123	446	4.4	12.4	100	918	4.0	25.5	91
MATT HOUSTON		A 6344	3486	7.9	54.9	101	886	7.9	14.0	100	834	8.3	13.1	106	1766	7.8	27.8	99
NBC MONDAY NIGHT MOVIE		N 11994	6477	14.7	54.0	99	1679	14.9	14.0	101	1427	14.2	11.9	96	3371	14.8	28.1	100
NBC NIGHTLY NEWS		N 5132	2797	6.3	54.5	100	609	5.4	11.9	85	765	7.6	14.9	120	1423	6.3	27.7	99
NBC NIGHTLY NEWS-SAT		N 3375	1568	3.6	46.5	85	300	2.7	8.9	64	378	3.8	11.2	90	889	3.9	26.3	94
NBC NIGHTLY NEWS-SUN		N 3130	1576	3.6	50.4	93	362	3.2	11.6	83	390	3.9	12.5	100	825	3.6	26.4	94
NBC SUNDAY NIGHT MOVIE		N 8284	4324	9.8	52.2	96	1151	10.2	13.9	100	955	9.5	11.5	93	2218	9.7	26.8	95
NEWMART		C 9240	5211	11.8	56.4	104	1373	12.2	14.9	107	1150	11.5	12.4	100	2688	11.8	29.1	104
ONE DAY AT A TIME		C 7288	4037	9.2	55.4	102	1006	8.9	13.8	99	798	7.9	10.9	88	2233	9.8	30.6	109
PEOPLE ARE FUNNY		N 4855	2511	5.7	51.7	95	668	5.9	13.8	99	587	5.8	12.1	97	1256	5.5	25.9	92
REAL PEOPLE		N 8869	4693	10.7	52.9	97	1017	9.0	11.5	83	1374	13.7	15.5	125	2301	10.1	25.9	92
REMINGTON STEELE		N 7743	4044	9.2	52.2	96	1016	9.0	13.1	94	933	9.3	12.0	97	2095	9.2	27.1	96
RIPLEY'S BELIEVE IT - NOT		A 5345	3157	7.2	59.1	109	711	6.3	13.3	96	671	6.7	12.6	101	1775	7.8	33.2	118
RIPTIDE		N 6988	3877	8.8	55.5	102	1088	9.7	15.6	112	800	8.0	11.4	92	1989	8.7	28.5	101
SCARECROW & MRS. KING		C 10002	5467	12.4	54.7	100	1362	12.1	13.6	98	1290	12.8	12.9	104	2815	12.4	28.1	100
SIMON & SIMON		C 10638	5963	13.5	56.1	103	1505	13.4	14.1	102	1336	13.3	12.6	101	3122	13.7	29.3	104
60 MINUTES		C 13293	6904	15.7	51.9	95	1474	13.1	11.1	80	1490	14.8	11.2	90	3940			

	TOTAL U.S. '000	ALL USERS				A-1				DEL MONTE				FRENCH'S			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	55267	100.0	68.2	100	25029	100.0	30.9	100	3591	100.0	4.4	100	5591	100.0	6.9	100
18 - 24	9282	6152	11.1	66.3	97	2828	11.3	30.5	99	*374	10.4	4.0	91	640	11.4	6.9	100
25 - 34	19072	14393	26.0	75.5	111	6793	27.1	35.6	115	645	18.0	3.4	76	1529	27.3	8.0	106
35 - 44	14591	10673	19.3	73.1	107	5454	21.8	37.4	121	702	19.5	4.8	109	1094	19.6	7.5	109
45 - 54	11345	8466	15.3	74.6	109	4140	16.5	36.5	118	*496	13.8	4.4	99	818	14.6	7.2	104
55 - 64	11635	7873	14.2	67.7	99	3207	12.8	27.6	89	647	18.0	5.6	125	836	15.0	7.2	104
65 OR OLDER	15061	7710	14.0	51.2	75	2608	10.4	17.3	56	727	20.2	4.8	109	675	12.1	4.5	65
18 - 34	28354	20545	37.2	72.5	106	9621	38.4	33.9	110	1019	28.4	3.6	81	2169	38.8	7.6	111
18 - 49	48339	35306	63.9	73.0	107	17138	68.5	35.5	115	2025	56.4	4.2	94	3752	67.1	7.8	112
25 - 54	45008	33533	60.7	74.5	109	16386	65.5	36.4	118	1843	51.3	4.1	92	3440	61.5	7.6	111
35 - 49	19985	14761	26.7	73.9	108	7517	30.0	37.6	122	1006	28.0	5.0	114	1583	28.3	7.9	115
50 OR OLDER	32647	19962	36.1	61.1	90	7891	31.5	24.2	78	1566	43.6	4.8	108	1840	32.9	5.6	82
GRADUATED COLLEGE	11155	7865	14.2	70.5	103	3197	12.8	28.7	93	*528	14.7	4.7	107	703	12.6	6.3	91
ATTENDED COLLEGE	13682	10320	18.7	75.4	111	5093	20.3	37.2	120	618	17.2	4.5	102	1146	20.5	8.4	121
GRADUATED HIGH SCHOOL	33880	24338	44.0	71.8	105	11618	46.4	34.3	111	1679	46.8	5.0	112	2770	49.5	8.2	118
DID NOT GRADUATE HIGH SCHOOL	22270	12745	23.1	57.2	84	5122	20.5	23.0	74	766	21.3	3.4	78	972	17.4	4.4	63
EMPLOYED	40306	29370	53.1	72.9	107	13634	54.5	33.8	109	1654	46.1	4.1	93	3072	54.9	7.6	110
EMPLOYED FULL-TIME	32850	23760	43.0	72.3	106	11154	44.6	34.0	110	1442	40.2	4.4	99	2674	47.8	8.1	118
EMPLOYED PART-TIME	7456	5611	10.2	75.3	110	2481	9.9	33.3	108	**212	5.9	2.8	64	*398	7.1	5.3	77
NOT EMPLOYED	40680	25897	46.9	63.7	93	11395	45.5	28.0	91	1937	53.9	4.8	107	2519	45.1	6.2	90
PROFESSIONAL/MANAGER	10392	7720	14.0	74.3	109	3350	13.4	32.2	104	*496	13.8	4.8	108	1003	17.9	9.7	140
TECH/CLERICAL/SALES	17574	13059	23.6	74.3	109	6359	25.4	36.2	117	758	21.1	4.3	97	1268	22.7	7.2	105
PRECISION/CRAFT	985	622	1.1	63.1	93	*263	1.1	26.7	86	**32	0.9	3.2	73	**43	0.8	4.4	63
OTHER EMPLOYED	11354	7969	14.4	70.2	103	3662	14.6	32.3	104	*368	10.2	3.2	73	758	13.6	6.7	97
SINGLE	9863	5998	10.9	60.8	89	2684	10.7	27.2	88	*345	9.6	3.5	79	498	8.9	5.0	73
MARRIED	51375	37381	67.6	72.8	107	17381	69.4	33.8	109	2247	62.6	4.4	99	3938	70.4	7.7	111
DIVORCED/SEPARATED/WIDOWED	19748	11889	21.5	60.2	88	4964	19.8	25.1	81	999	27.8	5.1	114	1156	20.7	5.9	85
PARENTS	32590	24807	44.9	76.1	112	12117	48.4	37.2	120	1499	41.7	4.6	104	2450	43.8	7.5	109
WHITE	70416	48162	87.1	68.4	100	22141	88.5	31.4	102	3028	84.3	4.3	97	4914	87.9	7.0	101
BLACK	8778	6024	10.9	68.6	101	2360	9.4	26.9	87	507	14.1	5.8	130	594	10.6	6.8	98
OTHER	1791	1081	2.0	60.4	88	*528	2.1	29.5	95	**56	1.6	3.1	71	**84	1.5	4.7	68
NORTHEAST-CENSUS	17786	10239	18.5	57.6	84	4564	18.2	25.7	83	*455	12.7	2.6	58	923	16.5	5.2	75
NORTH CENTRAL	20741	15503	28.1	74.7	110	6810	27.2	32.8	106	1002	27.9	4.8	109	1243	22.2	6.0	87
SOUTH	27775	19299	34.9	69.5	102	8529	34.1	30.7	99	1184	33.0	4.3	96	2408	43.1	8.7	126
WEST	14683	10225	18.5	69.6	102	5126	20.5	34.9	113	950	26.5	6.5	146	1017	18.2	6.9	100
NORTHEAST-MKTG.	17961	10382	18.8	57.8	85	4490	17.9	25.0	81	482	13.4	2.7	61	1012	18.1	5.6	82
EAST CENTRAL	11885	8293	15.0	69.8	102	4135	16.5	34.8	113	*463	12.9	3.9	88	801	14.3	6.7	98
WEST CENTRAL	14090	10466	18.9	74.3	109	4304	17.2	30.5	99	683	19.0	4.8	109	760	13.6	5.4	78
SOUTH	24081	17047	30.8	70.8	104	7610	30.4	31.6	102	1135	31.6	4.7	106	2121	37.9	8.8	128
PACIFIC	12969	9079	16.4	70.0	103	4490	17.9	34.6	112	828	23.1	6.4	144	899	16.1	6.9	100
COUNTY SIZE A	23439	21884	39.6	67.5	99	10054	40.2	31.0	100	1571	43.7	4.8	109	1977	35.4	6.1	88
COUNTY SIZE B	24915	17028	30.8	68.3	100	7668	30.6	30.8	100	986	27.5	4.0	89	1853	33.1	7.4	108
COUNTY SIZE C	12930	8709	15.8	67.4	99	4335	17.3	33.5	108	*444	12.4	3.4	77	995	17.8	7.7	111
COUNTY SIZE D	10703	7646	13.8	71.4	105	2973	11.9	27.8	90	590	16.4	5.5	124	766	13.7	7.2	104
METRO CENTRAL CITY	24518	15967	28.9	65.1	95	7075	28.3	28.9	93	1141	31.8	4.7	105	1561	27.9	6.4	92
METRO SUBURBAN	35919	25364	45.9	70.6	103	12054	48.2	33.6	109	1495	41.6	4.2	94	2456	43.9	6.8	99
NON METRO	20549	13937	25.2	67.8	99	5900	23.6	28.7	93	956	26.6	4.7	105	1574	28.2	7.7	111
TOP 5 ADI'S	18341	12059	21.8	65.7	96	5517	22.0	30.1	97	840	23.4	4.6	103	1160	20.7	6.3	92
TOP 10 ADI'S	25378	16467	29.8	64.9	95	7418	29.6	29.2	95	1125	31.3	4.4	100	1472	26.3	5.8	84
TOP 20 ADI'S	36488	24271	43.9	66.5	97	10924	43.6	29.9	97	1573	43.8	4.3	97	2242	40.1	6.1	89
MSHLD INC. \$50,000 OR MORE	6612	5063	9.2	76.6	112	2471	9.9	37.4	121	**220	6.1	3.3	75	*460	8.2	7.0	101
\$40,000 OR MORE	12659	9685	17.5	76.5	112	4666	18.6	36.9	119	*468	13.0	3.7	83	946	16.9	7.5	108
\$30,000 OR MORE	24698	18632	33.7	75.4	111	8949	35.8	36.2	117	1092	30.4	4.4	100	1928	34.5	7.8	113
\$25,000 OR MORE	32077	24222	43.8	75.5	111	11419	45.6	35.6	115	1362	37.9	4.2	96	2557	45.7	8.0	115
\$20,000 - \$24,999	9144	6761	12.2	73.9	108	3029	12.1	33.1	107	*412	11.5	4.5	102	*589	10.5	6.4	93
\$15,000 - \$19,999	8728	5488	9.9	62.9	92	2626	10.5	30.1	97	*305	8.5	3.5	79	591	10.6	6.8	98
\$10,000 - \$14,999	12562	8342	15.1	66.4	97	4094	16.4	32.6	105	684	19.0	5.4	123	971	17.4	7.7	112
UNDER \$10,000	18475	10454	18.9	56.6	83	3863	15.4	20.9	68	828	23.1	4.5	101	884	15.8	4.8	69
HOUSEHOLD OF 1 PERSON	11987	6117	11.1	51.0	75	2230	8.9	18.6	60	503	14.0	4.2	95	645	11.5	5.4	78
2 PEOPLE	26577	17498	31.7	65.8	96	7385	29.5	27.8	90	1149	32.0	4.3	98	1985	35.5	7.5	108
3 OR 4 PEOPLE	30617	22769	41.2	74.4	109	11057	44.2	36.1	117	1361	37.9	4.4	100	2172	38.8	7.1	103
5 OR MORE PEOPLE	11804	8883	16.1	75.3	110	4358	17.4	36.9	119	*578	16.1	4.9	110	*790	14.1	6.7	97
NO CHILD IN MSHLD	46165	28656	51.9	62.1	91	12164	48.6	26.3	85	2019	56.2	4.4	99	3001	53.7	6.5	94
CHILD(REN) UNDER 2 YRS	5325	4116	7.4	77.3	113	1753	7.0	32.9	107	**145	4.0	2.7	61	**263	4.7	4.9	72
2 - 5 YEARS	14221	10987	19.9	77.3	113	5055	20.2	35.5	115	632	17.6	4.4	100	1025	18.3	7.2	104
6 - 11 YEARS	15117	11290	20.4	74.7	109	5416	21.6	35.8	116	709	19.7	4.7	106	1142	20.4	7.6	109
12 - 17 YEARS	16611	12612	22.8	75.9	111	6241	24.9	37.6	122	794	22.1	4.8	108	1207	21.6	7.3	105
RESIDENCE OWNED	55884	39599	71.7	70.9	104	18457	73.7	33.0	107	2596	72.3	4.6	105	4090	73.2	7.3	106
VALUE: \$50,000 OR MORE	31744	23299	42.2	73.4	108	10866	43.4	34.2	111	1451	40.4	4.6	103	2112	37.8	6.7	96
VALUE: UNDER \$50,000	24140	16301	29.5	67.5	99	7591	30.3	31.4	102	1146	31.9	4.7	107	1978	35.4	8.2	119

		TOTAL U.S. '000	ALL USERS				A-1				DEL MONTE				FRENCH'S				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS			80986	55267	100.0	68.2	100	25029	100.0	30.9	100	3591	100.0	4.4	100	5591	100.0	6.9	100
MAGAZINES	QUINTILE 1	15799	11934	21.6	75.5	111	5893	23.5	37.3	121	922	25.7	5.8	132	1479	26.5	9.4	136	
	QUINTILE 2	17259	12472	22.6	72.3	106	6040	24.1	35.0	113	865	24.1	5.0	113	1099	19.7	6.4	92	
	QUINTILE 3	13545	9719	17.6	71.8	105	4142	16.5	30.6	99	*540	15.0	4.0	90	980	17.5	7.2	105	
	QUINTILE 4	15133	9881	17.9	65.3	96	4223	16.9	27.9	90	537	15.0	3.5	80	1028	18.4	6.8	98	
	QUINTILE 5	19250	11261	20.4	58.5	86	4731	18.9	24.6	80	728	20.3	3.8	85	1005	18.0	5.2	76	
NEWSPAPERS	QUINTILE 1	12413	8548	15.5	68.9	101	4141	16.5	33.4	108	612	17.0	4.9	111	842	15.1	6.8	98	
	QUINTILE 2	24116	17306	31.3	71.8	105	7778	31.1	32.3	104	926	25.8	3.8	87	1480	26.5	6.1	89	
	QUINTILE 3	11261	7789	14.1	69.2	101	3727	14.9	33.1	107	*494	13.8	4.4	99	825	14.8	7.3	105	
	QUINTILE 4	20255	13729	24.8	67.8	99	6006	24.0	29.7	96	922	25.7	4.6	103	1602	28.7	7.9	115	
	QUINTILE 5	12940	7896	14.3	61.0	89	3378	13.5	26.1	84	638	17.8	4.9	111	842	15.1	6.5	94	
OUTDOOR	QUINTILE 1	14852	10612	19.2	71.5	105	5039	20.1	33.9	110	583	16.2	3.9	89	1011	18.1	6.8	99	
	QUINTILE 2	15725	11191	20.2	71.2	104	5121	20.5	32.6	105	868	24.2	5.5	124	1172	21.0	7.5	108	
	QUINTILE 3	16330	11139	20.2	68.2	100	5078	20.3	31.1	101	534	14.9	3.3	74	1136	20.3	7.0	101	
	QUINTILE 4	16744	11183	20.2	66.8	98	5046	20.2	30.1	98	858	23.9	5.1	116	1090	19.5	6.5	94	
	QUINTILE 5	17334	11141	20.2	64.3	94	4745	19.0	27.4	89	749	20.9	4.3	97	1183	21.2	6.8	99	
RADIO-DRIVE TIME	QUINTILE 1	15911	11510	20.8	72.3	106	5426	21.7	34.1	110	870	24.2	5.5	123	957	17.1	6.0	87	
	QUINTILE 2	14837	10235	18.5	69.0	101	4764	19.0	32.1	104	*539	15.0	3.6	82	1151	20.6	7.8	112	
	QUINTILE 3	15339	10632	19.2	69.3	102	4999	20.0	32.6	105	760	21.2	5.0	112	1094	19.6	7.1	103	
	QUINTILE 4	16723	11509	20.8	68.8	101	4878	19.5	29.2	94	693	19.3	4.1	93	1374	24.6	8.2	119	
	QUINTILE 5	18176	11382	20.6	62.6	92	4963	19.8	27.3	88	729	20.3	4.0	90	1017	18.2	5.6	81	
RADIO-MID- DAY	TERCILE 1	21020	14776	26.7	70.3	103	6904	27.6	32.8	106	789	22.0	3.8	85	1364	24.4	6.5	94	
	TERCILE 2	21610	15292	27.7	70.8	104	7304	29.2	33.8	109	1127	31.4	5.2	118	1738	31.1	8.0	116	
	TERCILE 3	38355	25200	45.6	65.7	96	10822	43.2	28.2	91	1675	46.6	4.4	98	2489	44.5	6.5	94	
RADIO-TOTAL	QUINTILE 1	15988	11408	20.6	71.4	105	5379	21.5	33.6	109	736	20.5	4.6	104	991	17.7	6.2	90	
	QUINTILE 2	15626	10699	19.4	68.5	100	4900	19.6	31.4	101	738	20.6	4.7	107	1233	22.1	7.9	114	
	QUINTILE 3	16723	11822	21.4	70.7	104	5590	22.3	33.4	108	639	17.8	3.8	86	1275	22.8	7.6	110	
	QUINTILE 4	16342	11220	20.3	68.7	101	5023	20.1	30.7	99	858	23.9	5.3	118	1041	18.6	6.4	92	
	QUINTILE 5	16306	10118	18.3	62.1	91	4138	16.5	25.4	82	621	17.3	3.8	86	1051	18.8	6.4	93	
TV-PRIME TIME	QUINTILE 1	15953	10816	19.6	67.8	99	5245	21.0	32.9	106	806	22.4	5.1	114	1019	18.2	6.4	93	
	QUINTILE 2	16137	11174	20.2	69.2	101	5464	21.8	33.9	110	680	18.9	4.2	95	1298	23.2	8.0	117	
	QUINTILE 3	16420	11479	20.8	69.9	102	5202	20.8	31.7	103	685	19.1	4.2	94	1068	19.1	6.5	94	
	QUINTILE 4	16687	11602	21.0	69.5	102	5259	21.0	31.5	102	686	19.1	4.1	93	1178	21.1	7.1	102	
	QUINTILE 5	15789	10197	18.5	64.6	95	3858	15.4	24.4	79	734	20.4	4.6	105	1027	18.4	6.5	94	
TV-DAYTIME	TERCILE 1	27736	18488	33.5	66.7	98	8446	33.7	30.5	99	1421	39.6	5.1	116	1859	33.2	6.7	97	
	TERCILE 2	26489	18217	33.0	68.8	101	8309	33.2	31.4	101	910	25.3	3.4	77	1715	30.7	6.5	94	
	TERCILE 3	26761	18562	33.6	69.4	102	8275	33.1	30.9	100	1260	35.1	4.7	106	2018	36.1	7.5	109	
TV-TOTAL	QUINTILE 1	16345	10680	19.3	65.3	96	5132	20.5	31.4	102	835	23.3	5.1	115	1072	19.2	6.6	95	
	QUINTILE 2	16447	11321	20.5	68.8	101	5164	20.6	31.4	102	620	17.3	3.8	85	1155	20.7	7.0	102	
	QUINTILE 3	15980	11245	20.3	70.4	103	4946	19.8	31.0	100	738	20.6	4.6	104	1124	20.1	7.0	102	
	QUINTILE 4	15887	10954	19.8	68.9	101	5292	21.1	33.3	108	678	18.9	4.3	96	1021	18.3	6.4	93	
	QUINTILE 5	16326	11067	20.0	67.8	99	4496	18.0	27.5	89	720	20.1	4.4	99	1219	21.8	7.5	108	
MAGAZINES-NEWSPAPERS: DUAL		20721	15283	27.7	73.8	108	7259	29.0	35.0	113	1016	28.3	4.9	111	1424	25.5	6.9	100	
MAGAZINE IMPERATIVE		19186	14046	25.4	73.2	107	6713	26.8	35.0	113	1073	29.9	5.6	126	1737	31.1	9.1	131	
NEWSPAPER IMPERATIVE		21899	14617	26.4	66.7	98	6401	25.6	29.2	95	750	20.9	3.4	77	1378	24.6	6.3	91	
MAGAZINES-OUTDOOR: DUAL		15451	11991	21.7	77.6	114	6044	24.1	39.1	127	782	21.8	5.1	114	1236	22.1	8.0	116	
MAGAZINE IMPERATIVE		25953	18268	33.1	70.4	103	8337	33.3	32.1	104	1296	36.1	5.0	113	1808	32.3	7.0	101	
OUTDOOR IMPERATIVE		24400	15755	28.5	64.6	95	6750	27.0	27.7	90	927	25.8	3.8	86	1620	29.0	6.6	96	
MAGAZINES-RADIO: DUAL		18049	13271	24.0	73.5	108	6407	25.6	35.5	115	982	27.5	5.4	123	1366	24.4	7.6	110	
MAGAZINE IMPERATIVE		23571	17309	31.3	73.4	108	8085	32.3	34.3	111	1161	32.3	4.9	111	1842	32.9	7.8	113	
RADIO IMPERATIVE		23278	15438	27.9	66.3	97	6820	27.2	29.3	95	796	22.2	3.4	77	1535	27.5	6.6	96	
MAGAZINES-TELEVISION: DUAL		15459	11345	20.5	73.4	108	5611	22.4	36.3	117	839	23.4	5.4	122	1185	21.2	7.7	111	
MAGAZINE IMPERATIVE		25829	19019	34.4	73.6	108	8796	35.1	34.1	110	1274	35.5	4.9	111	2013	36.0	7.8	113	
TELEVISION IMPERATIVE		26039	16473	29.8	63.3	93	7088	28.3	27.2	88	937	26.1	3.6	81	1589	28.4	6.1	88	
NEWSPAPERS-OUTDOOR: DUAL		16605	12240	22.1	73.7	108	5717	22.8	34.4	111	619	17.2	3.7	84	1163	20.8	7.0	101	
NEWSPAPER IMPERATIVE		26834	18410	33.3	68.6	101	8382	33.5	31.2	101	1138	31.7	4.2	96	1708	30.5	6.4	92	
OUTDOOR IMPERATIVE		23346	15732	28.5	67.4	99	7401	29.6	31.7	103	1150	32.0	4.9	111	1799	32.2	7.7	112	
NEWSPAPERS-RADIO: DUAL		17133	12050	21.8	70.3	103	5960	23.8	34.8	113	820	22.8	4.8	108	1281	22.9	7.5	108	
NEWSPAPER IMPERATIVE		25892	18164	32.9	70.2	103	8106	32.4	31.3	101	983	27.4	3.8	86	1495	26.7	5.8	84	
RADIO IMPERATIVE		23167	16035	29.0	69.2	101	7136	28.5	30.8	100	1017	28.3	4.4	99	1649	29.5	7.1	103	
NEWSPAPERS-TELEVISION: DUAL		17159	11861	21.5	69.1	101	5522	22.1	32.2	104	781	21.7	4.6	103	1067	19.1	6.2	90	
NEWSPAPER IMPERATIVE		26214	18645	33.7	71.1	104	8538	34.1	32.6	105	1047	29.2	4.0	90	1740	31.1	6.6	96	
TELEVISION IMPERATIVE		23412	15445	27.9	66.0	97	6936	27.7	29.6	96	1083	30.2	4.6	104	1780	31.8	7.6	110	
OUTDOOR-RADIO: DUAL		15303	11410	20.6	74.6	109	5453	21.8	35.6	115	775	21.6	5.1	114	1076	19.2	7.0	102	
OUTDOOR IMPERATIVE		24901	16977	30.7	68.2	100	7570	30.2	30.4	98	1018	28.3	4.1	92	1778	31.8	7.1	103	

PREPARED BARBECUE & SEASONING SAUCES: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				A-1				DEL MONTE				FRENCH'S			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	55267	100.0	68.2	100	25029	100.0	30.9	100	3591	100.0	4.4	100	5591	100.0	6.9	100
ATLANTIC MONTHLY	415	256	0.5	61.7	90	**94	0.4	22.7	73	**0	0.0	0.0	0	**31	0.6	7.5	108
BARRON'S	453	333	0.6	73.5	108	**162	0.6	35.8	116	**4	0.1	0.9	20	**8	0.1	1.8	26
BETTER HOMES & GARDENS	16256	12258	22.2	75.4	110	5886	23.5	36.2	117	869	24.2	5.3	121	1171	20.9	7.2	104
BON APPETIT	2535	1907	3.5	75.2	110	867	3.5	34.2	111	*141	3.9	5.6	125	*126	2.3	5.0	72
BUSINESS WEEK	1278	811	1.5	63.5	93	346	1.4	27.1	88	**23	0.6	1.8	41	**41	0.7	3.2	46
CAR AND DRIVER	378	*272	0.5	72.0	105	*129	0.5	34.1	110	**10	0.3	2.6	60	**42	0.8	11.1	161
CBS MAGAZINE NETWORK (GROSS)	1498	1094	2.0	73.0	107	545	2.2	36.4	118	**118	3.3	7.9	178	**68	1.2	4.5	66
CHANGING TIMES	1505	1106	2.0	73.5	108	579	2.3	38.5	124	**123	3.4	8.2	184	*189	3.4	12.6	182
COLONIAL HOMES	1231	909	1.6	73.8	108	486	1.9	39.5	128	**22	0.6	1.8	40	*149	2.7	12.1	175
CONDE NAST MAG. PKG. (GROSS)	14146	10209	18.5	72.2	106	5077	20.3	35.9	116	617	17.2	4.4	98	1217	21.8	8.6	125
CONSUMERS DIGEST	1323	932	1.7	70.4	103	490	2.0	37.0	120	**57	1.6	4.3	97	**81	1.4	6.1	89
COSMOPOLITAN	7102	5092	9.2	71.7	105	2629	10.5	37.0	120	362	10.1	5.1	115	636	11.4	9.0	130
COUNTRY LIVING	2481	1869	3.4	75.3	110	965	3.9	38.9	126	**93	2.6	3.7	85	*185	3.3	7.5	108
CUISINE	1472	1207	2.2	82.0	120	527	2.1	35.8	116	**38	1.1	2.6	58	**98	1.8	6.7	96
CYCLE WORLD	425	376	0.7	88.5	130	*197	0.8	46.4	150	**27	0.8	6.4	143	**10	0.2	2.4	34
DCI:CREATIVE IDEAS FOR LIV	2510	1911	3.5	76.1	112	1071	4.3	42.7	138	**112	3.1	4.5	101	*224	4.0	8.9	129
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5130	9.3	76.6	112	2648	10.6	39.6	128	270	7.5	4.0	91	756	13.5	11.3	164
DISCOVER	894	628	1.1	70.2	103	336	1.3	37.6	122	**24	0.7	2.7	61	**53	0.9	5.9	86
EBONY	3507	2512	4.5	71.6	105	1156	4.6	33.0	107	283	7.9	8.1	182	281	5.0	8.0	116
ESQUIRE	1083	748	1.4	69.1	101	339	1.4	31.3	101	**55	1.5	5.1	115	**70	1.3	6.5	94
ESSENCE	1830	1453	2.6	79.4	116	657	2.6	35.9	116	*139	3.9	7.6	171	*159	2.8	8.7	126
FAMILY CIRCLE	15930	11737	21.2	73.7	108	5945	23.8	37.3	121	808	22.5	5.1	114	1368	24.5	8.6	124
THE FAMILY HANDYMAN	1126	904	1.6	80.3	118	442	1.8	39.3	127	**90	2.5	8.0	180	*144	2.6	12.8	185
FAMILY WEEKLY	11468	8177	14.8	71.3	104	3707	14.8	32.3	105	481	13.4	4.2	95	953	17.0	8.3	120
FIELD & STREAM	2234	1579	2.9	70.7	104	841	3.4	37.6	122	**110	3.1	4.9	111	*227	4.1	10.2	147
FOOD & WINE	579	449	0.8	77.5	114	*236	0.9	40.8	132	**48	1.3	8.3	187	**58	1.0	10.0	145
FORBES	728	523	0.9	71.8	105	*263	1.1	36.1	117	**10	0.3	1.4	31	**51	0.9	7.0	101
FORTUNE	906	673	1.2	74.3	109	*357	1.4	39.4	127	**32	0.9	3.5	80	**65	1.2	7.2	104
GENTLEMEN'S QUARTERLY	791	497	0.9	62.8	92	*269	1.1	34.0	110	**26	0.7	3.3	74	*330	0.5	3.8	55
GLAMOUR	5265	3869	7.0	73.5	108	1969	7.9	37.4	121	*198	5.5	3.8	85	444	7.9	8.4	122
GOLF DIGEST	636	505	0.9	79.4	116	326	1.3	51.3	166	**17	0.5	2.7	60	**18	0.3	2.8	41
GOLF DIGEST/TENNIS (GROSS)	1186	922	1.7	77.7	114	466	1.9	39.3	127	**46	1.3	3.9	87	**44	0.8	3.7	54
GOLF MAGAZINE	441	350	0.6	79.4	116	*193	0.8	43.8	142	**19	0.5	4.3	97	**34	0.6	7.7	112
GOLF MAGAZINE/SKI (GROSS)	922	680	1.2	73.8	108	336	1.3	36.4	118	**23	0.6	2.5	56	**47	0.8	5.1	74
GOOD HOUSEKEEPING	16487	12213	22.1	74.1	109	5638	22.5	34.2	111	781	21.7	4.7	107	1275	22.8	7.7	112
HARPER'S BAZAAR	2423	1822	3.3	75.2	110	884	3.5	36.5	118	**132	3.7	5.4	123	*137	2.5	5.7	82
HEALTH	1994	1495	2.7	75.0	110	761	3.0	38.2	123	**97	2.7	4.9	110	*204	3.6	10.2	148
HEARST MAG CORP. BUY (GROSS)	44101	32873	59.5	74.5	109	16024	64.0	36.3	118	2096	58.4	4.8	107	3530	63.1	8.0	116
HEARST MAN POWER (GROSS)	1993	1569	2.8	78.7	115	824	3.3	41.3	134	*152	4.2	7.6	172	*147	2.6	7.4	107
HEARST WOMAN POWER (GROSS)	31274	23195	42.0	74.2	109	11118	44.4	35.6	115	1477	41.1	4.7	107	2584	46.2	8.3	120
HOUSE BEAUTIFUL	3623	2735	4.9	75.5	111	-1316	5.3	36.3	118	*190	5.3	5.2	118	*245	4.4	6.8	98
INC.	283	*207	0.4	73.1	107	*122	0.5	43.1	139	**11	0.3	3.9	88	**10	0.2	3.5	51
JET	2928	2115	3.8	72.2	106	1016	4.1	34.7	112	214	6.0	7.3	165	224	4.0	7.7	111
LADIES' HOME JOURNAL	1918	9061	16.4	76.0	111	4277	17.1	35.9	116	659	18.4	5.5	125	875	15.7	7.3	106
LHJ FAMILY GRP COMBO(GROSS)	16764	12881	23.3	76.8	113	6297	25.2	37.6	122	905	25.2	5.4	122	1325	23.7	7.9	114
LIFE	4254	3035	5.5	71.3	105	1443	5.8	33.9	110	*217	6.0	5.1	115	359	6.4	8.4	122
L.A. TIMES HOME MAGAZINE	1145	903	1.6	78.9	116	425	1.7	37.1	120	**60	1.7	5.2	118	**97	1.7	8.5	123
MADEMOISELLE	2884	2178	3.9	75.5	111	1096	4.4	38.0	123	**148	4.1	5.1	116	*205	3.7	7.1	103
MC CALL'S	13460	10239	18.5	76.1	111	4754	19.0	35.3	114	734	20.4	5.5	123	1066	19.1	7.9	115
MC CALL'S/MRK MOTHER (GROSS)	14606	11166	20.2	76.4	112	5184	20.7	35.5	115	805	22.4	5.5	124	1201	21.5	8.2	119
MECHANIX ILLUSTRATED	772	614	1.1	79.5	117	336	1.3	43.5	141	**61	1.7	7.9	178	**69	1.2	8.9	129
METROPOLITAN HOME	967	689	1.2	71.3	104	322	1.3	33.3	108	**77	2.1	8.0	180	**75	1.3	7.8	112
MONEY	1588	1235	2.2	77.8	114	654	2.6	41.2	133	**87	2.4	5.5	124	*147	2.6	9.3	134
MOTHER EARTH NEWS	1002	806	1.5	80.4	118	385	1.5	38.4	124	**49	1.4	4.9	110	**80	1.4	8.0	116
MS.	825	593	1.1	71.9	105	294	1.2	35.6	115	**48	1.3	5.8	131	**70	1.3	8.5	123
NATIONAL ENQUIRER	10336	7289	13.2	70.5	103	3416	13.6	33.0	107	590	16.4	5.7	129	790	14.1	7.6	111
NATIONAL GEOGRAPHIC	9597	6786	12.3	70.7	104	3095	12.4	32.2	104	385	10.7	4.0	90	680	12.2	7.1	103
NATIONAL SUNDAY MAGAZINE PKG	49558	35093	63.5	70.8	104	16344	65.3	33.0	107	2058	57.3	4.2	94	3420	61.2	6.9	100
NATURAL HISTORY	573	365	0.7	63.7	93	*166	0.7	29.0	94	**4	0.1	0.7	16	**10	0.2	1.7	25
NEW WOMAN	1699	1258	2.3	74.0	109	535	2.1	31.5	102	*87	2.4	5.1	115	*140	2.5	8.2	119
NEW YORK INCLUDING CUE	443	284	0.5	64.1	94	*127	0.5	28.7	93	**12	0.3	2.7	61	**12	0.2	2.7	39
THE NEW YORKER	1270	878	1.6	69.1	101	381	1.5	30.0	97	**51	1.4	4.0	91	*120	2.1	9.4	137
NEWSWEEK	6277	4497	8.1	71.6	105	2149	8.6	34.2	111	276	7.7	4.4	99	506	9.1	8.1	117
THE N.Y. TIMES DAILY EDITION	1205	773	1.4	64.1	94	348	1.4	28.9	93	**90	2.5	7.5	168	**55	1.0	4.6	66
THE N.Y. TIMES MAGAZINE	2081	1323	2.4	63.6	93	547	2.2	26.3	85	*135	3.8	6.5	146	*135	2.4	6.5	94
OMNI	788	588	1.1	74.6	109	274	1.1	34.8	113	*33	0.9	4.2	94	*62	1.1	7.9	114
ON CABLE	1158	913	1.7	78.8	116	501	2.0	43.3	140	*45	1.3	3.9	88	*57	1.0	4.9	71
1001 HOME IDEAS	2852	2325	4.2	81.5	119	1259	5.0	44.1	143	*149	4.1	5.2	118	*246	4.4	8.6	125
ORGANIC GARDENING	1658	1232	2.2	74.3	109	542	2.2	32.7	106	*85	2.4	5.1	116	*112	2.0	6.8	98
OUTDOOR LIFE	896	651	1.2	72.7	106	325	1.3	36.3	117	*89	2.5	9.9	224	*82	1.5	9.2	133
PARADE MAGAZINE	24275	17024	30.8	70.1	103	8149	32.6	33.6	109	937	26.1	3.9	87	1534	27.4	6.3	92

	TOTAL U.S. '000	ALL USERS				A-1				DEL MONTE				FRENCH'S			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	55267	100.0	68.2	100	25029	100.0	30.9	100	3591	100.0	4.4	100	5591	100.0	6.9	100
PARENTS	3845	3019	5.5	78.5	115	1440	5.8	37.5	121	*212	5.9	5.5	124	270	4.8	7.0	102
PENTHOUSE	831	662	1.2	79.7	117	*290	1.2	34.9	113	*332	0.9	3.9	87	*445	0.8	5.4	78
PEOPLE	11645	8504	15.4	73.0	107	4162	16.6	35.7	116	675	18.8	5.8	131	810	14.5	7.0	101
PLAYBOY	2006	1602	2.9	79.9	117	802	3.2	40.0	129	*95	2.6	4.7	107	*123	2.2	6.1	89
POPULAR HOT RODDING	297	*273	0.5	91.9	135	*128	0.5	43.1	139	*13	0.4	4.4	99	*47	0.8	15.8	229
POPULAR MECHANICS	1018	785	1.4	77.1	113	442	1.8	43.4	140	*69	1.9	6.8	153	*118	2.1	11.6	168
POPULAR SCIENCE	878	723	1.3	82.3	121	386	1.5	44.0	142	*39	1.1	4.4	100	*86	1.5	9.8	142
PREVENTION	3913	2820	5.1	72.1	106	1329	5.3	34.0	110	*321	8.9	8.2	185	313	5.6	8.0	116
PSYCHOLOGY TODAY	1710	1271	2.3	74.3	109	635	2.5	37.1	120	*52	1.4	3.0	69	*103	1.8	6.0	87
READER'S DIGEST	22204	16052	29.0	72.3	106	7377	29.5	33.2	108	1072	29.9	4.8	109	1810	32.4	8.2	118
REDBOOK	7684	5890	10.7	76.7	112	2851	11.4	37.1	120	335	9.3	4.4	98	673	12.0	8.8	127
ROAD & TRACK	410	*294	0.5	71.7	105	*168	0.7	41.0	133	*46	1.3	11.2	253	*36	0.6	8.8	127
ROLLING STONE	969	731	1.3	75.4	111	385	1.5	39.7	129	*57	1.6	5.9	133	*53	0.9	5.5	79
RUNNER'S WORLD	298	282	0.5	94.6	139	*115	0.5	38.6	125	*15	0.4	5.0	114	*29	0.5	9.7	141
SATURDAY EVENING POST	1169	802	1.5	68.6	101	276	1.1	23.6	76	*79	2.2	6.8	152	*107	1.9	9.2	133
SCIENCE 84	587	440	0.8	75.0	110	*216	0.9	36.8	119	*29	0.8	4.9	111	*32	0.6	5.5	79
SCIENCE DIGEST	482	374	0.7	77.6	114	*198	0.8	41.1	133	*11	0.3	2.3	51	*5	0.1	1.0	15
SCIENTIFIC AMERICAN	594	439	0.8	73.9	108	*190	0.8	32.0	103	*18	0.5	3.0	68	*12	0.2	2.0	29
SELF	2089	1496	2.7	71.6	105	781	3.1	37.4	121	*107	3.0	5.1	116	*256	4.6	12.3	178
SEVENTEEN	2411	1659	3.0	68.8	101	872	3.5	36.2	117	*113	3.1	4.7	106	*159	2.8	6.6	96
SKI	480	330	0.6	68.8	101	*143	0.6	29.8	96	*4	0.1	0.8	19	*13	0.2	2.7	39
SMITHSONIAN	2760	1813	3.3	65.7	96	780	3.1	28.3	91	*71	2.0	2.6	58	*210	3.8	7.6	110
SOAP OPERA DIGEST	3013	2232	4.0	74.1	109	1049	4.2	34.8	113	*155	4.3	5.1	116	307	5.5	10.2	148
SOUTHERN LIVING	4184	3219	5.8	76.9	113	1577	6.3	37.7	122	*158	4.4	3.8	85	532	9.5	12.7	184
SPORT	559	409	0.7	73.2	107	*165	0.7	29.5	96	*23	0.6	4.1	93	*60	1.1	10.7	155
THE SPORTING NEWS	436	*359	0.6	82.3	121	*186	0.7	42.7	138	*18	0.5	4.1	93	*36	0.6	8.3	120
SPORTS AFIELD	493	410	0.7	83.2	122	*185	0.7	37.5	121	*71	2.0	14.4	325	*24	0.4	4.9	71
SPORTS ILLUSTRATED	2758	2069	3.7	75.0	110	1177	4.7	42.7	138	*155	4.3	5.6	127	*238	4.3	8.6	125
STAR	7456	5134	9.3	68.9	101	2294	9.2	30.8	100	359	10.0	4.8	109	525	9.4	7.0	102
SUNDAY	24936	17838	32.3	71.5	105	8355	33.4	33.5	108	1171	32.6	4.7	106	1568	28.0	6.3	91
SUNSET	2124	1656	3.0	78.0	114	762	3.0	35.9	116	*160	4.5	7.5	170	*145	2.6	6.8	99
TV GUIDE	21661	15520	28.1	71.6	105	7611	30.4	35.1	114	1221	34.0	5.6	127	1826	32.7	8.4	122
TENNIS	550	418	0.8	76.0	111	*141	0.6	25.6	83	*29	0.8	5.3	119	*26	0.5	4.7	68
TIME	8880	6439	11.7	72.5	106	3356	13.4	37.8	122	413	11.5	4.7	105	737	13.2	8.3	120
TOWN & COUNTRY	917	652	1.2	71.1	104	377	1.5	41.1	133	*22	0.6	2.4	54	*77	1.4	8.4	122
TRAVEL & LEISURE	972	697	1.3	71.7	105	364	1.5	37.4	121	*39	1.1	4.0	90	*76	1.4	7.8	113
TRUE STORY	3356	2368	4.3	70.6	103	1240	5.0	36.9	120	*133	3.7	4.0	89	*309	5.5	9.2	133
U.S. NEWS & WORLD REPORT	3610	2379	4.3	69.8	102	1219	4.9	35.7	116	*134	3.7	3.9	89	309	5.5	9.1	131
USA TODAY	1759	1312	2.4	74.6	109	626	2.5	35.6	115	*74	2.1	4.2	95	*86	1.5	4.9	71
US	1873	1302	2.4	69.5	102	687	2.7	36.7	119	*86	2.4	4.6	104	*143	2.6	7.6	111
VOGUE	3909	2666	4.8	68.2	100	1230	4.9	31.5	102	*164	4.6	4.2	95	312	5.6	8.0	116
WALL STREET JOURNAL	1886	1408	2.5	74.7	109	685	2.7	36.3	118	*104	2.9	5.5	124	*126	2.3	6.7	97
WEIGHT WATCHERS	2120	1686	3.1	79.5	117	871	3.5	41.1	133	*134	3.7	6.3	143	*209	3.7	9.9	143
WOMAN'S DAY	14172	10404	18.8	73.4	108	5023	20.1	35.4	115	747	20.8	5.3	119	974	17.4	6.9	100
WORKING MOTHER	1146	927	1.7	80.9	119	430	1.7	37.5	121	*71	2.0	6.2	140	*134	2.4	11.7	169
WORKING WOMAN	1322	1000	1.8	75.6	111	455	1.8	34.4	111	*27	0.8	2.0	46	*85	1.5	6.4	93
WORLD TENNIS	*163	*115	0.2	70.6	103	*18	0.1	11.0	36	*23	0.6	14.1	318	*81	0.0	0.6	9
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1926	3.5	76.1	111	970	3.9	38.3	124	*86	2.4	3.4	77	*194	3.5	7.7	111
BLAIR INSERTS	43657	30919	55.9	70.8	104	14400	57.5	33.0	107	1899	52.9	4.3	98	3060	54.7	7.0	102
DAILY NEWSPAPERS																	
READ ANY	51633	36040	65.2	69.8	102	16480	65.8	31.9	103	2226	62.0	4.3	97	3443	61.6	6.7	97
READ ONE	43463	30445	55.1	70.0	103	13741	54.9	31.6	102	1868	52.0	4.3	97	2863	51.2	6.6	95
READ TWO OR MORE	8170	5595	10.1	68.5	100	2738	10.9	33.5	108	359	10.0	4.4	99	580	10.4	7.1	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	37105	67.1	70.4	103	17096	68.3	32.5	105	2225	62.0	4.2	95	3583	64.1	6.8	99
READ ONE	46126	32352	58.5	70.1	103	14631	58.5	31.7	103	1944	54.1	4.2	95	3223	57.6	7.0	101
READ TWO OR MORE	6552	4752	8.6	72.5	106	2465	9.8	37.6	122	281	7.8	4.3	97	361	6.5	5.5	80
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.22				28.92				26.55				26.11			
30 DAY REACH	71455	49147	88.9	68.8	101	22379	89.4	31.3	101	3111	86.6	4.4	98	5029	89.9	7.0	102
50 SHWG - 30 DAY AV FREQ	14.56	14.85				15.10				13.94				14.01			
30 DAY REACH	67742	46810	84.7	69.1	101	21481	85.8	31.7	103	2961	82.5	4.4	99	4699	84.0	6.9	100
25 SHWG - 30 DAY AV FREQ	7.94	8.08				8.19				7.49				7.59			
30 DAY REACH	62117	43083	78.0	69.4	102	19846	79.3	31.9	103	2779	77.4	4.5	101	4334	77.5	7.0	101
CABLE TV: HOME WIRED	32077	23247	42.1	72.5	106	11587	46.3	36.1	117	1594	44.4	5.0	112	2429	43.4	7.6	110
HOME NOT WIRED	48909	32021	57.9	65.5	96	13442	53.7	27.5	89	1997	55.6	4.1	92	3162	56.6	6.5	94
HAVE PAY CABLE	15935	12339	22.3	77.4	113	6595	26.3	41.4	134	831	23.1	5.2	118	1209	21.6	7.6	110

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	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	55267	100.0	68.2	100	25029	100.0	30.9	100	3591	100.0	4.4	100	5591	100.0	6.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	16749	30.3	64.3	94	7331	29.3	28.1	91	1097	30.5	4.2	95	1741	31.1	6.7	97
NETWORK AFFILIATES - LATE	20261	13903	25.2	68.6	101	6734	26.9	33.2	108	830	23.1	4.1	92	1442	25.8	7.1	103
INDEPENDENTS - LATE	2076	1381	2.5	66.5	97	708	2.8	34.1	110	113	3.1	5.4	123	114	2.0	5.5	80
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	7414	13.4	70.9	104	3812	15.2	36.5	118	392	10.9	3.8	85	759	13.6	7.3	105
ABC MONDAY NIGHT MOVIE	A 6412	4552	8.2	71.0	104	1923	7.7	30.0	97	288	8.0	4.5	101	471	8.4	7.3	106
ABC SUNDAY NIGHT MOVIE	A 12407	8607	15.6	69.4	102	4143	16.6	33.4	108	505	14.1	4.1	92	828	14.8	6.7	97
ABC WORLD NEWS TONIGHT	A 6176	4024	7.3	65.2	95	1751	7.0	28.4	92	238	6.6	3.9	87	444	7.9	7.2	104
AFTERMASH	C 5863	4034	7.3	68.8	101	1880	7.5	32.1	104	*345	9.6	5.9	133	549	9.8	9.4	136
ALICE	C 9594	6704	12.1	69.9	102	3120	12.5	32.5	105	445	12.4	4.6	105	729	13.0	7.6	110
AMERICAN PARADE	C 6622	4238	7.7	64.0	94	1842	7.4	27.8	90	176	4.9	2.7	60	383	6.9	5.8	84
BENSON	A 10886	7121	12.9	65.4	96	3342	13.4	30.7	99	494	13.8	4.5	102	689	12.3	6.3	92
BLUE THUNDER	A 5036	3520	6.4	69.9	102	1806	7.2	35.9	116	*207	5.8	4.1	93	286	5.1	5.7	82
CAGNEY & LACEY	C 9965	7094	12.8	71.2	104	3371	13.5	33.8	109	382	10.6	3.8	86	835	14.9	8.4	121
CBS EVENING NEWS-DEAN	C 3491	2232	4.0	63.9	94	948	3.8	27.2	88	*250	7.0	7.2	162	*218	3.9	6.2	90
CBS EVENING NEWS-RATHER	C 7123	4616	8.4	64.8	95	1987	7.9	27.9	90	358	10.0	5.0	113	518	9.3	7.3	105
CBS SAT. NEWS-SCHIEFFER	C 3621	2206	4.0	60.9	89	1088	4.3	30.0	97	163	4.5	4.5	102	270	4.8	7.5	108
CBS SATURDAY NIGHT MOVIE	C 5436	3701	6.7	68.1	100	1655	6.6	30.4	99	173	4.8	3.2	72	402	7.2	7.4	107
CBS WEDNESDAY NIGHT MOVIE	C 6100	4062	7.3	66.6	98	1944	7.8	31.9	103	280	7.8	4.6	104	457	8.2	7.5	109
CHEERS	N 8889	6332	11.5	71.2	104	3074	12.3	34.6	112	392	10.9	4.4	99	573	10.2	6.4	93
DALLAS	C 22109	15177	27.5	68.6	101	6758	27.0	30.6	99	1087	30.3	4.9	111	1631	29.2	7.4	107
DIFF'RENT STROKES	N 6940	4599	8.3	66.3	97	2036	8.1	29.3	95	288	8.0	4.1	94	453	8.1	6.5	95
DOUBLE TROUBLE	N 7223	5056	9.1	70.0	103	2521	10.1	34.9	113	364	10.1	5.0	114	505	9.0	7.0	101
DUCK FACTORY	N 5595	3900	7.1	69.7	102	2009	8.0	35.9	116	*277	7.7	5.0	112	364	6.5	6.5	94
DUKES OF HAZZARD	C 5768	3818	6.9	66.2	97	1774	7.1	30.8	100	237	6.6	4.1	93	398	7.1	6.9	100
DYNASTY	A 20053	13882	25.1	69.2	101	6461	25.8	32.2	104	791	22.0	3.9	89	1245	22.3	6.2	90
FACTS OF LIFE	N 8087	5605	10.1	69.3	102	2729	10.9	33.7	109	409	11.4	5.1	114	586	10.5	7.2	105
FALCON CREST	C 20046	13837	25.0	69.0	101	6070	24.3	30.3	98	840	23.4	4.2	95	1266	22.6	6.3	91
FALL GUY	A 9084	6362	11.5	70.0	103	3239	12.9	35.7	115	395	11.0	4.3	98	596	10.7	6.6	95
FAMILY TIES	N 7964	5596	10.1	70.3	103	2547	10.2	32.0	103	356	9.9	4.5	101	599	10.7	7.5	109
FANTASY ISLAND	A 7687	5184	9.4	67.4	99	2281	9.1	29.7	96	372	10.4	4.8	109	560	10.0	7.3	106
FOULUPS,BLEEPS & BLUNDERS	A 8861	5953	10.8	67.2	98	2653	10.6	29.9	97	444	12.4	5.0	113	609	10.9	6.9	100
FOUR SEASONS	C 5095	3538	6.4	69.4	102	1675	6.7	32.9	106	*268	7.5	5.3	119	472	8.4	9.3	134
GIMME A BREAK	N 8838	5941	10.7	67.2	99	2635	10.5	29.8	96	410	11.4	4.6	105	630	11.3	7.1	103
HART TO HART	A 8978	6375	11.5	71.0	104	2829	11.3	31.5	102	405	11.3	4.5	102	651	11.6	7.3	105
HILL STREET BLUES	N 8590	6232	11.3	72.5	106	2942	11.8	34.2	111	424	11.8	4.9	111	649	11.6	7.6	109
HOTEL	A 14085	9702	17.6	68.9	101	4536	18.1	32.2	104	642	17.9	4.6	103	973	17.4	6.9	100
JEFFERSONS	C 9360	6313	11.4	67.4	99	2923	11.7	31.2	101	522	14.5	5.6	126	613	11.0	6.5	95
JENNIFER SLEPT HERE	N 5841	3981	7.2	68.2	100	1719	6.9	29.4	95	*225	6.3	3.9	87	468	8.4	8.0	116
KATE & ALLIE	C 9206	6369	11.5	69.2	101	3039	12.1	33.0	107	406	11.3	4.4	99	687	12.3	7.5	108
KNIGHT RIDER	N 7076	4894	8.9	69.2	101	2191	8.8	31.0	100	295	8.2	4.2	94	435	7.8	6.1	89
LOVE BOAT	A 12219	8172	14.8	66.9	98	3629	14.5	29.7	96	572	15.9	4.7	106	783	14.0	6.4	93
MAGNUM PI	C 11199	7863	14.2	70.2	103	3793	15.2	33.9	110	461	12.8	4.1	93	765	13.7	6.8	99
MAMA'S FAMILY	N 6057	4069	7.4	67.2	98	2004	8.0	33.1	107	*221	6.2	3.6	82	517	9.2	8.5	124
MASTER, THE	N 3598	2500	4.5	69.5	102	1098	4.4	30.5	99	*143	4.0	4.0	90	*236	4.2	6.6	95
MATT HOUSTON	A 6344	4282	7.7	67.5	99	2217	8.9	34.9	113	296	8.2	4.7	105	495	8.9	7.8	113
NBC MONDAY NIGHT MOVIE	N 11994	8185	14.8	68.2	100	3761	15.0	31.4	101	449	12.5	3.7	84	851	15.2	7.1	103
NBC NIGHTLY NEWS	N 5132	3412	6.2	66.5	97	1503	6.0	29.3	95	202	5.6	3.9	89	329	5.9	6.4	93
NBC NIGHTLY NEWS-SAT	N 3375	2065	3.7	61.2	90	875	3.5	25.9	84	*130	3.6	3.9	87	*165	3.0	4.9	71
NBC NIGHTLY NEWS-SUN	N 3130	1926	3.5	61.5	90	962	3.8	30.7	99	*118	3.3	3.8	85	*170	3.0	5.4	79
NBC SUNDAY NIGHT MOVIE	N 8284	5562	10.1	67.1	98	2607	10.4	31.5	102	359	10.0	4.3	98	658	11.8	7.9	115
NEWMART	C 9240	6567	11.9	71.1	104	3191	12.7	34.5	112	379	10.6	4.1	93	753	13.5	8.1	118
ONE DAY AT A TIME	C 7288	5023	9.1	68.9	101	2141	8.6	29.4	95	310	8.6	4.3	96	559	10.0	7.7	111
PEOPLE ARE FUNNY	N 4855	3205	5.8	66.0	97	1495	6.0	30.8	100	*130	3.6	2.7	60	443	7.9	9.1	132
REAL PEOPLE	N 8869	5882	10.6	66.3	97	2802	11.2	31.6	102	427	11.9	4.8	109	568	10.2	6.4	93
REMINGTON STEELE	N 7743	5179	9.4	66.9	98	2408	9.6	31.1	101	259	7.2	3.3	75	540	9.7	7.0	101
RIPLEY'S BELIEVE IT - NOT	A 5345	3755	6.8	70.3	103	1866	7.5	34.9	113	260	7.2	4.9	110	372	6.7	7.0	101
RIPIDE	N 6988	4865	8.8	69.6	102	2302	9.2	32.9	107	239	6.7	3.4	77	466	8.3	6.7	97
SCARECROW & MRS. KING	C 10002	6747	12.2	67.5	99	3175	12.7	31.7	103	445	12.4	4.4	100	805	14.4	8.0	117
SIMON & SIMON	C 10638	7550	13.7	71.0	104	3471	13.9	32.6	106	461	12.8	4.3	98	810	14.5	7.6	110
60 MINUTES	C 13293	8560	15.5	64.4	94	3804	15.2	28.6	93	661	18.4	5.0	112	928	16.6	7.0	101
ST. ELSEWHERE	N 7017	5077	9.2	72.4	106	2394	9.6	34.1	110	341	9.5	4.9	110	542	9.7	7.7	112
THREE'S COMPANY	A 10917	7725	14.0	70.8	104	3466	13.8	31.7	103	517	14.4	4.7	107	760	13.6	7.0	101
T.J. HOOKER	A 9204	6094	11.0	66.2	97	2764	11.0	30.0	97	375	10.4	4.1	92	627	11.2	6.8	99

	TOTAL U.S. '000	HEINZ 57 SAUCE				HEINZ BARBECUE SAUCE				KIKKOMAN				KRAFT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	17655	100.0	21.8	100	20264	100.0	25.0	100	8041	100.0	9.9	100	13275	100.0	16.4	100
18 - 24	9282	1956	11.1	21.1	97	2581	12.7	27.8	111	663	8.2	7.1	72	1398	10.5	15.1	92
25 - 34	19072	4354	24.7	22.8	105	5330	26.3	27.9	112	2410	30.0	12.6	127	3920	29.5	20.6	125
35 - 44	14591	3490	19.8	23.9	110	3743	18.5	25.7	103	1643	20.4	11.3	113	2947	22.2	20.2	123
45 - 54	11345	2839	16.1	25.0	115	3121	15.4	27.5	110	1185	14.7	10.4	105	1912	14.4	16.9	103
55 - 64	11635	2625	14.9	22.6	103	2923	14.4	25.1	100	1276	15.9	11.0	110	1533	11.5	13.2	80
65 OR OLDER	15061	2392	13.5	15.9	73	2566	12.7	17.0	68	864	10.7	5.7	58	1565	11.8	10.4	63
18 - 34	28354	6310	35.7	22.3	102	7911	39.0	27.9	112	3073	38.2	10.8	109	5318	40.1	18.8	114
18 - 49	48339	11216	63.5	23.2	106	13321	65.7	27.6	110	5359	66.6	11.1	112	9259	69.7	19.2	117
25 - 54	45008	10683	60.5	23.7	109	12195	60.2	27.1	108	5237	65.1	11.6	117	8779	66.1	19.5	119
35 - 49	19985	4906	27.8	24.5	113	5411	26.7	27.1	108	2286	28.4	11.4	115	3942	29.7	19.7	120
50 OR OLDER	32647	6439	36.5	19.7	90	6943	34.3	21.3	85	2682	33.4	8.2	83	4015	30.2	12.3	75
GRADUATED COLLEGE	11155	2096	11.9	18.8	86	3014	14.9	27.0	108	1982	24.6	17.8	179	1835	13.8	16.5	100
ATTENDED COLLEGE	13682	3235	18.3	23.6	108	4043	20.0	29.5	118	2170	27.0	15.9	160	2217	16.7	16.2	99
GRADUATED HIGH SCHOOL	33880	7952	45.0	23.5	108	8956	44.2	26.4	106	2930	36.4	8.6	87	6139	46.2	18.1	111
DID NOT GRADUATE HIGH SCHOOL	22270	4373	24.8	19.6	90	4251	21.0	19.1	76	958	11.9	4.3	43	3084	23.2	13.8	84
EMPLOYED	40306	8987	50.9	22.3	102	10844	53.5	26.9	108	4785	59.5	11.9	120	6979	52.6	17.3	106
EMPLOYED FULL-TIME	32850	7299	41.3	22.2	102	8733	43.1	26.6	106	4016	49.9	12.2	123	5696	42.9	17.3	106
EMPLOYED PART-TIME	7456	1688	9.6	22.6	104	2111	10.4	28.3	113	769	9.6	10.3	104	1284	9.7	17.2	105
NOT EMPLOYED	40680	8668	49.1	21.3	98	9420	46.5	23.2	93	3256	40.5	8.0	81	6296	47.4	15.5	94
PROFESSIONAL/MANAGER	10392	1957	11.1	18.8	86	2805	13.8	27.0	108	1874	23.3	18.0	182	1672	12.6	16.1	98
TECH/CLERICAL/SALES	17574	4110	23.3	23.4	107	4934	24.3	28.1	112	2156	26.8	12.3	124	3030	22.8	17.2	105
PRECISION/CRAFT	985	**223	1.3	22.6	104	**178	0.9	18.1	72	**120	1.5	12.2	123	**101	0.8	10.3	63
OTHER EMPLOYED	11354	2697	15.3	23.8	109	2927	14.4	25.8	103	636	7.9	5.6	56	2177	16.4	19.2	117
SINGLE	9863	1744	9.9	17.7	81	2371	11.7	24.0	96	1075	13.4	10.9	110	1034	7.8	10.5	64
MARRIED	51375	12279	69.5	23.9	110	13626	67.2	26.5	106	5590	69.5	10.9	110	9684	72.9	18.8	115
DIVORCED/SEPARATED/WIDOWED	19748	3632	20.6	18.4	84	4267	21.1	21.6	86	1375	17.1	7.0	70	2557	19.3	12.9	79
PARENTS	32590	8146	46.1	25.0	115	9195	45.4	28.2	113	3143	39.1	9.6	97	7291	54.9	22.4	136
WHITE	70416	15556	88.1	22.1	101	17736	87.5	25.2	101	7413	92.2	10.5	106	11207	84.4	15.9	97
BLACK	8778	1760	10.0	20.1	92	2085	10.3	23.8	95	*308	3.8	3.5	35	1912	14.4	21.8	133
OTHER	1791	**339	1.9	18.9	87	**443	2.2	24.7	99	**319	4.0	17.8	179	**156	1.2	8.7	53
NORTHEAST-CENSUS	17786	2158	12.2	12.1	56	4433	21.9	24.9	100	1513	18.8	8.5	86	2330	17.6	13.1	80
NORTH CENTRAL	20741	5169	29.3	24.9	114	4122	20.3	19.9	79	1582	19.7	7.6	77	2631	19.8	12.7	77
SOUTH	27775	7345	41.6	26.4	121	7640	37.7	27.5	110	1677	20.9	6.0	61	5966	44.9	21.5	131
WEST	14683	2984	16.9	20.3	93	4068	20.1	27.7	111	3268	40.6	22.3	224	2348	17.7	16.0	98
NORTHEAST-MKTG.	17961	2200	12.5	12.2	56	4435	21.9	24.7	99	1558	19.4	8.7	87	2178	16.4	12.1	74
EAST CENTRAL	11885	2310	13.1	19.4	89	2432	12.0	20.5	82	771	9.6	6.5	65	1711	12.9	14.4	88
WEST CENTRAL	14090	3816	21.6	27.1	124	2986	14.7	21.2	85	1201	14.9	8.5	86	1682	12.7	11.9	73
SOUTH	24081	6822	38.6	28.3	130	6913	34.1	28.7	115	1503	18.7	6.2	63	5609	42.3	23.3	142
PACIFIC	12969	2507	14.2	19.3	89	3497	17.3	27.0	108	3008	37.4	23.2	234	2095	15.8	16.2	99
COUNTY SIZE A	32439	5552	31.4	17.1	79	7532	37.2	23.2	93	3955	49.2	12.2	123	4530	34.1	14.0	85
COUNTY SIZE B	24915	5686	32.2	22.8	105	6699	33.1	26.9	107	2537	31.6	10.2	103	4340	32.7	17.4	106
COUNTY SIZE C	12930	3263	18.5	25.2	116	3321	16.4	25.7	103	1121	13.9	8.7	87	2470	18.6	19.1	117
COUNTY SIZE D	10703	3153	17.9	29.5	135	2712	13.4	25.3	101	*428	5.3	4.0	40	1935	14.6	18.1	110
METRO CENTRAL CITY	24518	4499	25.5	18.3	84	6388	31.5	26.1	104	2693	33.5	11.0	111	3698	27.9	15.1	92
METRO SUBURBAN	35919	7709	43.7	21.5	98	8912	44.0	24.8	99	4164	51.8	11.6	117	5740	43.2	16.0	97
NON METRO	20549	5448	30.9	26.5	122	4964	24.5	24.2	97	1183	14.7	5.8	58	3837	28.9	18.7	114
TOP 5 ADI'S	18341	2668	15.1	14.5	67	4306	21.2	23.5	94	2564	31.9	14.0	141	2451	18.5	13.4	82
TOP 10 ADI'S	25378	3847	21.8	15.2	70	5747	28.4	22.6	91	3170	39.4	12.5	126	3537	26.6	13.9	85
TOP 20 ADI'S	36488	6386	36.2	17.5	80	8349	41.2	22.9	91	4472	55.6	12.3	123	5173	39.0	14.2	86
HSHLD INC. \$50,000 OR MORE	6612	1435	8.1	21.7	100	1894	9.3	28.6	114	1077	13.4	16.3	164	905	6.8	13.7	84
\$40,000 OR MORE	12659	3027	17.1	23.9	110	3762	18.6	29.7	119	2276	28.3	18.0	181	1980	14.9	15.6	95
\$30,000 OR MORE	24698	5899	33.4	23.9	110	7142	35.2	28.9	116	3838	47.7	15.5	157	4128	31.1	16.7	102
\$25,000 OR MORE	32077	7709	43.7	24.0	110	9185	45.3	28.6	114	4809	59.8	15.0	151	5511	41.5	17.2	105
\$20,000 - \$24,999	9144	1993	11.3	21.8	100	2223	11.0	24.3	97	1024	12.7	11.2	113	1693	12.8	18.5	113
\$15,000 - \$19,999	8728	1546	8.8	17.7	81	2011	9.9	23.0	92	526	6.5	6.0	61	1459	11.0	16.7	102
\$10,000 - \$14,999	12562	3240	18.4	25.8	118	3011	14.9	24.0	96	923	11.5	7.3	74	2210	16.6	17.6	107
UNDER \$10,000	18475	3167	17.9	17.1	79	3834	18.9	20.8	83	758	9.4	4.1	41	2402	18.1	13.0	79
HOUSEHOLD OF 1 PERSON	11987	1724	9.8	14.4	66	2146	10.6	17.9	72	942	11.7	7.9	79	1099	8.3	9.2	56
2 PEOPLE	26577	5557	31.5	20.9	96	6222	30.7	23.4	94	3007	37.4	11.3	114	3297	24.8	12.4	76
3 OR 4 PEOPLE	30617	7167	40.6	23.4	107	8396	41.4	27.4	110	2944	36.6	9.6	97	6248	47.1	20.4	124
5 OR MORE PEOPLE	11804	3207	18.2	27.2	125	3500	17.3	29.7	119	1148	14.3	9.7	98	2631	19.8	22.3	136
NO CHILD IN HSHLD	46165	8913	50.5	19.3	89	10420	51.4	22.6	90	4542	56.5	9.8	99	5486	41.3	11.9	72
CHILD(REN) UNDER 2 YRS	5325	1344	7.6	25.2	116	1436	7.1	27.0	108	*366	4.6	6.9	69	1188	8.9	22.3	136
2 - 5 YEARS	14221	3408	19.3	24.0	110	4123	20.3	29.0	116	1427	17.7	10.0	101	3151	23.7	22.2	135
6 - 11 YEARS	15117	3652	20.7	24.2	111	4059	20.0	26.9	107	1466	18.2	9.7	98	3387	25.5	22.4	137
12 - 17 YEARS	16611	4418	25.0	26.6	122	4812	23.7	29.0	116	1729	21.5	10.4	105	3680	27.7	22.2	135
RESIDENCE OWNED	55884	13217	74.9	23.7	108	13976	69.0	25.0	100	5830	72.5	10.4	105	10039	75.6	18.0	110
VALUE: \$50,000 OR MORE	31744	7179	40.7	22.6	104	8247	40.7	26.0	104	4447	55.3	14.0	141	5390	40.6	17.0	104
VALUE: UNDER \$50,000	24140	6038	34.2	25.0	115	5729	28.3	23.7	95	1383	17.2	5.7	58	4648	35.0	19.3	117

		TOTAL U.S. '000	HEINZ 57 SAUCE				HEINZ BARBECUE SAUCE				KIKKOMAN				KRAFT			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	17655	100.0	21.8	100	20264	100.0	25.0	100	8041	100.0	9.9	100	13275	100.0	16.4	100
MAGAZINES	QUINTILE 1	15799	4133	23.4	26.2	120	4387	21.6	27.8	111	1947	24.2	12.3	124	3167	23.9	20.0	122
	QUINTILE 2	17259	4110	23.3	23.8	109	4730	23.3	27.4	110	2111	26.3	12.2	123	2796	21.1	16.2	99
	QUINTILE 3	13545	2968	16.8	21.9	101	3672	18.1	27.1	108	1496	18.6	11.0	111	2258	17.0	16.7	102
	QUINTILE 4	15133	3093	17.5	20.4	94	3496	17.3	23.1	92	1393	17.3	9.2	93	2434	18.3	16.1	98
	QUINTILE 5	19250	3352	19.0	17.4	80	3980	19.6	20.7	83	1093	13.6	5.7	57	2619	19.7	13.6	83
NEWSPAPERS	QUINTILE 1	12413	2587	14.7	20.8	96	2927	14.4	23.6	94	1606	20.0	12.9	130	1935	14.6	15.6	95
	QUINTILE 2	24116	5719	32.4	23.7	109	6382	31.5	26.5	106	2574	32.0	10.7	107	3847	29.0	16.0	97
	QUINTILE 3	11261	2624	14.9	23.3	107	2688	13.3	23.9	95	1134	14.1	10.1	101	2194	16.5	19.5	119
	QUINTILE 4	20255	4102	23.2	20.3	93	5304	26.2	26.2	105	1967	24.5	9.7	98	3213	24.2	15.9	97
	QUINTILE 5	12940	2623	14.9	20.3	93	2963	14.6	22.9	92	760	9.5	5.9	59	2086	15.7	16.1	98
OUTDOOR	QUINTILE 1	14852	3246	18.4	21.9	100	3862	19.1	26.0	104	1867	23.2	12.6	127	2519	19.0	17.0	103
	QUINTILE 2	15725	3543	20.1	22.5	103	4310	21.3	27.4	110	1501	18.7	9.5	96	2667	20.1	17.0	103
	QUINTILE 3	16330	3559	20.2	21.8	100	4289	21.2	26.3	105	1825	22.7	11.2	113	2758	20.8	16.9	103
	QUINTILE 4	16744	3629	20.6	21.7	99	4007	19.8	23.9	96	1557	19.4	9.3	94	2729	20.6	16.3	99
	QUINTILE 5	17334	3679	20.8	21.2	97	3796	18.7	21.9	88	1290	16.0	7.4	75	2603	19.6	15.0	92
RADIO-DRIVE TIME	QUINTILE 1	15911	3728	21.1	23.4	107	4053	20.0	25.5	102	1636	20.3	10.3	104	3000	22.6	18.9	115
	QUINTILE 2	14837	3440	19.5	23.2	106	3750	18.5	25.3	101	1248	15.5	8.4	85	2521	19.0	17.0	104
	QUINTILE 3	15339	3397	19.2	22.1	102	4043	20.0	26.4	105	1637	20.4	10.7	107	2675	20.2	17.4	106
	QUINTILE 4	16723	3618	20.5	21.6	99	4054	20.0	24.2	97	1762	21.9	10.5	106	2543	19.2	15.2	93
	QUINTILE 5	18176	3472	19.7	19.1	88	4363	21.5	24.0	96	1758	21.9	9.7	97	2536	19.1	14.0	85
RADIO-MID- DAY	TERCILE 1	21020	4972	28.2	23.7	109	5194	25.6	24.7	99	1943	24.2	9.2	93	3588	27.0	17.1	104
	TERCILE 2	21610	5219	29.6	24.2	111	5767	28.5	26.7	107	2362	29.4	10.9	110	3792	28.6	17.5	107
	TERCILE 3	38355	7465	42.3	19.5	89	9303	45.9	24.3	97	3736	46.5	9.7	98	5895	44.4	15.4	94
	QUINTILE 1	15988	3718	21.1	23.3	107	3946	19.5	24.7	99	1451	18.0	9.1	91	2965	22.3	18.5	113
	QUINTILE 2	15626	3655	20.7	23.4	107	3786	18.7	24.2	97	1449	18.0	9.3	93	2473	18.6	15.8	97
RADIO-TOTAL	QUINTILE 3	16723	3756	21.3	22.5	103	4668	23.0	27.9	112	1806	22.5	10.8	109	2949	22.2	17.6	108
	QUINTILE 4	16342	3621	20.5	22.2	102	4100	20.2	25.1	100	1929	24.0	11.8	119	2587	19.5	15.8	97
	QUINTILE 5	16306	2905	16.5	17.8	82	3764	18.6	23.1	92	1406	17.5	8.6	87	2302	17.3	14.1	86
	QUINTILE 1	15953	3725	21.1	23.3	107	3933	19.4	24.7	99	1365	17.0	8.6	86	2422	18.2	15.2	93
	QUINTILE 2	16137	3457	19.6	21.4	98	4225	20.8	26.2	105	1678	20.9	10.4	105	2772	20.9	17.2	105
TV-PRIME TIME	QUINTILE 3	16420	3664	20.8	22.3	102	4187	20.7	25.5	102	1860	23.1	11.3	114	2770	20.9	16.9	103
	QUINTILE 4	16687	3833	21.7	23.0	105	4313	21.3	25.8	103	1932	24.0	11.6	117	2990	22.5	17.9	109
	QUINTILE 5	15789	2976	16.9	18.8	86	3606	17.8	22.8	91	1207	15.0	7.6	77	2322	17.5	14.7	90
	TERCILE 1	27736	6647	37.6	24.0	110	7137	35.2	25.7	103	2209	27.5	8.0	80	4595	34.6	16.6	101
	TERCILE 2	26489	5555	31.5	21.0	96	6563	32.4	24.8	99	2579	32.1	9.7	98	4105	30.9	15.5	95
TV-DAYTIME	TERCILE 3	26761	5454	30.9	20.4	93	6564	32.4	24.5	98	3253	40.5	12.2	122	4576	34.5	17.1	104
	QUINTILE 1	16345	4084	23.1	25.0	115	4173	20.6	25.5	102	1332	16.6	8.1	82	2735	20.6	16.7	102
	QUINTILE 2	16447	3470	19.7	21.1	97	3929	19.4	23.9	95	1653	20.6	10.1	101	2689	20.3	16.3	100
	QUINTILE 3	15980	3447	19.5	21.6	99	4404	21.7	27.6	110	1503	18.7	9.4	95	2637	19.9	16.5	101
	QUINTILE 4	15887	3380	19.1	21.3	98	3795	18.7	23.9	95	1954	24.3	12.3	124	2518	19.0	15.8	97
TV-TOTAL	QUINTILE 5	16326	3274	18.5	20.1	92	3962	19.6	24.3	97	1599	19.9	9.8	99	2696	20.3	16.5	101
	QUINTILE 1	20721	5078	28.8	24.5	112	5561	27.4	26.8	107	2615	32.5	12.6	127	3547	26.7	17.1	104
	MAGAZINE IMPERATIVE	19186	4585	26.0	23.9	110	5618	27.7	29.3	117	2080	25.9	10.8	109	3618	27.3	18.9	115
	NEWSPAPER IMPERATIVE	21899	4531	25.7	20.7	95	5083	25.1	23.2	93	2100	26.1	9.6	97	3384	25.5	15.5	94
	QUINTILE 2	15451	3944	22.3	25.5	117	4762	23.5	30.8	123	1882	23.4	12.2	123	3020	22.7	19.5	119
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	6119	34.7	23.6	108	6621	32.7	25.5	102	2882	35.8	11.1	112	4280	32.2	16.5	101
	OUTDOOR IMPERATIVE	24400	4736	26.8	19.4	89	5816	28.7	23.8	95	2296	28.6	9.4	95	3712	28.0	15.2	93
	QUINTILE 1	18049	4249	24.1	23.5	108	4936	24.4	27.3	109	2016	25.1	11.2	112	3236	24.4	17.9	109
	MAGAZINE IMPERATIVE	23571	5800	32.9	24.6	113	6723	33.2	28.5	114	3089	38.4	13.1	132	4144	31.2	17.6	107
	RADIO IMPERATIVE	23278	5195	29.4	22.3	102	5462	27.0	23.5	94	1776	22.1	7.6	77	3809	28.7	16.4	100
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	25459	3998	22.6	25.9	119	4281	21.1	27.7	111	1892	23.5	12.2	123	2728	20.5	17.6	108
	MAGAZINE IMPERATIVE	25829	5835	33.1	22.6	104	7110	35.1	27.5	110	3118	38.8	12.1	122	4740	35.7	18.4	112
	TELEVISION IMPERATIVE	26039	5296	30.0	20.3	93	6036	29.8	23.2	93	1856	23.1	7.1	72	3942	29.7	15.1	92
	QUINTILE 1	16605	3757	21.3	22.6	104	4308	21.3	25.9	104	2076	25.8	12.5	126	2995	22.6	18.0	110
	NEWSPAPER IMPERATIVE	26834	6095	34.5	22.7	104	6574	32.4	24.5	98	2729	33.9	10.2	102	4232	31.9	15.8	96
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	23346	5075	28.7	21.7	100	6333	31.3	27.1	108	2284	28.4	9.8	99	3804	28.7	16.3	99
	QUINTILE 1	17133	4092	23.2	23.9	110	4187	20.7	24.4	98	1708	21.2	10.0	100	2907	21.9	17.0	104
	NEWSPAPER IMPERATIVE	25892	5727	32.4	22.1	101	6563	32.4	25.3	101	3118	38.8	12.0	121	3951	29.8	15.3	93
	RADIO IMPERATIVE	23167	5264	29.8	22.7	104	6022	29.7	26.0	104	2046	25.4	8.8	89	4069	30.7	17.6	107
	QUINTILE 2	17159	4208	23.8	24.5	112	4313	21.3	25.1	100	1788	22.2	10.4	105	2745	20.7	16.0	98
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	5636	31.9	21.5	99	6642	32.8	25.3	101	3009	37.4	11.5	116	4325	32.6	16.5	101
	TELEVISION IMPERATIVE	23412	5011	28.4	21.4	98	5923	29.2	25.3	101	1843	22.9	7.9	79	4061	30.6	17.3	106
	QUINTILE 1	15303	3677	20.8	24.0	110	4209	20.8	27.5	110	1493	18.6	9.8	98	3017	22.7	19.7	120
	OUTDOOR IMPERATIVE	24901	5210	29.5	20.9	96	6594	32.5	26.									

	TOTAL U.S. '000	HEINZ 57 SAUCE				HEINZ BARBECUE SAUCE				KIRKMAN				KRAFT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	17655	100.0	21.8	100	20264	100.0	25.0	100	8041	100.0	9.9	100	13275	100.0	16.4	100
ATLANTIC MONTHLY	415	**31	0.2	7.5	34	**78	0.4	18.8	75	**67	0.8	16.1	163	**77	0.6	18.6	113
BARRON'S	453	**94	0.5	20.8	95	**155	0.8	34.2	137	**54	0.7	11.9	120	**51	0.4	11.3	69
BETTER HOMES & GARDENS	16256	**66	23.0	25.0	115	4390	21.7	27.0	108	1842	22.9	11.3	114	2885	21.7	17.7	108
BON APPETIT	2535	567	3.2	22.4	103	562	2.8	22.2	89	532	6.6	21.0	211	358	2.7	14.1	86
BUSINESS WEEK	1278	*245	1.4	19.2	88	356	1.8	27.9	111	*181	2.3	14.2	143	*162	1.2	12.7	77
CAR AND DRIVER	378	**97	0.5	25.7	118	**65	0.3	17.2	69	**27	0.3	7.1	72	**97	0.7	25.7	157
CBS MAGAZINE NETWORK (GROSS)	1498	383	2.2	25.6	117	424	2.1	28.3	113	*213	2.6	14.2	143	*272	2.0	18.2	131
CHANGING TIMES	1505	423	2.4	28.1	129	365	1.8	24.3	97	*153	1.9	10.2	102	363	2.7	24.1	147
COLONIAL HOMES	1231	310	1.8	25.2	116	259	1.3	21.0	84	*140	1.7	11.4	115	*308	2.3	25.0	153
CONDE NAST MAG. PKG. (GROSS)	14146	3180	18.0	22.5	103	3775	18.6	26.7	107	1611	20.0	11.4	115	2703	20.4	19.1	117
CONSUMERS DIGEST	1323	374	2.1	28.3	130	332	1.6	25.1	100	*187	2.3	14.1	142	*283	2.1	21.4	130
COSMOPOLITAN	7102	1572	8.9	22.1	102	1903	9.4	26.8	107	919	11.4	12.9	130	1021	7.7	14.4	88
COUNTRY LIVING	2481	743	4.2	29.9	137	565	2.8	22.8	91	401	5.0	16.2	163	402	3.0	16.2	99
CUISINE	1472	354	2.0	24.0	110	380	1.9	25.8	103	247	3.1	16.8	169	*239	1.8	16.2	99
CYCLE WORLD	425	**89	0.5	20.9	96	**126	0.6	29.6	118	**58	0.7	13.6	137	**99	0.7	23.3	142
DCI:CREATIVE IDEAS FOR LIV	2510	789	4.5	31.4	144	638	3.1	25.4	102	*210	2.6	8.4	84	431	3.2	17.2	105
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2073	11.7	31.0	142	1938	9.6	29.0	116	583	7.3	8.7	88	1439	10.8	21.5	131
DISCOVER	894	*170	1.0	19.0	87	253	1.2	28.3	113	*121	1.5	13.5	136	*145	1.1	16.2	99
EBONY	3507	772	4.4	22.0	101	924	4.6	26.3	105	*158	2.0	4.5	45	848	6.4	24.2	148
ESQUIRE	1083	*245	1.4	22.6	104	311	1.5	28.7	115	**79	1.0	7.3	73	*230	1.7	21.2	130
ESSENCE	1830	421	2.4	23.0	106	477	2.4	26.1	104	**77	1.0	4.2	42	575	4.3	31.4	192
FAMILY CIRCLE	15930	4136	23.4	26.0	119	3932	19.4	24.7	99	1946	24.2	12.2	123	2854	21.5	17.9	109
THE FAMILY HANDYMAN	1126	337	1.9	29.9	137	278	1.4	24.7	99	**135	1.7	10.2	121	*210	1.6	18.7	114
FAMILY WEEKLY	11468	2768	15.7	24.1	111	3140	15.5	27.4	109	1155	14.4	10.1	101	2113	15.9	18.4	112
FIELD & STREAM	2234	681	3.9	30.5	140	639	3.2	28.6	114	*207	2.6	9.3	93	443	3.3	19.8	121
FOOD & WINE	579	*166	0.9	28.7	132	*163	0.8	28.2	113	**47	0.6	8.1	82	**99	0.7	17.1	104
FORBES	728	**151	0.9	20.7	95	*290	1.4	39.8	159	**103	1.3	14.1	142	**83	0.6	11.4	70
FORTUNE	906	*163	0.9	18.0	83	*321	1.6	35.4	142	*104	1.3	11.5	116	**105	0.8	11.6	71
GENTLEMEN'S QUARTERLY	791	*189	1.1	23.9	110	*226	1.1	28.6	114	**92	1.1	11.6	117	*151	1.1	19.1	116
GLAMOUR	5265	1235	7.0	23.5	108	1383	6.8	26.3	105	662	8.2	12.6	127	1062	8.0	20.2	123
GOLF DIGEST	636	*191	1.1	30.0	138	*256	1.3	40.3	161	**68	0.8	10.7	108	**123	0.9	19.3	118
GOLF DIGEST/TENNIS (GROSS)	1186	310	1.8	26.1	120	376	1.9	31.7	127	*137	1.7	11.6	116	*188	1.4	15.9	97
GOLF MAGAZINE	441	**106	0.6	24.0	110	*171	0.8	38.8	155	**91	1.1	20.6	208	**94	0.7	21.3	130
GOLF MAGAZINE/SKI (GROSS)	922	*160	0.9	17.4	80	*314	1.5	34.1	136	*163	2.0	17.7	178	*149	1.1	16.2	99
GOOD HOUSEKEEPING	16487	3942	22.3	23.9	110	4462	22.0	27.1	108	1662	20.7	10.1	102	3217	24.2	19.5	119
HARPER'S BAZAAR	2423	533	3.0	22.0	101	695	3.4	28.7	115	267	3.3	11.0	111	465	3.5	19.2	117
HEALTH	1994	555	3.1	27.8	128	456	2.3	22.9	91	*146	1.8	7.3	74	422	3.2	21.2	129
HEARST MAG CORP. BUY (GROSS)	44101	10799	61.2	24.5	112	11761	58.0	26.7	107	5013	62.3	11.4	114	8204	61.8	18.6	113
HEARST MAN POWER (GROSS)	1993	609	3.4	30.6	140	516	2.5	25.9	103	*251	3.1	12.6	127	408	3.1	20.5	125
HEARST WOMAN POWER (GROSS)	31274	7470	42.3	23.9	110	8390	41.4	26.8	107	3427	42.6	11.0	110	5786	43.6	18.5	113
HOUSE BEAUTIFUL	3623	886	5.0	24.5	112	1028	5.1	28.4	113	372	4.6	10.3	103	659	5.0	18.2	111
INET	283	**68	0.4	24.0	110	**59	0.3	20.8	83	**35	0.4	12.4	125	**45	0.3	15.9	97
JET	2928	713	4.0	24.4	112	726	3.6	24.8	99	*129	1.6	4.4	44	818	6.2	27.9	170
LADIES' HOME JOURNAL	11918	3026	17.1	25.4	116	3322	16.4	27.9	111	1382	17.2	11.6	117	2312	17.4	19.4	118
LHJ FAMILY GRP COMBO(GROSS)	16764	4401	24.9	26.3	120	4704	23.2	28.1	112	1864	23.2	11.1	112	3440	25.9	20.5	125
LIFE	4254	981	5.6	23.1	106	931	4.6	21.9	87	604	7.5	14.2	143	725	5.5	17.0	104
L.A. TIMES HOME MAGAZINE	1145	*191	1.1	16.7	77	376	1.9	32.8	131	361	4.5	31.5	318	**162	1.2	14.1	86
MADMOISELLE	2884	592	3.4	20.5	94	753	3.7	26.1	104	285	3.5	9.9	100	578	4.4	20.0	122
MC CALL'S	13460	3587	20.3	26.6	122	3822	18.9	28.4	113	1411	17.5	10.5	106	2457	18.5	18.3	111
MC CALL'S/MRK MOTHER (GROSS)	14606	3843	21.8	26.3	121	4160	20.5	28.5	114	1497	18.6	10.2	103	2775	20.9	19.0	116
MECHANIX ILLUSTRATED	772	*168	1.0	21.8	100	*240	1.2	31.1	124	**116	1.4	15.0	151	*206	1.6	26.7	163
METROPOLITAN HOME	967	*252	1.4	26.1	120	270	1.3	27.9	112	*230	2.9	23.8	240	*171	1.3	17.7	108
MONEY	1588	336	1.9	21.2	97	444	2.2	28.0	112	*181	2.3	11.4	115	*245	1.8	15.4	94
MOTHER EARTH NEWS	1002	288	1.6	28.7	132	*245	1.2	24.5	98	*170	2.1	17.0	171	*192	1.4	19.2	117
MS.	825	*214	1.2	25.9	119	*253	1.2	30.7	123	*83	1.0	10.1	101	*178	1.3	21.6	132
NATIONAL ENQUIRER	10336	2837	16.1	27.4	126	2883	14.2	27.9	111	713	8.9	6.9	69	2012	15.2	19.5	119
NATIONAL GEOGRAPHIC	9597	2226	12.6	23.2	106	2425	12.0	25.3	101	1449	18.0	15.1	152	1604	12.1	16.7	102
NATIONAL SUNDAY MAGAZINE PKG	49558	11224	63.6	22.6	104	12654	62.4	25.5	102	5513	68.6	11.1	112	8101	61.0	16.3	100
NATURAL HISTORY	573	**59	0.3	10.3	47	**89	0.4	15.5	62	**54	0.7	9.4	95	**69	0.5	12.0	73
NEW WOMAN	1699	370	2.1	21.8	100	360	1.8	21.2	85	*204	2.5	12.0	121	332	2.5	19.5	119
NEW YORK INCLUDING CUE	443	**43	0.2	9.7	45	*139	0.7	31.4	125	**34	0.4	7.7	77	**55	0.4	12.4	76
THE NEW YORKER	1270	*175	1.0	13.8	63	311	1.5	24.5	98	202	2.5	15.9	160	*152	1.1	12.0	73
NEWSWEEK	6277	1294	7.3	20.6	95	1628	8.0	25.9	104	808	10.0	12.9	130	1152	8.7	18.4	112
THE N.Y. TIMES DAILY EDITION	1205	*153	0.9	12.7	58	339	1.7	28.1	112	*215	2.7	17.8	180	**88	0.7	7.3	45
THE N.Y. TIMES MAGAZINE	2081	*263	1.5	12.6	58	554	2.7	26.6	106	390	4.9	18.7	189	*240	1.8	11.5	70
OWN	788	*141	0.8	17.9	82	*249	1.2	31.6	126	*150	1.9	19.0	192	*164	1.2	20.8	127
ON CABLE	1158	*260	1.5	22.5	103	346	1.7	29.9	119	**91	1.1	7.9	79	*260	2.0	22.5	137
1001 HOME IDEAS	2832	819	4.6	28.7	132	926	4.6	32.5	130	336	4.2	11.8	119	707	5.3	24.8	151
ORGANIC GARDENING	1658	412	2.3	24.8	114	355	1.8	21.4	86	*240	3.0	14.5	146	316	2.4	19.1	116
OUTDOOR LIFE	896	296	1.7	33.0	152	*226	1.1	25.2	101	**37	0.5	4.1	42	*183	1.4	20.4	125
PARADE MAGAZINE	24275	5518	31.3	22.7	104	6133	30.3	25.3	101	2611	32.5	10.8	108	3981	30.0	16.4	100

	TOTAL U.S. '000	HEINZ 57 SAUCE				HEINZ BARBECUE SAUCE				KIKKOMAN				KRAFT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAkers	80986	17655	100.0	21.8	100	20264	100.0	25.0	100	8041	100.0	9.9	100	13275	100.0	16.4	100
PARENTS	3845	986	5.6	25.6	118	1113	5.5	28.9	116	356	4.4	9.3	93	989	7.5	25.7	157
PENTHOUSE	831	*192	1.1	23.1	106	*280	1.4	33.7	135	*156	1.9	18.8	189	*210	1.6	25.3	154
PEOPLE	11645	2753	15.6	23.6	108	3001	14.8	25.8	103	1478	18.4	12.7	128	2210	16.6	19.0	116
PLAYBOY	2006	445	2.5	22.2	102	619	3.1	30.9	123	*264	3.3	13.2	133	443	3.3	22.1	135
POPULAR HOT RODDING	297	*108	0.6	36.4	167	*104	0.5	35.0	140	*116	0.2	5.4	54	*83	0.6	27.9	170
POPULAR MECHANICS	1018	*324	1.8	31.8	146	*292	1.4	28.7	115	*136	1.7	13.4	135	*185	1.4	18.2	111
POPULAR SCIENCE	878	*302	1.7	34.4	158	*186	0.9	21.2	85	*124	1.5	14.1	142	*112	0.8	12.8	78
PREVENTION	3913	862	4.9	29.8	101	900	4.4	23.0	92	453	5.6	11.6	117	632	4.8	16.2	99
PSYCHOLOGY TODAY	1710	366	2.1	21.4	98	486	2.4	28.4	114	*167	2.1	9.8	98	380	2.9	22.2	136
READER'S DIGEST	22204	5528	31.3	24.9	114	5731	28.3	25.8	103	2356	29.3	10.6	107	4187	31.5	18.9	115
REDBOOK	7684	1956	11.1	25.5	117	2026	10.0	26.4	105	846	10.5	11.0	111	1548	11.7	20.1	123
ROAD & TRACK	410	*151	0.9	36.8	169	*134	0.7	32.7	131	*76	0.9	18.5	187	*56	0.4	13.7	83
ROLLING STONE	969	289	1.6	29.8	137	355	1.8	36.6	146	*183	2.3	18.9	190	*148	1.1	15.3	93
RUNNER'S WORLD	298	*84	0.5	28.2	129	*93	0.5	31.2	125	*84	1.0	28.2	284	*74	0.6	24.8	151
SATURDAY EVENING POST	1169	235	1.3	20.1	92	*229	1.1	19.6	78	*147	1.8	12.6	127	*212	1.6	18.1	111
SCIENCE 84	587	*103	0.6	17.5	80	*179	0.9	30.5	122	*97	1.2	16.5	166	*107	0.8	18.2	111
SCIENCE DIGEST	482	*107	0.6	22.2	102	*123	0.6	25.5	102	*58	0.7	12.0	121	*92	0.7	19.1	116
SCIENTIFIC AMERICAN	594	*148	0.8	24.9	114	*161	0.8	27.1	108	*74	0.9	12.5	125	*120	0.9	20.2	123
SELF	2089	523	3.0	25.0	115	580	2.9	27.8	111	*185	2.3	8.9	89	358	2.7	17.1	105
SEVENTEEN	2411	521	3.0	21.6	99	473	2.3	19.6	78	*233	2.9	9.7	97	484	3.6	20.1	122
SKI	480	*54	0.3	11.3	52	*142	0.7	29.6	118	*72	0.9	15.0	151	*55	0.4	11.5	70
SMITHSONIAN	2760	503	2.8	18.2	84	641	3.2	23.2	93	448	5.6	16.2	163	368	2.8	13.3	81
SOAP OPERA DIGEST	3013	769	4.4	25.5	117	985	4.9	32.7	131	*180	2.2	6.0	60	669	5.0	22.2	135
SOUTHERN LIVING	4184	1283	7.3	30.7	141	1299	6.4	31.0	124	372	4.6	8.9	90	1008	7.6	24.1	147
SPORT	559	*105	0.6	18.8	86	*100	0.5	17.9	71	*35	0.4	6.3	63	*173	1.3	30.9	189
THE SPORTING NEWS	436	*83	0.5	19.0	87	*127	0.6	29.1	116	*10	0.1	2.3	23	*122	0.9	28.0	171
SPORTS AFIELD	493	*177	1.0	35.9	165	*101	0.5	20.5	82	*57	0.7	11.6	116	*131	1.0	26.6	162
SPORTS ILLUSTRATED	2758	822	4.7	29.8	137	754	3.7	27.3	109	352	4.4	12.8	129	579	4.4	21.0	128
STAR	7456	1820	10.3	24.4	112	1998	9.9	26.8	107	581	7.2	7.8	78	1355	10.2	18.2	111
SUNDAY	24936	5155	29.2	20.7	95	6180	30.5	24.8	99	2922	36.3	11.7	118	3592	27.1	14.4	88
SUNSET	2124	445	2.5	21.0	96	547	2.7	25.8	103	564	7.0	26.6	267	473	3.6	22.3	136
TV GUIDE	21661	5211	29.5	24.1	110	6151	30.4	28.4	113	2323	28.9	10.7	108	4158	31.3	19.2	117
TENNIS	550	*108	0.7	21.5	98	*120	0.6	21.8	87	*69	0.9	12.5	126	*65	0.5	11.8	72
TIME	8880	2043	11.6	23.0	106	2355	11.6	26.5	106	1292	16.1	14.5	147	1411	10.6	15.9	97
TOWN & COUNTRY	917	*211	1.2	23.0	106	*258	1.3	28.1	112	*149	1.9	16.2	164	*148	1.1	16.1	98
TRAVEL & LEISURE	972	*224	1.3	23.0	106	314	1.5	32.3	129	*124	1.5	12.8	128	*144	1.1	14.8	90
TRUE STORY	3356	855	4.8	25.5	117	952	4.7	28.4	113	*167	2.1	5.0	50	653	4.9	19.5	119
U.S. NEWS & WORLD REPORT	3410	716	4.1	21.0	96	789	3.9	23.1	92	407	5.1	11.9	120	621	4.7	18.2	111
USA TODAY	1759	433	2.5	24.6	113	452	2.2	25.7	103	288	3.6	16.4	165	280	2.1	15.9	97
US	1873	454	2.6	24.2	111	418	2.1	22.3	89	*164	2.0	8.8	88	407	3.1	21.7	133
VOGUE	3909	831	4.7	21.3	98	1058	5.2	27.1	108	479	6.0	12.3	123	705	5.3	18.0	110
WALL STREET JOURNAL	1886	312	1.8	16.5	76	446	2.2	23.6	95	364	4.5	19.3	194	*203	1.5	10.8	66
WEIGHT WATCHERS	2120	730	4.1	34.4	158	561	2.8	26.5	106	*224	2.8	10.6	106	389	2.9	18.3	112
WOMAN'S DAY	14172	3770	21.4	26.6	122	3542	17.5	25.0	100	1775	22.1	12.5	126	2414	18.2	17.0	104
WORKING MOTHER	1146	256	1.5	22.3	102	338	1.7	29.5	118	*87	1.1	7.6	76	319	2.4	27.8	170
WORKING WOMAN	1322	292	1.7	22.1	101	291	1.4	22.0	88	*166	2.1	12.6	126	*211	1.6	16.0	97
WORLD TENNIS	*163	*28	0.2	17.2	79	*43	0.2	26.4	105	*20	0.2	12.3	124	*37	0.3	22.7	138
ZIFF-DAVIS MAG NETWK (GROSS)	2532	610	3.5	24.1	111	633	3.1	25.0	100	271	3.4	10.7	108	559	4.2	22.1	135
BLAIR INSERTS	43657	9635	54.6	22.1	101	11132	54.9	25.5	102	4985	62.0	11.4	115	6958	52.4	15.9	97
DAILY NEWSPAPERS																	
READ ANY	51633	11585	65.6	22.4	103	13068	64.5	25.3	101	5498	68.4	10.6	107	8430	63.5	16.3	100
READ ONE	43463	9940	56.3	22.9	105	11077	54.7	25.5	102	4379	54.5	10.1	101	7141	53.8	16.4	100
READ TWO OR MORE	8170	1645	9.3	20.1	92	1990	9.8	24.4	97	1120	13.9	13.7	138	1289	9.7	15.8	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	11830	67.0	22.5	103	13314	65.7	25.3	101	5914	73.5	11.2	113	8573	64.6	16.3	99
READ ONE	46126	10466	59.3	22.7	104	11640	57.4	25.2	101	5042	62.7	10.9	110	7514	56.6	16.3	99
READ TWO OR MORE	6552	1364	7.7	20.8	95	1674	8.3	25.5	102	872	10.8	13.3	134	1058	8.0	16.1	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.03				28.95				30.00				27.82			
30 DAY REACH	71455	15617	88.5	21.9	100	18037	89.0	25.2	101	7352	91.4	10.3	104	11846	89.2	16.6	101
50 SHWG - 30 DAY AV FREQ	14.56	14.84				15.14				15.73				14.61			
30 DAY REACH	67742	14778	83.7	21.8	100	17288	85.3	25.5	102	7035	87.5	10.4	105	11277	84.9	16.6	102
25 SHWG - 30 DAY AV FREQ	7.94	8.08				8.16				8.34				7.90			
30 DAY REACH	62117	13585	76.9	21.9	100	16083	79.4	25.9	103	6664	82.9	10.7	108	10444	78.7	16.8	103
CABLE TV: HOME WIRED	32077	7873	44.6	24.5	113	8944	44.1	27.9	111	3544	44.1	11.0	111	5680	42.8	17.7	108
HOME NOT WIRED	48909	9782	55.4	20.0	92	11320	55.9	23.1	93	4496	55.9	9.2	93	7595	57.2	15.5	95
HAVE PAY CABLE	15935	4187	23.7	26.3	121	4855	24.0	30.5	122	2065	25.7	13.0	131	2917	22.0	18.3	112

	TOTAL U.S. '000	HEINZ 57 SAUCE				HEINZ BARBECUE SAUCE				KIKKOMAN				KRAFT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	17655	100.0	21.8	100	20264	100.0	25.0	100	8041	100.0	9.9	100	13275	100.0	16.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	9990	56.6	22.7	104	11222	55.4	25.6	102	4679	58.2	10.7	107	7782	58.6	17.7	108
10:00 AM - 3:00 PM	30659	7342	41.6	23.9	110	7829	38.6	25.5	102	3050	37.9	9.9	100	5270	39.7	17.2	105
3:00 PM - 7:00 PM	31045	7082	40.1	22.8	105	8227	40.6	26.5	106	3240	40.3	10.4	105	5534	41.7	17.8	109
7:00 PM - MIDNIGHT	15767	3431	19.4	21.8	100	4002	19.7	25.4	101	1494	18.6	9.5	95	2790	21.0	17.7	108
MIDNIGHT - 6:00 AM	9120	2055	11.6	22.5	103	2151	10.6	23.6	94	927	11.5	10.2	102	1449	10.9	15.9	97
6:00 AM - MIDNIGHT	58527	13451	76.2	23.0	105	15120	74.6	25.8	103	6066	75.4	10.4	104	10139	76.4	17.3	106
ENTIRE DAY	59311	13586	77.0	22.9	105	15295	75.5	25.8	103	6100	75.9	10.3	104	10256	77.3	17.3	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3515	19.9	21.7	100	4049	20.0	25.0	100	1553	19.3	9.6	97	2735	20.6	16.9	103
ALL NEWS	2256	376	2.1	16.7	76	665	3.3	29.5	118	396	4.9	17.6	177	*247	1.9	10.9	67
AOR/PROGRESSIVE	3874	789	4.5	20.4	93	983	4.9	25.4	101	469	5.8	12.1	122	707	5.3	18.2	111
BEAUTIFUL MUSIC	5660	1402	7.9	24.8	114	1423	7.0	25.1	100	627	7.8	11.1	112	920	6.9	16.3	99
BLACK	2204	465	2.6	21.1	97	516	2.5	23.4	94	*167	2.1	7.6	76	550	4.1	25.0	152
CLASSICAL	1418	*268	1.5	18.9	87	323	1.6	22.8	91	*222	2.8	15.7	158	**118	0.9	8.3	51
CHR/ROCK	9538	2099	11.9	22.0	101	2584	12.8	27.1	108	1059	13.2	11.1	112	1858	14.0	19.5	119
COUNTRY	12648	3438	19.5	27.2	125	3581	17.7	28.3	113	994	12.4	7.9	79	2667	20.1	21.1	129
GOLDEN OLDIES	1191	*320	1.8	26.9	123	343	1.7	28.8	115	**143	1.8	12.0	121	*200	1.5	16.8	102
MOR/NOSTALGIA	4757	1091	6.2	22.9	105	1201	5.9	25.2	101	495	6.2	10.4	105	739	5.6	15.5	95
NEWS/TALK	3863	671	3.8	17.4	80	936	4.6	24.2	97	670	8.3	17.3	175	540	4.1	14.0	85
RELIGIOUS	3084	708	4.0	23.0	105	781	3.9	25.3	101	291	3.6	9.4	95	519	3.9	16.8	103
SOFT ROCK	521	*196	1.1	37.6	173	*114	0.6	21.9	87	**28	0.3	5.4	54	**96	0.7	18.4	112
URBAN CONTEMPORARY	1585	327	1.9	20.6	95	390	1.9	24.6	98	**60	0.7	3.8	38	345	2.6	21.8	133
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	685	3.9	21.0	96	792	3.9	24.3	97	*262	3.3	8.0	81	632	4.8	19.4	118
ABC DIRECTION	2316	603	3.4	26.0	119	693	3.4	29.9	120	*248	3.1	10.7	108	396	3.0	17.1	104
ABC ENTERTAINMENT	4834	1040	5.9	21.5	99	1216	6.0	25.2	101	467	5.8	9.7	97	856	6.4	17.7	108
ABC FM	2202	530	3.0	24.1	110	547	2.7	24.8	99	*176	2.2	8.0	80	559	4.2	25.4	155
ABC INFORMATION	5425	1211	6.9	22.3	102	1407	6.9	25.9	104	767	9.5	14.1	142	1024	7.7	18.9	115
ABC ROCK	1677	368	2.1	21.9	101	380	1.9	22.7	91	*204	2.5	12.2	123	*267	2.0	15.9	97
CBS	4430	1068	6.0	24.1	111	1219	6.0	27.5	110	599	7.4	13.5	136	634	4.8	14.3	87
MUTUAL	4992	1254	7.1	25.1	115	1381	6.8	27.7	111	525	6.5	10.5	106	837	6.3	16.8	102
NBC	4679	919	5.2	19.6	90	1232	6.1	26.3	105	345	4.3	7.4	74	727	5.5	15.5	95
RADIORADIO	1994	550	3.1	27.6	127	577	2.8	28.9	116	*191	2.4	9.6	96	308	2.3	15.4	94
RKO ONE	2298	508	2.9	22.1	101	566	2.8	24.6	98	*179	2.2	7.8	78	499	3.8	21.7	132
RKO TWO	3311	623	3.5	18.8	86	852	4.2	25.7	103	*267	3.3	8.1	81	718	5.4	21.7	132
THE SOURCE	2114	494	2.8	23.4	107	578	2.9	27.3	109	*191	2.4	9.0	91	445	3.4	21.1	128
NON-WIRED : BLAIR	8654	2117	12.0	24.5	112	2319	11.4	26.8	107	900	11.2	10.4	105	1605	12.1	18.5	113
INTERNET	12025	2764	15.7	23.0	105	3324	16.4	27.6	110	1342	16.7	11.2	112	2235	16.8	18.6	113
KATZ RADIO GROUP	15359	3449	19.5	22.5	103	3986	19.7	26.0	104	1889	23.5	12.3	124	2466	18.6	16.1	98
SUPERNET	10628	2285	12.9	21.5	99	2737	13.5	25.8	103	917	11.4	8.6	87	2258	17.0	21.2	130
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1922	10.9	22.2	102	2164	10.7	25.0	100	760	9.5	8.8	88	1563	11.8	18.1	110
WKDAY 9:00 AM - 1:00 PM	12163	2815	15.9	23.1	106	3132	15.5	25.8	103	978	12.2	8.0	81	2024	15.2	16.6	102
WKDAY 1:00 PM - 4:30 PM	16150	3730	21.1	23.1	106	4110	20.3	25.4	102	1171	14.6	7.3	73	2749	20.7	17.0	104
WKDAY 4:30 PM - 7:30 PM	22463	4781	27.1	21.3	98	5432	26.8	24.2	97	2067	25.7	9.2	93	3603	27.1	16.0	98
WKDAY 7:30 PM - 8:00 PM	31795	6913	39.2	21.7	100	7735	38.2	24.3	97	2932	36.5	9.2	93	5025	37.9	15.8	96
WKDAY 11:00 PM - 11:30 PM	23977	5629	31.9	23.5	108	5996	29.6	25.0	100	2322	28.9	9.7	98	3884	29.3	16.2	99
WKDAY 11:30 PM - 1:00 AM	7703	1830	10.4	23.8	109	2028	10.0	26.3	105	831	10.3	10.8	109	1315	9.9	17.1	104
M-SAT 8-11 PM+SUN 7-11 PM	33800	7577	42.9	22.4	103	8545	42.2	25.3	101	3358	41.8	9.9	100	5533	41.7	16.4	100
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1437	8.1	22.0	101	1789	8.8	27.4	109	532	6.6	8.1	82	1124	8.5	17.2	105
ANOTHER WORLD	N 4620	1071	6.1	23.2	106	1027	5.1	22.2	89	252	3.1	5.5	55	850	6.4	18.4	112
AS THE WORLD TURNS	C 5614	1431	8.1	25.5	117	1414	7.0	25.2	101	371	4.6	6.6	67	941	7.1	16.8	102
CAPITOL	C 3396	918	5.2	27.0	124	942	4.6	27.7	111	234	2.9	6.9	69	507	3.8	14.9	91
CBS MORN. NEWS 1	C 1446	323	1.8	22.3	102	356	1.8	24.6	98	121	1.5	8.4	84	239	1.8	16.5	101
CBS MORN. NEWS 2	C 1207	250	1.4	20.7	95	272	1.3	22.5	90	135	1.7	11.2	113	188	1.4	15.6	95
DAYS OF OUR LIVES	N 5877	1315	7.4	22.4	103	1438	7.1	24.5	98	428	5.3	7.3	73	1057	8.0	18.0	110
FACTS OF LIFE - DAYTIME	N 2290	572	3.2	25.0	115	534	2.6	23.3	93	154	1.9	6.7	68	350	2.6	15.3	93
FAMILY FEUD	A 3023	663	3.8	21.9	101	758	3.7	25.1	100	239	3.0	7.9	80	463	3.5	15.3	93
GENERAL HOSPITAL	A 6097	1348	7.6	22.1	101	1565	7.7	25.7	103	453	5.6	7.4	75	954	7.2	15.6	95
GOOD MORNING, AMERICA-730 A	A 3515	864	4.9	24.6	113	966	4.8	27.5	110	359	4.5	10.2	103	632	4.8	18.0	110
GOOD MORNING, AMERICA-830 A	A 2818	663	3.8	23.5	108	836	4.1	29.7	119	297	3.7	10.5	106	524	3.9	18.6	113
GUIDING LIGHT	C 5339	1255	7.1	23.5	108	1364	6.7	25.5	102	385	4.8	7.2	73	993	7.5	18.6	113
ONE LIFE TO LIVE	A 4478	985	5.6	22.0	101	1235	6.1	27.6	110	303	3.8	6.8	68	737	5.6	16.5	100
PRESS YOUR LUCK	C 2244	551	3.1	24.6	113	657	3.2	29.3	117	205	2.5	9.1	92	358	2.7	16.0	97
PRICE IS RIGHT 1	C 4348	1043	5.9	24.0	110	1086	5.4	25.0	100	260	3.2	6.0	60	704	5.3	16.2	99
PRICE IS RIGHT 2	C 5014	1270	7.2	25.3	116	1150	5.7	22.9	92	316	3.9						

		TOTAL	HEINZ 57 SAUCE				HEINZ BARBECUE SAUCE				KIKKOMAN				KRAFT			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
80986 17655 100.0 21.8 100 20264 100.0 25.0 100 8041 100.0 9.9 100 13275 100.0 16.4 100																		
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	5507	31.2	21.1	97	5991	29.6	23.0	92	2292	28.5	8.8	89	4167	31.4	16.0	98
NETWORK AFFILIATES - LATE		20261	4769	27.0	23.5	108	4970	24.5	24.5	98	1892	23.5	9.3	94	3298	24.8	16.3	99
INDEPENDENTS - LATE		2076	441	2.5	21.2	97	521	2.6	25.1	100	307	3.8	14.8	149	255	1.9	12.3	75
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2623	14.9	25.1	115	2936	14.5	28.1	112	886	11.0	8.5	85	1965	14.8	18.8	115
ABC MONDAY NIGHT MOVIE	A	6412	1444	8.2	22.5	103	1689	8.3	26.3	105	668	8.3	10.4	105	1027	7.7	16.0	98
ABC SUNDAY NIGHT MOVIE	A	12407	2570	14.6	20.7	95	3134	15.5	25.3	101	1300	16.2	10.5	106	1896	14.3	15.3	93
ABC WORLD NEWS TONIGHT	A	6176	1277	7.2	20.7	95	1368	6.8	22.2	89	535	6.7	8.7	87	933	7.0	15.1	92
AFTERMASH	C	5863	1332	7.5	22.7	104	1398	6.9	23.8	95	638	7.9	10.9	110	976	7.4	16.6	102
ALICE	C	9594	2169	12.3	22.6	104	2455	12.1	25.6	102	979	12.2	10.2	103	1564	11.8	16.3	99
AMERICAN PARADE	C	6622	1270	7.2	19.2	88	1411	7.0	21.3	85	534	6.6	8.1	81	907	6.8	13.7	84
BENSON	A	10886	2212	12.5	20.3	93	2525	12.5	23.2	93	1082	13.5	9.9	100	1584	11.9	14.6	89
BLUE THUNDER	A	5036	1192	6.8	23.7	109	1442	7.1	28.6	114	453	5.6	9.0	91	926	7.0	18.4	112
CAGNEY & LACEY	C	9965	2320	13.1	23.3	107	2626	13.0	26.4	105	1046	13.0	10.5	106	1619	12.2	16.2	99
CBS EVENING NEWS-DEAN	C	3491	717	4.1	20.5	94	697	3.4	20.0	80	359	4.5	10.3	104	481	3.6	13.8	84
CBS EVENING NEWS-RATHER	C	7123	1486	8.4	20.9	96	1704	8.4	23.9	96	651	8.1	9.1	92	1054	7.9	14.8	90
CBS SAT. NEWS-SCHIEFFER	C	3621	748	4.2	20.7	95	744	3.7	20.5	82	364	4.5	10.1	101	568	4.3	15.7	96
CBS SATURDAY NIGHT MOVIE	C	5436	1243	7.0	22.9	105	1271	6.3	23.4	93	561	7.0	10.3	104	890	6.7	16.4	100
CBS WEDNESDAY NIGHT MOVIE	C	6100	1461	8.3	24.0	110	1535	7.6	25.2	101	523	6.5	8.6	86	1047	7.9	17.2	105
CHEERS	N	8889	1948	11.0	21.9	101	2351	11.6	26.4	106	1252	15.6	14.1	142	1537	11.6	17.3	105
DALLAS	C	22109	5012	28.4	22.7	104	5527	27.3	25.0	100	2063	25.7	9.3	94	3360	25.3	15.2	93
DIFF'RENT STROKES	N	6940	1500	8.5	21.6	99	1756	8.7	25.3	101	578	7.2	8.3	84	1116	8.4	16.1	98
DOUBLE TROUBLE	N	7223	1698	9.6	23.5	108	1852	9.1	25.6	102	616	7.7	8.5	86	1194	9.0	16.5	101
DUCK FACTORY	N	5595	1172	6.6	20.9	96	1437	7.1	25.7	103	758	9.4	13.5	136	881	6.6	15.7	96
DUKES OF HAZZARD	C	5768	1333	7.6	23.1	106	1374	6.8	23.8	95	406	5.0	7.0	71	1038	7.8	18.0	110
DYNASTY	A	20053	4404	24.9	22.0	101	5145	25.4	25.7	103	1944	24.2	9.7	98	3362	25.3	16.8	102
FACTS OF LIFE	N	8087	1782	10.1	22.0	101	2039	10.1	25.2	101	731	9.1	9.0	91	1410	10.6	17.4	106
FALCON CREST	C	20046	4538	25.7	22.6	104	4948	24.4	24.7	99	1807	22.5	9.0	91	3112	23.4	15.5	95
FALL GUY	A	9084	2119	12.0	23.3	107	2406	11.9	26.5	106	732	9.1	8.1	81	1710	12.9	18.8	115
FAMILY TIES	N	7964	1740	9.9	21.8	100	1915	9.5	24.0	96	840	10.4	10.5	106	1477	11.1	18.5	113
FANTASY ISLAND	A	7687	1515	8.6	19.7	90	1926	9.5	25.1	100	755	9.4	9.8	99	1109	8.4	14.4	88
FOULUPS,BLEEPS & BLUNDERS	A	8861	1748	9.9	19.7	90	2201	10.9	24.8	99	879	10.9	9.9	100	1313	9.9	14.8	90
FOUR SEASONS	C	5095	1260	7.1	24.7	113	1336	6.6	26.2	105	757	9.4	14.9	150	842	6.3	16.5	101
GIMME A BREAK	N	8838	1809	10.2	20.5	94	1987	9.8	22.5	90	675	8.4	7.6	77	1606	12.1	18.2	111
HART TO HART	A	8978	2301	13.0	25.6	118	2258	11.1	25.2	101	930	11.6	10.4	104	1506	11.3	16.8	102
HILL STREET BLUES	N	8590	1863	10.6	21.7	99	2442	12.1	28.4	114	1069	13.3	12.4	125	1352	10.2	15.7	96
HOTEL	A	14085	3163	17.9	22.5	103	3534	17.4	25.1	100	1291	16.1	9.2	92	2322	17.5	16.5	101
JEFFERSONS	C	9360	2238	12.7	23.9	110	2323	11.5	24.8	99	926	11.5	9.9	100	1518	11.4	16.2	99
JENNIFER SLEPT HERE	N	5841	1302	7.4	22.3	102	1481	7.3	25.4	101	572	7.1	9.8	99	821	6.2	14.1	86
KATE & ALLIE	C	9206	2103	11.9	22.8	105	2324	11.5	25.2	101	1105	13.7	12.0	121	1404	10.6	15.3	93
KNIGHT RIDER	N	7076	1584	9.0	22.4	103	1751	8.6	24.7	99	665	8.3	9.4	95	1295	9.8	18.3	112
LOVE BOAT	A	12219	2478	14.0	20.3	93	3030	15.0	24.8	99	1110	13.8	9.1	91	1927	14.5	15.8	96
MAGNUM PI	C	11199	2607	14.8	23.3	107	2915	14.4	26.0	104	1072	13.3	9.6	96	2117	15.9	18.9	115
MAMA'S FAMILY	N	6057	1439	8.2	23.8	109	1375	6.8	22.7	91	483	6.0	8.0	80	932	7.0	15.4	94
MASTER, THE	N	3598	848	4.8	23.6	108	971	4.8	27.0	108	389	4.8	10.8	109	815	6.1	22.7	138
MATT HOUSTON	A	6344	1395	7.9	22.0	101	1559	7.7	24.6	98	558	6.9	8.8	89	1117	8.4	17.6	107
NBC MONDAY NIGHT MOVIE	N	11994	2505	14.2	20.9	96	2923	14.4	24.4	97	1066	13.3	8.9	90	2020	15.2	16.8	103
NBC NIGHTLY NEWS	N	5132	1099	6.2	21.4	98	1051	5.2	20.5	82	445	5.5	8.7	87	897	6.8	17.5	107
NBC NIGHTLY NEWS-SAT	N	3375	690	3.9	20.4	94	656	3.2	19.4	78	235	2.9	7.0	70	425	3.2	12.6	77
NBC NIGHTLY NEWS-SUN	N	3130	598	3.4	19.1	88	549	2.7	17.5	70	294	3.7	9.4	95	363	2.7	11.6	71
NBC SUNDAY NIGHT MOVIE	N	8284	1842	10.4	22.2	102	2009	9.9	24.3	97	734	9.1	8.9	89	1452	10.9	17.5	107
NEWHART	C	9240	2111	12.0	22.8	105	2396	11.8	25.9	104	1141	14.2	12.3	124	1478	11.1	16.0	98
ONE DAY AT A TIME	C	7288	1555	8.8	21.3	98	1769	8.7	24.3	97	696	8.7	9.5	96	1165	8.8	16.0	98
PEOPLE ARE FUNNY	N	4855	1076	6.1	22.2	102	1040	5.1	21.4	86	471	5.9	9.7	98	734	5.5	15.1	92
REAL PEOPLE	N	8869	1810	10.3	20.4	94	2019	10.0	22.8	91	848	10.5	9.6	96	1441	10.9	16.2	99
REMINGTON STEELE	N	7743	1601	9.1	20.7	95	1915	9.5	24.7	99	717	8.9	9.3	93	1181	8.9	15.3	93
RIPLEY'S BELIEVE IT - NOT	A	5345	1242	7.0	23.2	107	1341	6.6	25.1	100	583	7.3	10.9	110	986	7.4	18.4	113
RIP TIDE	N	6988	1647	9.3	23.6	108	1751	8.6	25.1	100	691	8.6	9.9	100	1214	9.1	17.4	106
SCARECROW & MRS. KING	C	10002	2244	12.7	22.4	103	2583	12.7	25.8	103	982	12.2	9.8	99	1626	12.2	16.3	99
SIMON & SIMON	C	10638	2550	14.4	24.0	110	2866	14.1	26.9	108	884	11.0	8.3	84	1975	14.9	18.6	113
60 MINUTES	C	13293	2797	15.8	21.0	97	2941	14.5	22.1	88	1327	16.5	10.0	101	2062	15.5	15.5	95
ST. ELSEWHERE	N	7017	1706	9.7	24.3	112	1935	9.5	27.6	110	810	10.1	11.5	116	1236	9.3	17.6	107
THREE'S COMPANY	A	10917	2469	14.0														

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	50986	13172	100.0	16.3	100	15377	100.0	19.0	100	12238	100.0	15.1	100	12796	100.0	15.8	100
18 - 24	5282	1258	9.6	13.6	83	1096	7.1	11.8	62	1127	9.2	12.1	80	990	7.7	10.7	68
25 - 34	19072	3439	26.1	18.0	111	4032	26.2	21.1	111	3463	28.3	18.2	120	3611	28.2	18.9	120
35 - 44	14591	2790	21.2	19.1	118	3288	21.4	22.5	119	2698	22.0	18.5	122	2345	18.3	16.1	102
45 - 54	11345	2096	15.9	18.5	114	2497	16.2	22.0	116	1984	16.2	17.5	116	2339	18.3	20.6	130
55 - 64	11635	1972	15.0	16.9	104	2456	16.0	21.1	111	1829	14.9	15.7	104	2009	15.7	17.3	109
65 OR OLDER	15061	1617	12.3	10.7	66	2009	13.1	13.3	70	1137	9.3	7.5	50	1503	11.7	10.0	63
18 - 34	28354	4697	35.7	16.6	102	5128	33.3	18.1	95	4591	37.5	16.2	107	4601	36.0	16.2	103
18 - 49	48339	8729	66.3	18.1	111	9610	62.5	19.9	105	8263	67.5	17.1	113	8236	64.4	17.0	108
25 - 54	45008	8324	63.2	18.5	114	9816	63.8	21.8	115	8145	66.6	18.1	120	8295	64.8	18.4	117
35 - 49	19985	4032	30.6	20.2	124	4482	29.1	22.4	118	3672	30.0	18.4	122	3635	28.4	18.2	115
50 OR OLDER	32647	4443	33.7	13.6	84	5767	37.5	17.7	93	3975	32.5	12.2	81	4560	35.6	14.0	88
GRADUATED COLLEGE	11155	2397	18.2	21.5	132	3219	20.9	28.9	152	1885	15.4	16.9	112	2316	18.1	20.8	131
ATTENDED COLLEGE	13682	2911	22.1	21.3	131	3452	22.4	25.2	133	2289	18.7	16.7	111	2507	19.6	18.3	116
GRADUATED HIGH SCHOOL	33880	5497	41.7	16.2	100	6366	41.4	18.8	99	5906	48.3	17.4	115	5374	42.0	15.9	100
DID NOT GRADUATE HIGH SCHOOL	22270	2367	18.0	10.6	65	2339	15.2	10.5	55	2157	17.6	9.7	64	2599	20.3	11.7	74
EMPLOYED	40306	7371	56.0	18.3	112	8676	56.4	21.5	113	6910	56.5	17.1	113	7096	55.5	17.6	111
EMPLOYED FULL-TIME	32850	5769	43.8	17.6	108	7083	46.1	21.6	114	5480	44.8	16.7	110	5813	45.4	17.7	112
EMPLOYED PART-TIME	7456	1602	12.2	21.5	132	1593	10.4	21.4	113	1430	11.7	19.2	127	1284	10.0	17.2	109
NOT EMPLOYED	40680	5800	44.0	16.3	88	6701	43.6	16.5	87	5328	43.5	13.1	87	5700	44.5	14.0	89
PROFESSIONAL/MANAGER	10392	2057	15.6	19.8	122	2603	16.9	25.0	132	1679	13.7	16.2	107	2088	16.3	20.1	127
TECH/CLERICAL/SALES	17574	3461	26.3	19.7	121	4161	27.1	23.7	125	3346	27.3	19.0	126	3117	24.4	17.7	112
PRECISION/CRAFT	985	**166	1.3	16.9	104	**252	1.6	25.6	135	**172	1.4	17.5	116	**148	1.2	15.0	95
OTHER EMPLOYED	11354	1888	12.8	14.9	91	1659	10.8	14.6	77	1713	14.0	15.1	100	1743	13.6	15.4	97
SINGLE	9863	1433	10.9	14.5	89	1762	11.5	17.9	94	1177	9.6	11.9	79	1299	10.2	13.2	83
MARRIED	51375	3461	68.1	17.5	107	10361	67.4	20.2	106	8833	72.2	17.2	114	8840	69.1	17.2	109
DIVORCED/SEPARATED/WIDOWED	19748	2770	21.0	14.0	86	3254	21.2	16.5	87	2228	18.2	11.3	75	2656	20.8	13.4	85
PARENTS	32590	5925	45.0	18.2	112	6004	39.0	18.4	97	6310	51.6	19.4	128	5450	42.6	16.7	106
WHITE	70416	12095	91.8	17.2	106	14316	93.1	20.3	107	10594	86.6	15.0	100	11398	89.1	16.2	102
BLACK	8778	930	7.1	10.6	65	777	5.1	8.9	47	1347	11.0	15.3	102	1095	8.6	12.5	79
OTHER	1791	**147	1.1	8.2	50	**285	1.9	15.9	84	**297	2.4	16.6	110	**303	2.4	16.9	107
NORTHEAST-CENSUS	17786	2761	21.0	15.5	95	3384	22.0	19.0	100	2076	17.0	11.7	77	2215	17.3	12.5	79
NORTH CENTRAL	20741	4448	33.8	21.4	132	3380	22.0	16.3	86	7359	60.1	35.5	235	2798	21.9	13.5	85
SOUTH	27775	3892	29.5	14.0	86	4823	31.4	17.4	91	1942	15.9	7.0	46	4380	34.2	15.8	100
WEST	14683	2070	15.7	14.1	87	3790	24.6	25.8	136	861	7.0	5.9	39	3403	26.6	23.2	147
NORTHEAST-MKTG.	17961	2753	20.9	15.3	94	3361	21.9	18.7	99	1935	15.8	10.8	71	2266	17.7	12.6	80
EAST CENTRAL	11885	2337	17.7	19.7	121	1757	11.4	14.8	78	3802	31.1	32.0	212	1399	10.9	11.8	74
WEST CENTRAL	14090	2900	22.0	20.6	127	2520	16.4	17.9	94	4430	36.2	31.4	208	2070	16.2	14.7	93
SOUTH	24081	3457	26.2	14.4	88	4371	28.4	18.2	96	1416	11.6	5.9	39	4017	31.4	16.7	106
PACIFIC	12969	1725	13.1	13.3	82	3369	21.9	26.0	137	*656	5.4	5.1	33	3043	23.8	23.5	149
COUNTY SIZE A	37439	5393	40.9	16.6	102	6720	43.7	20.7	109	5691	46.5	17.5	116	5110	39.9	15.8	100
COUNTY SIZE B	24915	4435	33.7	17.8	109	4969	32.3	19.9	105	3244	26.5	13.0	86	4056	31.7	16.3	103
COUNTY SIZE C	12930	1824	13.8	14.1	87	2248	14.6	17.4	92	1550	12.7	12.0	79	2155	16.8	16.7	105
COUNTY SIZE D	10703	1519	11.5	14.2	87	1440	9.4	13.5	71	1753	14.3	16.4	108	1475	11.5	13.8	87
METRO CENTRAL CITY	24518	4034	30.6	16.5	101	4718	30.7	19.2	101	2989	24.4	12.2	81	3886	30.4	15.8	100
METRO SUBURBAN	35919	6459	49.0	18.0	111	7516	48.9	20.9	110	6374	52.1	17.7	117	5958	46.6	16.6	105
NON METRO	20549	2678	20.3	13.0	80	3143	20.4	15.3	81	2876	23.5	14.0	93	2953	23.1	14.4	91
TOP 5 ADI'S	18341	2706	20.5	14.8	91	4166	27.1	22.7	120	2928	23.9	16.0	106	2849	22.3	15.5	98
TOP 10 ADI'S	25378	3714	28.2	14.6	90	5347	34.8	21.1	111	4169	34.1	16.4	109	3841	30.0	15.1	96
TOP 20 ADI'S	36488	5799	44.0	15.9	98	7541	49.0	20.7	109	6082	49.7	16.7	110	5694	44.5	15.6	99
HSHLD INC. \$50,000 OR MORE	6612	1544	11.7	23.4	144	2130	13.9	32.2	170	1390	11.4	21.0	139	1577	12.3	23.9	151
\$40,000 OR MORE	12659	2821	21.4	22.3	137	3752	24.4	29.6	156	2543	20.8	20.1	133	2861	22.4	22.6	143
\$30,000 OR MORE	24698	5400	41.0	21.9	134	6452	42.0	26.1	138	4770	39.0	29.3	128	5119	40.0	20.7	131
\$25,000 OR MORE	32077	7045	53.5	22.0	135	8241	53.6	25.7	135	6183	50.5	19.3	128	6452	50.4	20.1	127
\$20,000 - \$24,999	9144	1217	9.2	13.3	82	2043	13.3	22.3	118	1332	10.9	14.6	96	1841	14.4	20.1	127
\$15,000 - \$19,999	8728	1309	9.9	15.0	92	1545	10.0	17.7	93	1187	9.7	13.6	90	1114	8.7	12.8	81
\$10,000 - \$14,999	12562	1694	12.9	13.5	83	1919	12.5	15.3	80	1572	12.8	12.5	83	1711	13.4	13.6	86
UNDER \$10,000	18475	1906	14.5	10.3	63	1628	10.6	8.8	46	1964	16.0	10.6	70	1679	13.1	9.1	58
HOUSEHOLD OF 1 PERSON	11987	1498	11.4	12.5	77	2004	13.0	16.7	88	850	6.9	7.1	47	1383	10.8	11.5	73
2 PEOPLE	26577	3906	29.7	14.7	90	5342	34.7	20.1	106	3760	30.7	14.1	94	4336	33.9	16.3	103
3 OR 4 PEOPLE	30617	5575	42.3	18.2	112	5886	38.3	19.2	101	5322	43.5	17.4	115	4754	37.2	15.5	98
5 OR MORE PEOPLE	11804	2192	16.6	18.6	114	2145	13.9	18.2	96	2306	18.8	19.5	129	2323	18.2	19.7	125
NO CHILD IN HSHLD	46165	6894	52.3	14.9	92	8949	58.2	19.4	102	5600	45.8	12.1	80	7037	55.0	15.2	96
CHILD(REN) UNDER 2 YRS	5325	986	7.5	18.5	114	691	4.5	13.0	68	1043	8.5	19.6	130	898	7.0	16.9	107
2 - 5 YEARS	14221	2385	18.1	16.8	103	2448	15.9	17.2	91	2507	20.5	17.6	117	2533	19.8	17.8	113
6 - 11 YEARS	15117	2862	21.7	18.9	116	2595	16.9	17.2	90	3073	25.1	20.3	135	2480	19.4	16.4	104
12 - 17 YEARS	16611	2954	22.4	17.8	109	3387	22.0	20.4	107	3197	26.1	19.2	127	2768	21.6	16.7	105
RESIDENCE OWNED	55884	10062	76.4	18.0	111	11555	75.1	20.7	109	9260	75.7	16.6	110	9481	74.1	17.0	107
VALUE: \$50,000 OR MORE	31744	6649	50.5	20.9	129	7972	51.8	25.1	132	5625	46.0	17.7	117	6113	47.8	19.3	122
VALUE: UNDER \$50,000	24140	3413	25.9	14.1	87	3583	23.3	14.8	78	3636	29.7	15.1	100	3368	26.3	14.0	88

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	13172	100.0	16.3	100	15377	100.0	19.0	100	12238	100.0	15.1	100	12796	100.0	15.8	100
MAGAZINES	QUINTILE 1	15799	3390	25.7	21.5	132	3999	26.0	25.3	133	3078	25.2	19.5	129	3422	26.7	21.7	137
	QUINTILE 2	17259	3324	25.2	19.3	118	4128	26.8	23.9	126	3018	24.7	17.5	116	2846	22.2	16.5	104
	QUINTILE 3	13545	2225	16.9	16.4	101	2767	18.0	20.4	108	1969	16.1	14.5	96	2218	17.3	16.4	104
	QUINTILE 4	15133	2208	16.8	14.6	90	2333	15.2	15.4	81	2211	18.1	14.6	97	2120	16.6	14.0	89
	QUINTILE 5	19250	2024	15.4	10.5	65	2151	14.0	11.2	59	1962	16.0	10.2	67	2190	17.1	11.4	72
NEWSPAPERS	QUINTILE 1	12413	2249	17.1	18.1	111	2824	18.4	22.8	120	2411	19.7	19.4	129	2162	16.9	17.4	110
	QUINTILE 2	24116	4251	32.3	17.6	108	5351	34.8	22.2	117	4303	35.2	17.8	118	4031	31.5	16.7	106
	QUINTILE 3	11261	1979	15.0	17.6	108	2246	14.6	19.9	105	1611	13.2	14.3	95	1855	14.5	16.5	104
	QUINTILE 4	20255	3461	26.3	17.1	105	3534	23.0	17.4	92	2782	22.7	13.7	91	3092	24.2	15.3	97
	QUINTILE 5	12940	1232	9.4	9.5	59	1422	9.2	11.0	58	1131	9.2	8.7	58	1656	12.9	12.8	81
OUTDOOR	QUINTILE 1	14852	2359	17.9	15.9	98	3186	20.7	21.5	113	2623	21.4	17.7	117	2326	18.2	15.7	99
	QUINTILE 2	15725	2811	21.3	17.9	110	2936	19.1	18.7	98	2530	20.7	16.1	106	2799	21.9	17.8	113
	QUINTILE 3	16330	2792	21.2	17.1	105	3393	22.1	20.8	109	2414	19.7	14.8	98	2676	20.9	16.4	104
	QUINTILE 4	16744	2631	20.0	15.7	97	3145	20.5	18.8	99	2345	19.2	14.0	93	2636	20.6	15.7	100
	QUINTILE 5	17334	2579	19.6	14.9	91	2717	17.7	15.7	83	2326	19.0	13.4	89	2359	18.4	13.6	86
RADIO-DRIVE TIME	QUINTILE 1	15911	2927	22.2	18.4	113	3181	20.7	20.0	105	2799	22.9	17.6	116	2805	21.9	17.6	112
	QUINTILE 2	14837	2673	20.3	18.0	111	2739	17.8	18.5	97	2418	19.8	16.3	108	2179	17.0	14.7	93
	QUINTILE 3	15339	2507	19.0	16.3	100	2869	18.7	18.7	99	2213	18.1	14.4	95	2360	18.4	15.4	97
	QUINTILE 4	16723	2651	20.1	15.9	97	3413	22.2	20.4	107	2571	21.0	15.4	102	2467	19.3	14.8	93
	QUINTILE 5	18176	2413	18.3	13.3	82	3175	20.6	17.5	92	2238	18.3	12.3	81	2985	23.3	16.4	104
RADIO-MID- DAY	TERCILE 1	21020	3836	29.1	18.2	112	3979	25.9	18.9	100	3459	28.3	16.5	109	3355	26.2	16.0	101
	TERCILE 2	21610	3524	26.8	16.3	100	4297	27.9	19.9	105	3479	28.4	16.1	107	3757	29.4	17.4	110
	TERCILE 3	38355	5812	44.1	15.2	93	7101	46.2	18.5	98	5300	43.3	13.8	91	5684	44.4	14.8	94
RADIO-TOTAL	QUINTILE 1	15988	2836	21.5	17.7	109	2974	19.3	18.6	98	2607	21.3	16.3	108	2610	20.4	16.3	103
	QUINTILE 2	15626	2629	20.0	16.8	103	2892	18.8	18.5	97	2572	21.0	16.5	109	2362	18.5	15.1	96
	QUINTILE 3	16723	3071	23.3	18.4	113	3509	22.8	21.0	111	2748	22.5	16.4	109	2853	22.3	17.1	108
	QUINTILE 4	16342	2595	19.7	15.9	98	3382	22.0	20.7	109	2388	19.5	14.6	97	2650	20.7	16.2	103
	QUINTILE 5	16306	2041	15.5	12.5	77	2620	17.0	16.1	85	1922	15.7	11.8	78	2321	18.1	14.2	90
TV-PRIME TIME	QUINTILE 1	15953	2576	19.6	16.1	99	3133	20.4	19.6	103	2706	22.1	17.0	112	2363	18.5	14.8	94
	QUINTILE 2	16137	2576	19.6	16.0	98	3119	20.3	19.3	102	2385	19.5	14.8	98	2506	19.6	15.5	98
	QUINTILE 3	16420	2830	21.5	17.2	106	3500	22.8	21.3	112	2736	22.4	16.7	110	3220	25.2	19.6	124
	QUINTILE 4	16687	2848	21.6	17.1	105	3309	21.5	19.8	104	2226	18.2	13.3	88	2502	19.6	15.0	95
	QUINTILE 5	15789	2342	17.8	14.8	91	2315	15.1	14.7	77	2185	17.9	13.8	92	2206	17.2	14.0	88
TV-DAYTIME	TERCILE 1	27736	4068	30.9	14.7	90	4495	29.2	16.2	85	4155	34.0	15.0	99	3882	30.3	14.0	89
	TERCILE 2	26489	4503	34.2	17.0	105	5082	33.0	19.2	101	4260	34.8	16.1	106	3973	31.0	15.0	95
	TERCILE 3	26761	4601	34.9	17.2	106	5800	37.7	21.7	114	3823	31.2	14.3	95	4942	38.6	18.5	117
TV-TOTAL	QUINTILE 1	16345	2461	18.7	15.1	93	2702	17.6	16.5	87	2442	20.0	14.9	99	2235	17.5	13.7	87
	QUINTILE 2	16447	2581	19.6	15.7	96	3041	19.8	18.5	97	2836	23.2	17.2	114	2755	21.5	16.8	106
	QUINTILE 3	15980	2676	20.3	16.7	103	3552	23.1	22.2	117	2462	20.1	15.4	102	2650	20.7	16.6	105
	QUINTILE 4	15887	2787	21.2	17.5	108	3407	22.2	21.4	113	2216	18.1	13.9	92	2758	21.6	17.4	110
	QUINTILE 5	16326	2667	20.2	16.3	100	2675	17.4	16.4	86	2282	18.6	14.0	92	2399	18.7	14.7	93
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	4134	31.4	20.0	123	5459	35.5	26.3	139	4154	33.9	20.0	133	4088	31.9	19.7	125
		19186	3651	27.7	19.0	117	4050	26.3	21.1	111	2773	22.7	14.5	96	3445	26.9	18.0	114
		21899	3269	24.8	14.9	92	3737	24.3	17.1	90	3433	28.1	15.7	104	2955	23.1	13.5	85
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	3227	24.5	20.9	128	3957	25.7	25.6	135	3036	24.8	19.6	130	3047	23.8	19.7	125
		25953	4857	36.9	18.7	115	5878	38.2	22.6	119	4160	34.0	16.0	106	4557	35.6	17.6	111
		24400	3257	24.7	13.3	82	3713	24.1	15.2	80	3293	26.9	13.5	89	3379	26.4	13.8	88
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	3729	28.3	20.7	127	3800	24.7	21.1	111	3328	27.2	18.4	122	3171	24.8	17.6	111
		23571	4322	32.8	18.3	113	5987	38.9	25.4	134	3948	32.3	16.7	111	4537	35.5	19.2	122
		23278	3334	25.3	14.3	88	3588	23.3	15.4	81	3302	27.0	14.2	94	3291	25.7	14.1	89
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	2873	21.8	18.6	114	3622	23.6	23.4	123	3025	24.7	19.6	129	2921	22.8	18.9	120
		25829	5238	39.8	20.3	125	6285	40.9	24.3	128	4223	34.5	16.3	108	4807	37.6	18.6	118
		26039	3409	25.9	13.1	80	3614	23.5	13.9	73	3461	28.3	13.3	88	3185	24.9	12.2	77
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	3118	23.7	18.8	115	3870	25.2	23.3	123	3429	28.0	20.7	137	2954	23.1	17.8	113
		26834	4638	35.2	17.3	106	5615	36.5	20.9	110	4328	35.4	16.1	107	4278	33.4	15.9	101
		23346	3634	27.6	15.6	96	4012	26.1	17.2	91	2964	24.2	12.7	84	3752	29.3	16.1	102
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	3173	24.1	18.5	114	3738	24.3	21.8	115	3224	26.3	18.8	125	2782	21.7	16.2	103
		25892	4505	34.2	17.4	107	5837	38.0	22.5	119	4386	35.8	16.9	112	4409	34.5	17.0	108
		23167	3685	28.0	15.9	98	3755	24.4	16.2	85	3182	26.0	13.7	91	3699	28.9	16.0	101
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	2806	21.3	16.4	101	3535	23.0	20.6	109	3258	26.6	19.0	126	2833	22.1	16.5	104
		26214	4893	37.1	18.7	115	6084	39.6	23.2	122	4352	35.6	16.6	110	4442	34.7	16.9	107
		23412	3409	25.9	14.6	90	3525	22.9	15.1	79	3166	25.9	13.5	89	3344	26.1	14.3	90
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	2993	22.7	19.6	120	3199	20.8	20.9	110	2720	22.2	17.8	118	2721	21.3	17.	

	TOTAL U.S. '000	LA CHOY				LEA & PERRINS				OPEN PIT				TABASCO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	13172	100.0	16.3	100	15377	100.0	19.0	100	12238	100.0	15.1	100	12796	100.0	15.8	100
ATLANTIC MONTHLY	415	**87	0.7	21.0	129	*139	0.9	33.5	176	**63	0.5	15.2	100	**71	0.6	17.1	108
BARRON'S	453	**116	0.9	25.6	157	**189	1.2	41.7	220	**128	1.0	28.3	187	**121	0.9	26.7	169
BETTER HOMES & GARDENS	16256	3527	26.8	21.7	133	3879	25.2	23.9	126	3196	26.1	19.7	130	3014	23.6	18.5	117
BON APPETIT	2535	661	5.0	26.1	160	945	6.1	37.3	196	443	3.6	17.5	116	814	6.4	32.1	703
BUSINESS WEEK	1278	*143	1.1	11.2	69	293	1.9	22.9	121	*208	1.7	16.3	108	*246	1.9	19.7	122
CAR AND DRIVER	378	**57	0.4	15.1	93	**91	0.6	24.1	127	**40	0.3	10.6	70	**33	0.3	10.6	51
CBS MAGAZINE NETWORK (GROSS)	1498	396	3.0	26.4	163	333	2.2	22.2	117	*258	2.1	17.2	114	*203	1.6	16.1	86
CHANGING TIMES	1505	252	1.9	16.7	103	379	2.5	25.2	133	321	2.6	21.3	141	345	2.7	22.1	145
COLONIAL HOMES	1231	233	1.8	18.9	116	319	2.1	25.9	136	241	2.0	19.6	130	*236	1.8	19.2	121
CONDE NAST MAG. PKG. (GROSS)	14146	2744	20.8	19.4	119	3359	21.8	23.7	125	2591	21.2	18.3	121	2725	21.3	19.3	122
CONSUMERS DIGEST	1323	233	1.8	17.6	108	391	2.5	29.6	156	270	2.2	20.4	135	254	2.0	19.2	122
COSMOPOLITAN	7102	1211	9.2	27.1	105	1640	10.7	23.1	122	1085	8.9	15.3	101	1168	9.1	16.4	104
COUNTRY LIVING	2481	688	5.2	27.7	170	574	3.7	23.1	122	579	4.7	23.3	154	481	3.8	19.4	123
CUISINE	1472	*252	1.9	17.1	105	566	3.7	38.5	203	*235	1.9	16.0	106	401	3.1	27.2	172
CYCLE WORLD	425	*199	1.5	46.8	288	**124	0.8	29.2	154	**105	0.9	24.7	163	**54	0.4	12.7	80
DCI:CREATIVE IDEAS FOR LIV	2510	584	4.4	23.3	143	606	3.9	24.1	127	501	4.1	20.0	132	416	3.3	16.6	105
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1471	11.2	22.0	135	1886	12.3	28.2	148	985	8.0	14.7	97	1380	10.8	20.6	130
DISCOVER	894	*200	1.5	22.4	138	228	1.5	25.5	134	*172	1.4	19.2	127	*106	0.8	11.9	75
EBONY	3507	478	3.6	13.6	84	429	2.8	12.2	64	658	5.4	18.8	124	474	3.7	13.5	86
ESQUIRE	1083	*162	1.2	15.0	92	*175	1.1	16.2	85	*154	1.3	14.2	94	*171	1.3	15.8	100
ESSENCE	1830	305	2.3	16.7	102	217	1.4	11.9	62	476	3.9	26.0	172	275	2.1	15.0	95
FAMILY CIRCLE	15930	3153	23.9	19.8	122	3843	25.0	24.1	127	3282	26.8	20.6	136	3288	25.7	20.6	131
THE FAMILY HANDYMAN	1126	256	1.9	22.7	140	299	1.9	26.6	140	324	2.6	28.8	190	*173	1.4	15.4	97
FAMILY WEEKLY	11468	2020	15.3	17.6	108	2455	16.0	21.4	113	1674	13.7	14.6	97	1983	15.5	17.3	109
FIELD & STREAM	2234	488	3.7	21.8	134	399	2.6	17.9	94	428	3.5	19.2	127	386	3.0	17.3	109
FOOD & WINE	579	**68	0.5	11.7	72	*133	0.9	23.0	121	**105	0.9	18.1	120	*100	0.8	17.3	109
FORBES	728	*190	1.4	26.1	160	*238	1.5	32.7	172	*145	1.2	19.9	132	*169	1.3	23.2	147
FORTUNE	906	*174	1.3	19.2	118	*275	1.8	30.4	160	*184	1.5	20.3	134	*176	1.4	19.4	123
GENTLEMEN'S QUARTERLY	791	**116	0.9	14.7	90	*134	0.9	16.9	89	*142	1.2	18.0	119	*133	1.0	16.8	106
GLAMOUR	5265	1038	7.9	19.7	121	1224	8.0	23.2	122	1008	8.2	19.1	127	1004	7.8	19.1	121
GOLF DIGEST	636	*172	1.3	27.0	166	*167	1.1	26.3	138	*186	1.5	29.2	194	**113	0.9	17.8	112
GOLF DIGEST/TENNIS (GROSS)	1186	*287	2.2	24.2	149	304	2.0	25.6	135	265	2.2	22.3	148	*226	1.8	19.1	121
GOLF MAGAZINE	441	**107	0.8	24.3	149	**137	0.9	31.1	164	**105	0.9	23.8	158	**61	0.5	13.8	88
GOLF MAGAZINE/SKI (GROSS)	922	*162	1.2	17.6	108	*222	1.4	24.1	127	*160	1.3	17.4	115	**123	1.0	13.3	84
GOOD HOUSEKEEPING	16487	3223	24.5	19.5	120	3650	23.7	22.1	117	3011	24.6	18.3	121	2973	23.2	18.0	114
HARPER'S BAZAAR	2423	480	3.6	19.8	122	618	4.0	25.5	134	514	4.2	21.2	140	538	4.2	22.2	141
HEALTH	1994	417	3.2	20.9	129	384	2.5	19.3	101	430	3.5	21.6	143	419	3.3	21.0	133
HEARST MAG CORP. BUY (GROSS)	44101	8918	67.7	20.2	124	10364	67.4	23.5	124	8265	67.5	18.7	124	7943	62.1	18.0	114
HEARST MAN POWER (GROSS)	1993	596	4.5	29.9	184	627	4.1	31.5	166	406	3.3	20.4	135	346	2.7	17.4	110
HEARST WOMAN POWER (GROSS)	31274	5967	45.3	19.1	117	7041	45.8	22.5	119	5664	46.3	18.1	120	5475	42.8	17.5	111
HOUSE BEAUTIFUL	3623	730	5.5	20.1	124	891	5.8	24.6	130	675	5.5	18.6	123	650	5.1	17.9	114
INC.	283	**36	0.3	12.7	78	**83	0.5	29.3	154	**63	0.5	22.3	147	**92	0.7	32.5	206
JET	2928	374	2.8	12.8	79	362	2.4	12.4	65	524	4.3	17.9	118	460	3.6	15.7	99
LADIES' HOME JOURNAL	11918	2321	17.6	19.5	120	2906	18.9	24.4	128	2300	18.8	19.3	128	2194	17.1	18.4	117
LHJ FAMILY GRP COMBO(GROSS)	16764	3175	24.1	18.9	116	4086	26.6	24.4	128	3290	26.9	19.6	130	3059	23.9	18.2	115
LIFE	4254	721	5.5	16.9	104	1053	6.8	24.8	130	789	6.4	18.5	123	767	6.0	18.0	114
L.A. TIMES HOME MAGAZINE	1145	**91	0.7	7.9	49	375	2.4	32.8	172	**120	1.0	10.5	69	380	3.0	33.2	210
MADEMOISELLE	2884	588	4.5	20.4	125	762	5.0	26.4	139	564	4.6	19.6	129	509	4.0	17.6	112
MC CALL'S	13460	2807	21.3	20.9	128	3159	20.5	23.5	124	2636	21.5	19.6	130	2515	19.7	18.7	118
MC CALL'S/WRK MOTHER (GROSS)	14606	3014	22.9	20.6	127	3393	22.1	23.2	122	2919	23.9	20.0	132	2655	20.7	18.2	115
MECHANIX ILLUSTRATED	772	*218	1.7	28.2	174	*260	1.7	33.7	177	*178	1.5	23.1	153	*148	1.2	19.2	121
METROPOLITAN HOME	967	*181	1.4	18.7	115	304	2.0	31.4	166	*136	1.1	14.1	93	*196	1.5	20.3	128
MONEY	1588	406	3.1	25.6	157	507	3.3	31.9	168	384	3.1	24.2	160	443	3.5	27.9	177
MOTHER EARTH NEWS	1002	280	2.1	27.9	172	304	2.0	30.3	160	*228	1.9	22.8	151	*256	2.0	25.5	162
MS.	825	*151	1.1	18.3	113	218	1.4	26.4	139	*182	1.5	22.1	146	*150	1.2	18.2	115
NATIONAL ENQUIRER	10336	1561	11.9	15.1	93	1845	12.0	17.9	94	1671	13.7	16.2	107	1548	12.1	15.0	95
NATIONAL GEOGRAPHIC	9597	1998	15.2	20.8	128	2999	19.5	31.2	165	1768	14.4	18.4	122	2131	16.7	22.2	141
NATIONAL SUNDAY MAGAZINE PKG	49558	8953	68.0	18.1	111	10783	70.1	21.8	115	8830	72.2	17.8	118	8317	65.0	16.8	106
NATURAL HISTORY	573	**147	1.1	25.7	158	*169	1.1	29.5	155	**115	0.9	20.1	133	**94	0.7	16.4	104
NEW WOMAN	1699	266	2.0	15.7	96	386	2.5	22.7	120	307	2.5	18.1	120	367	2.9	21.6	137
NEW YORK INCLUDING CUE	443	**82	0.6	18.5	114	*102	0.7	23.0	121	**61	0.5	13.8	91	**41	0.3	9.3	59
THE NEW YORKER	1270	288	2.2	22.7	139	396	2.6	31.2	164	*149	1.2	11.7	78	231	1.8	18.2	115
NEWSWEEK	6277	1340	10.2	21.3	131	1590	10.3	25.3	133	973	8.0	15.5	103	1182	9.2	18.8	119
THE N.Y. TIMES DAILY EDITION	1205	*284	2.2	23.6	145	382	2.5	31.7	167	*102	0.8	8.5	56	274	2.1	22.7	144
THE N.Y. TIMES MAGAZINE	2081	491	3.7	23.6	145	632	4.1	30.4	160	*227	1.9	10.9	72	457	3.6	22.0	139
OMNI	788	*189	1.4	24.0	147	227	1.5	28.8	152	*131	1.1	16.6	110	*150	1.2	19.0	120
ON CABLE	1158	*206	1.6	17.8	109	*228	1.5	19.7	104	297	2.4	25.6	170	**116	0.9	10.0	63
1001 HOME IDEAS	2852	438	3.3	15.4	94	797	5.2	27.9	147	561	4.6	19.7	130	446	3.5	15.6	99
ORGANIC GARDENING	1658	429	3.3	25.9	159	470	3.1	28.3	149	400	3.3	24.1	160	303	2.4	18.3	116
OUTDOOR LIFE	896	*212	1.6	23.7	145	*157	1.0	17.5	92	*144	1.2	16.1	106	*138	1.1	15.4	97
PARADE MAGAZINE	24275	4475	34.0	18.4	113	5404	35.1	22.3	117	4282	35.0	17.6	117	3948	30.9	16.3	103

	TOTAL U.S. '000	A '000	LA CHOY B % DOWN	C % ACROSS	D % INDX	A '000	LEA & PERRINS B % DOWN	C % ACROSS	D % INDX	A '000	OPEN PIT B % DOWN	C % ACROSS	D % INDX	A '000	TABASCO B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	13172	100.0	16.3	100	15377	100.0	19.0	100	12238	100.0	15.1	100	12796	100.0	15.8	100
PARENTS	3845	804	6.1	20.9	129	755	4.9	19.6	103	846	6.9	22.0	146	652	5.1	17.0	107
PENTHOUSE	831	*159	1.2	19.1	118	*189	1.2	22.7	120	*259	2.1	31.2	206	*168	1.3	20.2	128
PEOPLE	11645	2113	16.0	18.1	112	2724	17.7	23.4	123	2031	16.6	17.4	115	2109	16.5	18.1	115
PLAYBOY	2006	429	3.3	21.4	131	390	2.5	19.4	102	457	3.7	22.8	151	408	3.2	20.3	129
POPULAR HOT RODDING	297	**48	0.4	16.2	99	**60	0.4	20.2	106	**69	0.6	23.2	154	**32	0.3	10.8	68
POPULAR MECHANICS	1018	*389	3.0	38.2	235	326	2.1	32.0	169	*194	1.6	19.1	126	*236	1.8	23.2	147
POPULAR SCIENCE	878	*206	1.6	23.5	144	*209	1.4	23.8	125	*238	1.9	27.1	179	*125	1.0	14.2	90
PREVENTION	3913	803	6.1	20.5	126	975	6.3	24.9	131	627	5.1	16.0	106	851	6.7	21.7	138
PSYCHOLOGY TODAY	1710	367	2.8	21.5	132	450	2.9	26.3	139	302	2.5	17.7	117	282	2.2	16.5	104
READER'S DIGEST	22204	4150	31.5	18.7	115	5190	33.8	23.4	123	3616	29.5	16.3	108	3881	30.3	17.5	111
REDBOOK	7684	1533	11.6	20.0	123	1752	11.4	22.8	120	1569	12.8	20.4	135	1335	10.4	17.4	110
ROAD & TRACK	410	**89	0.7	21.7	133	**74	0.5	18.0	95	**56	0.5	13.7	90	**44	0.3	10.7	68
ROLLING STONE	969	*213	1.6	22.0	135	258	1.7	26.6	140	*190	1.6	19.6	130	*189	1.5	19.5	123
RUNNER'S WORLD	298	**82	0.6	27.5	169	**103	0.7	34.6	182	**71	0.6	23.8	158	**74	0.6	24.8	157
SATURDAY EVENING POST	1169	*189	1.4	16.2	99	266	1.7	22.8	120	228	1.9	19.5	129	*154	1.2	13.2	83
SCIENCE 84	587	*176	1.3	30.0	184	*107	0.7	18.2	96	**71	0.6	12.1	80	**76	0.6	12.9	82
SCIENCE DIGEST	482	**86	0.7	17.8	110	*165	1.1	34.2	180	**84	0.7	17.4	115	**55	0.4	11.4	72
SCIENTIFIC AMERICAN	594	*196	1.5	33.0	203	*210	1.4	35.4	186	**100	0.8	16.8	111	*130	1.0	21.9	139
SELF	2089	419	3.2	20.1	123	455	3.0	21.8	115	374	3.1	17.9	118	429	3.4	20.5	130
SEVENTEEN	2411	520	3.9	21.6	133	533	3.5	22.1	116	563	4.6	23.4	155	398	3.1	16.5	104
SKI	480	**54	0.4	11.3	69	**86	0.6	17.9	94	**55	0.4	11.5	76	**62	0.5	12.9	82
SMITHSONIAN	2760	551	4.2	20.0	123	899	5.8	32.6	172	479	3.9	17.4	115	695	5.4	25.2	159
SOAP OPERA DIGEST	3013	526	4.0	17.5	107	466	3.0	15.5	81	592	4.8	19.6	130	477	3.7	15.8	100
SOUTHERN LIVING	4184	887	6.7	21.2	130	1280	8.3	30.6	161	485	4.0	11.6	77	964	7.5	23.0	146
SPORT	559	**68	0.5	12.2	75	**76	0.5	13.6	72	*131	1.1	23.4	155	**35	0.3	6.3	40
THE SPORTING NEWS	436	**109	0.8	25.0	154	**81	0.5	18.6	98	**112	0.9	25.7	170	**70	0.5	16.1	102
SPORTS AFIELD	493	**121	0.9	24.5	151	*136	0.9	27.6	145	**128	1.0	26.0	172	**55	0.4	11.2	71
SPORTS ILLUSTRATED	2758	593	4.5	21.5	132	636	4.1	23.1	121	619	5.1	22.4	149	488	3.8	17.7	112
STAR	7456	1217	9.2	16.3	100	1025	6.7	13.7	72	1260	10.3	16.9	112	971	7.6	13.0	82
SUNDAY	24936	4939	37.5	19.8	122	5456	35.5	21.9	115	5316	43.4	21.3	141	4018	31.4	16.1	102
SUNSET	2124	348	2.6	16.4	101	806	5.2	37.9	200	*169	1.4	8.0	53	683	5.3	32.2	204
TV GUIDE	21661	3695	28.1	12.1	105	4484	29.2	20.7	109	3304	27.0	15.3	101	3616	28.3	16.7	106
TENNIS	550	**116	0.9	21.1	130	*137	0.9	24.9	131	**79	0.6	14.4	95	**114	0.9	20.7	131
TIME	8880	1744	13.2	19.6	121	2223	14.5	25.0	132	1851	15.1	20.8	138	1804	14.1	20.3	129
TOWN & COUNTRY	917	*182	1.4	19.8	122	267	1.7	29.1	153	*152	1.2	16.6	110	*194	1.5	21.2	134
TRAVEL & LEISURE	972	*190	1.4	19.5	120	310	2.0	31.9	168	*165	1.3	17.0	112	*179	1.4	18.4	117
TRUE STORY	3356	406	3.1	12.1	74	373	2.4	11.1	59	616	5.0	18.4	121	470	3.7	14.0	89
U.S. NEWS & WORLD REPORT	3410	728	5.5	21.3	131	788	5.1	23.1	122	632	5.2	18.5	123	585	4.6	17.2	109
USA TODAY	1759	379	2.9	21.5	132	438	2.8	24.9	131	410	3.4	23.3	154	378	3.0	21.5	136
US	1873	348	2.6	18.6	114	345	2.2	18.4	97	**	1.5	16.5	109	332	2.6	17.7	112
VOGUE	3909	699	5.3	17.9	110	919	6.0	23.1	121	**	5.3	16.5	109	783	6.1	20.0	127
HALL STREET JOURNAL	1886	403	3.1	21.4	131	536	3.5	28.4	141	**	3.2	20.6	136	455	3.6	24.1	153
HEIGHT WATCHERS	2120	393	3.0	18.5	114	450	2.9	21.2	112	500	4.1	23.6	156	408	3.2	19.2	122
WOMAN'S DAY	14172	2992	22.7	21.1	130	3606	23.5	25.4	134	2884	23.6	20.3	135	2746	21.5	19.4	123
WORKING MOTHER	1146	*207	1.6	18.1	111	*234	1.5	20.4	108	283	2.3	24.7	163	*140	1.1	12.2	77
WORKING WOMAN	1322	269	2.0	20.3	125	337	2.2	25.5	134	286	2.3	21.6	143	*285	2.2	21.6	136
WORLD TENNIS	*163	**27	0.2	16.6	102	**37	0.2	22.7	120	**19	0.2	11.7	77	**28	0.2	17.2	109
ZIFF-DAVIS MAG NETWK (GROSS)	2532	605	4.6	23.9	147	633	4.1	25.0	132	490	4.0	19.4	128	391	3.1	15.4	98
BLAIR INSERTS	43657	8079	61.3	18.5	114	9732	63.3	22.3	117	8135	66.5	18.6	123	7570	59.2	17.3	110
DAILY NEWSPAPERS																	
READ ANY	51633	9010	68.4	17.5	107	10676	69.4	20.7	109	8677	70.9	16.8	111	8492	66.4	16.4	104
READ ONE	43463	7573	57.5	17.4	107	8640	56.2	19.9	105	7180	58.7	16.5	109	6944	54.3	16.0	101
READ TWO OR MORE	8170	1437	10.9	17.6	108	2037	13.2	24.9	131	1497	12.2	18.3	121	1548	12.1	18.9	120
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9354	71.0	17.8	109	11408	74.2	21.7	114	9204	75.2	17.5	116	8819	68.9	16.7	106
READ ONE	46126	7947	60.3	17.2	106	9808	63.8	21.3	112	7723	63.1	16.7	111	7513	58.7	16.3	103
READ TWO OR MORE	6552	1407	10.7	21.5	132	1601	10.4	24.4	129	1481	12.1	22.6	150	1306	10.2	19.9	126
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.34				29.52				29.19				26.67			
30 DAY REACH	71455	11706	88.9	16.4	101	13716	89.2	19.2	101	11081	90.5	15.5	103	11531	90.1	16.1	102
50 SHWG - 30 DAY AV FREQ	14.56	14.45				15.40				15.37				14.00			
30 DAY REACH	67742	11104	84.3	16.4	101	13188	85.8	19.5	103	10535	86.1	15.6	103	11009	86.0	16.3	103
25 SHWG - 30 DAY AV FREQ	7.94	7.74				8.22				8.38				7.58			
30 DAY REACH	62117	10370	78.7	16.7	103	12385	80.5	19.9	105	9668	79.0	15.6	103	10168	79.5	16.4	104
CABLE TV: HOME WIRED	32077	6041	45.9	18.8	116	7031	45.7	21.9	115	5309	43.4	16.6	110	5865	45.8	18.3	116
HOME NOT WIRED	48909	7131	54.1	14.6	90	8346	54.3	17.1	90	6929	56.6	14.2	94	6931	54.2	14.2	90
HAVE PAY CABLE	15935	3504	26.6	22.0	135	3943	25.6	24.7	130	3223	26.3	20.2	134	3197	25.0	20.1	127

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	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOME MAKERS	80986	13172	100.0	16.3	100	15377	100.0	19.0	100	12238	100.0	15.1	100	12796	100.0	15.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3733	28.3	14.3	88	4853	31.6	18.6	98	3499	28.6	13.4	89	3863	30.2	14.8	94
NETWORK AFFILIATES - LATE	20261	3586	27.2	17.7	109	3933	25.6	19.4	102	3326	27.2	16.4	109	3208	25.1	15.8	100
INDEPENDENTS - LATE	2076	447	3.4	21.5	132	539	3.5	26.0	137	329	2.7	15.8	105	398	3.1	19.2	121
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 10453	1525	11.6	14.6	90	1951	12.7	18.7	98	1589	13.0	15.2	101	1716	13.4	16.4	104
ABC MONDAY NIGHT MOVIE	A 6412	1153	8.8	18.0	111	1315	8.6	20.5	108	1045	8.5	16.3	108	1123	8.8	17.5	111
ABC SUNDAY NIGHT MOVIE	A 12407	2234	17.0	18.0	111	2590	16.8	20.9	110	2004	16.4	16.2	107	2078	16.2	16.7	106
ABC WORLD NEWS TONIGHT	A 6176	722	5.5	11.7	72	1120	7.3	18.1	96	797	6.5	12.9	85	880	6.9	14.2	90
AFTERMASH	C 5863	907	6.9	15.5	95	1197	7.8	20.4	108	991	8.1	16.9	112	1023	8.0	17.4	111
ALICE	C 9594	1699	12.9	17.7	109	1853	12.1	19.3	102	1440	11.8	15.0	99	1556	12.2	16.2	103
AMERICAN PARADE	C 6622	897	6.8	13.5	83	1246	8.1	18.8	99	947	7.7	14.3	95	900	7.0	13.6	86
BENSON	A 10886	1713	13.0	15.7	97	2092	13.6	19.2	101	1566	12.8	14.4	95	1640	12.8	15.1	95
BLUE THUNDER	A 5036	837	6.4	16.6	102	1031	6.7	20.5	108	794	6.5	15.8	104	787	6.2	15.6	99
CAGNEY & LACEY	C 9965	1777	13.5	17.8	110	2046	13.3	20.5	108	1790	14.6	18.0	119	1649	12.9	16.5	105
CBS EVENING NEWS-DEAN	C 3491	629	4.8	18.0	111	785	5.1	22.5	118	474	3.9	13.6	90	562	4.4	16.1	102
CBS EVENING NEWS-RATHER	C 7123	1197	9.1	16.8	103	1439	9.4	20.2	106	1061	8.7	14.9	99	1227	9.6	17.2	109
CBS SAT. NEWS-SCHIEFFER	C 3621	593	4.5	16.4	101	729	4.7	20.1	106	348	2.8	9.6	64	557	4.4	15.4	97
CBS SATURDAY NIGHT MOVIE	C 5436	831	6.3	15.3	94	1013	6.6	18.6	98	875	7.1	16.1	107	837	6.5	15.4	97
CBS WEDNESDAY NIGHT MOVIE	C 6100	954	7.2	15.6	96	1168	7.6	19.1	101	830	6.8	13.6	90	1039	8.1	17.0	108
CHEERS	N 8889	1468	11.1	16.5	102	2003	13.0	22.5	119	1770	14.5	19.9	132	1528	11.9	17.2	109
DALLAS	C 22109	3423	26.0	15.5	95	4310	28.0	19.5	103	3558	29.1	16.1	106	3512	27.4	15.9	101
DIFF'RENT STROKES	N 6940	949	7.2	13.7	84	1097	7.1	15.8	83	932	7.6	13.4	89	1098	8.6	15.8	100
DOUBLE TROUBLE	N 7223	1184	9.0	16.4	101	1295	8.4	17.9	94	1292	10.6	17.9	118	989	7.7	13.7	87
DUCK FACTORY	N 5595	932	7.1	16.7	102	1204	7.8	21.5	113	1094	8.9	19.6	129	906	7.1	16.2	102
DUKES OF HAZZARD	C 5768	808	6.1	14.0	86	900	5.9	15.6	82	767	6.3	13.3	88	897	7.0	15.6	98
DYNASTY	A 20053	3164	24.0	15.8	97	4001	26.0	20.0	105	3095	25.3	15.4	102	3186	24.9	15.9	101
FACTS OF LIFE	N 8087	1291	9.8	16.0	98	1414	9.2	17.5	92	1410	11.5	17.4	115	1217	9.5	15.0	95
FALCON CREST	C 20046	3211	24.4	16.0	98	3874	25.2	19.3	102	3429	28.0	17.1	113	3054	23.9	15.2	96
FALL GUY	A 9084	1353	10.3	14.9	92	1685	11.0	18.5	98	1585	13.0	17.4	115	1380	10.8	15.2	96
FAMILY TIES	N 7964	1288	9.8	16.2	99	1496	9.7	18.8	99	1441	11.8	18.1	120	1239	9.7	15.6	98
FANTASY ISLAND	A 7687	1133	8.6	14.7	91	1301	8.5	16.9	89	1065	8.7	13.9	92	1023	8.0	13.3	84
FOULUPS, BLEEPs & BLUNDERS	A 8861	1474	11.2	16.6	102	1781	11.6	20.1	106	1456	11.9	16.4	109	1498	11.7	16.9	107
FOUR SEASONS	C 5095	871	6.6	17.1	105	1181	7.7	23.2	122	828	6.8	16.3	108	1016	7.9	19.9	126
GIMME A BREAK	N 8838	1389	10.5	15.7	97	1455	9.5	16.5	87	1481	12.1	16.8	111	1251	9.8	14.2	90
HART TO HART	A 8978	1336	10.1	14.9	91	1703	11.1	19.0	100	1376	11.2	15.3	101	1336	10.4	14.9	94
HILL STREET BLUES	N 8590	1525	11.6	17.8	109	1930	12.6	22.5	118	1601	13.1	18.6	123	1443	11.3	16.8	106
HOTEL	A 14085	2297	17.4	16.3	100	2574	16.7	18.3	96	2418	19.8	17.2	114	2174	17.0	15.4	98
JEFFERSONS	C 9360	1553	11.8	16.6	102	1824	11.9	19.5	103	1400	11.4	15.0	99	1469	11.5	15.7	99
JENNIFER SLEPT HERE	N 5841	840	6.4	14.4	88	874	5.7	15.0	79	970	7.9	16.6	110	846	6.6	14.5	92
KATE & ALLIE	C 9206	1645	12.5	17.9	110	1923	12.5	20.9	110	1526	12.5	16.6	110	1457	11.4	15.8	100
KNIGHT RIDER	N 7076	1135	8.6	16.0	99	1225	8.0	17.3	91	981	8.0	13.9	92	1043	8.2	14.7	93
LOVE BOAT	A 12219	1836	13.9	15.0	92	2183	14.2	17.9	94	1556	12.7	12.7	84	1671	13.1	13.7	87
MAGNUM PI	C 11199	1720	13.1	15.4	94	2408	15.7	21.5	113	1813	14.8	16.2	107	1931	15.1	17.2	109
MAMA'S FAMILY	N 6057	944	7.2	15.6	96	1093	7.1	18.0	95	959	7.8	15.8	105	1044	8.2	17.2	109
MASTER, THE	N 3598	700	5.3	19.5	120	600	3.9	16.7	88	520	4.2	14.5	96	540	4.2	15.0	95
MATT HOUSTON	A 6344	996	7.6	15.7	97	1117	7.3	17.6	93	999	8.2	15.7	104	919	7.2	14.5	92
NBC MONDAY NIGHT MOVIE	N 11994	1878	14.3	15.7	96	2187	14.2	18.2	96	1885	15.4	15.7	104	1777	13.9	14.8	94
NBC NIGHTLY NEWS	N 5132	834	6.3	16.3	100	1082	7.0	21.1	111	696	5.7	13.6	90	824	6.4	16.1	102
NBC NIGHTLY NEWS-SAT	N 3375	490	3.7	14.5	89	582	3.8	17.2	91	421	3.4	12.5	83	444	3.5	13.2	83
NBC NIGHTLY NEWS-SUN	N 3130	453	3.4	14.5	89	598	3.9	19.1	101	497	4.1	15.9	105	390	3.0	12.5	79
NBC SUNDAY NIGHT MOVIE	N 8284	1208	9.2	14.6	90	1368	8.9	16.5	87	1313	10.7	15.8	105	1155	9.0	13.9	88
NEWMART	C 9240	1754	13.3	19.0	117	1977	12.9	21.4	113	1631	13.3	17.7	117	1519	11.9	16.4	104
ONE DAY AT A TIME	C 7288	1062	8.1	14.6	90	1329	8.6	18.2	96	1019	8.3	14.0	93	1158	9.0	15.9	101
PEOPLE ARE FUNNY	N 4855	665	5.0	13.7	84	908	5.9	18.7	98	699	5.7	14.4	95	816	6.4	16.8	106
REAL PEOPLE	N 8869	1380	10.5	15.6	96	1528	9.9	17.2	91	1288	10.5	14.5	96	1317	10.3	14.8	94
REMINGTON STEELE	N 7743	1498	11.4	19.3	119	1386	9.0	17.9	94	1288	10.5	16.6	110	1188	9.3	15.3	97
RIPLY'S BELIEVE IT - NOT	A 5345	897	6.8	16.8	103	1086	7.1	20.3	107	875	7.1	16.4	108	873	6.8	16.3	103
RIPTIDE	N 6988	1013	7.7	14.5	89	1228	8.0	17.6	93	1108	9.1	15.9	105	1072	8.4	15.3	97
SCARECROW & MRS. KING	C 10002	1513	11.5	15.1	93	1949	12.7	19.5	103	1291	10.5	12.9	85	1649	12.9	16.5	104
SIMON & SIMON	C 10638	1728	13.1	16.2	100	1959	12.7	18.4	97	1625	13.3	15.3	101	1648	12.9	15.5	98
60 MINUTES	C 13293	2099	15.9	15.8	97	2851	18.5	21.4	113	1788	14.6	13.5	89	2253	17.6	16.9	107
ST. ELSEWHERE	N 7017	1180	9.0	16.8	103	1453	9.4	20.7	109	1324	10.8	18.9	125	1112	8.7	15.8	100
THREE'S COMPANY	A 10917	1778	13.5	16.3	100	2137	13.9	19.6	103	1805	14.7	16.5	109	1792	14.0	16.4	104
T.J. HOOKER	A 9204	1327	10.1	14.4	89	15											

BREAD CRUMB, COATING & STUFFING PRODUCTS/MIXES

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-9

		'000	%	UNWEIGHTED
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	43578	53.8	4957
	NO	37408	46.2	4478

IF YES

1B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?

BREAD CRUMBS	25689	31.7	2933
COATINGS	12719	15.7	1407
STUFFINGS	24785	30.6	2759
DO NOT KNOW	1631	2.0	217

	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
	'000	%	'000	%	'000	%	'000	%	
1C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									

ARNOLD	2401	3.0	403	.5	1455	1.8	543	.7	254
DIXIE FRY	1181	1.5	287	.4	704	.9	190	.2	123
4C	2066	2.6	586	.7	1172	1.4	308	.4	261
GOLDEN DIP	1067	1.3	167	.2	705	.9	195	.2	137
JANE PARKER	672	.8	103	.1	416	.5	153	.2	90
KELLOGG'S	5648	7.0	1325	1.6	3332	4.1	991	1.2	632
MICRO-SHAKE	403	.5	157	.2	165	.2	80	.1	48
MJB	584	.7	108	.1	299	.4	176	.2	67
OAK GROVE	256	.3	32	*	150	.2	74	.1	32
OVEN FRY	4211	5.2	342	.4	2816	3.5	1053	1.3	452
PEPPERIDGE FARM	10341	12.8	3322	4.1	5245	6.5	1774	2.2	1174
PROGRESSO	8642	10.7	3020	3.7	4673	5.8	949	1.2	980
SHAKE'N BAKE	13584	16.8	1855	2.3	9158	11.3	2571	3.2	1501
STOVE TOP	19431	24.0	4530	5.6	11586	14.3	3315	4.1	2194
STUFF'M SUCH	1911	2.4	161	.2	1013	1.3	737	.9	205
OTHER BRANDS	9825	12.1	3879	4.8	4217	5.2	1730	2.1	1078
DO NOT KNOW	428	.5							62

BREAD CRUMB, COATINGS & STUFFING PRODUCTS/MIXES - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				BREAD CRUMBS				COATINGS				STUFFINGS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	43578	100.0	53.8	100	25689	100.0	31.7	100	12719	100.0	15.7	100	24785	100.0	30.6	100
18 - 24	9282	3988	9.2	43.0	80	1952	7.6	21.0	66	1283	10.1	13.8	88	2331	9.4	25.1	82
25 - 34	19072	10438	24.0	54.7	102	6738	26.2	35.3	111	3293	25.9	17.3	110	6102	24.6	32.0	105
35 - 44	14591	8347	19.2	57.2	106	5092	19.8	34.9	110	2491	19.6	17.1	109	5236	21.1	35.9	117
45 - 54	11345	6711	15.4	59.2	110	4109	16.0	36.2	114	1862	14.6	16.4	105	3730	15.0	32.9	107
55 - 64	11635	6765	15.5	58.1	108	4078	15.9	35.0	110	1789	14.1	15.4	98	3601	14.5	30.9	101
65 OR OLDER	15061	7329	16.8	48.7	90	3720	14.5	24.7	78	2002	15.7	13.3	85	3785	15.3	25.1	82
18 - 34	28354	14426	33.1	50.9	95	8690	33.8	30.6	97	4575	36.0	16.1	103	8433	34.0	29.7	97
18 - 49	48339	25945	59.5	53.7	100	15730	61.2	32.5	103	7974	62.7	16.5	105	15488	62.5	32.0	105
25 - 54	45008	25496	58.5	56.6	105	15940	62.0	35.4	112	7646	60.1	17.0	108	15068	60.8	33.5	109
35 - 49	19985	11519	26.4	57.6	107	7040	27.4	35.2	111	3398	26.7	17.0	108	7056	28.5	35.3	115
50 OR OLDER	32647	17633	40.5	54.0	100	9959	38.8	30.5	96	4745	37.3	14.5	93	9297	37.5	28.5	93
GRADUATED COLLEGE	11155	6514	14.9	58.4	109	4219	16.4	37.8	119	1826	14.4	16.4	104	3488	14.1	31.3	102
ATTENDED COLLEGE	13682	7723	17.7	56.4	105	4867	18.9	35.6	112	2208	17.4	16.1	103	4900	19.8	35.8	117
GRADUATED HIGH SCHOOL	33880	19558	44.9	57.7	107	11529	44.9	34.0	107	6185	48.6	18.3	116	11188	45.1	33.0	108
DID NOT GRADUATE HIGH SCHOOL	22270	9784	22.5	43.9	82	5075	19.8	22.8	72	2501	19.7	11.2	72	5209	21.0	23.4	76
EMPLOYED	40306	22232	51.0	55.2	103	14076	54.8	34.9	110	6898	54.2	17.1	109	12670	51.1	31.4	103
EMPLOYED FULL-TIME	32850	17994	41.3	54.8	102	11252	43.8	34.3	108	5708	44.9	17.4	111	10218	41.2	31.1	102
EMPLOYED PART-TIME	7456	4238	9.7	56.8	106	2825	11.0	37.9	119	1189	9.3	15.9	102	2452	9.9	32.9	107
NOT EMPLOYED	40680	21345	49.0	52.5	98	11613	45.2	28.5	90	5822	45.8	14.3	91	12115	48.9	29.8	97
PROFESSIONAL/MANAGER	10392	6141	14.1	59.1	110	4056	15.8	39.0	123	1737	13.7	16.7	106	3272	13.2	31.5	103
TECH/CLERICAL/SALES	17574	10310	23.7	58.7	109	6764	26.3	38.5	121	3334	26.2	19.0	121	6053	24.4	34.4	113
PRECISION/CRAFT	985	543	1.2	55.1	102	*314	1.2	31.9	100	**157	1.2	15.9	101	*270	1.1	27.4	90
OTHER EMPLOYED	11354	5239	12.0	46.1	86	2943	11.5	25.9	82	1671	13.1	14.7	94	3076	12.4	27.1	89
SINGLE	9863	4579	10.5	46.4	86	2624	10.2	26.6	84	1181	9.3	12.0	76	2481	10.0	25.2	82
MARRIED	51375	29209	67.0	56.9	106	17543	68.3	34.1	108	8676	68.2	16.9	108	17075	68.9	33.2	109
DIVORCED/SEPARATED/WIDOWED	19748	9790	22.5	49.6	92	5522	21.5	28.0	88	2862	22.5	14.5	92	5229	21.1	26.5	87
PARENTS	32590	17880	41.0	54.9	102	10642	41.4	32.7	103	5342	42.0	16.4	104	11036	44.5	33.9	111
WHITE	70416	39760	91.2	56.5	105	23713	92.3	33.7	106	11707	92.0	16.6	106	22653	91.4	32.2	105
BLACK	8778	2905	6.7	33.1	62	1407	5.5	16.0	51	683	5.4	7.8	50	1694	6.8	19.3	63
OTHER	1791	*913	2.1	51.0	95	*570	2.2	31.8	100	**329	2.6	18.4	117	**438	1.8	24.5	80
NORTHEAST-CENSUS	17786	12992	29.8	73.0	136	10869	42.3	61.1	193	3773	29.7	21.2	135	5998	24.2	33.7	110
NORTH CENTRAL	20741	11387	26.1	54.9	102	5382	21.0	25.9	82	3300	25.9	15.9	101	7421	29.9	35.8	117
SOUTH	27775	11464	26.3	41.3	77	5384	21.0	19.4	61	3142	24.7	11.3	72	6721	27.1	24.2	79
WEST	14683	7735	17.7	52.7	98	4055	15.8	27.6	87	2505	19.7	17.1	109	4646	18.7	31.6	103
NORTHEAST-MKTG.	17961	12847	29.5	71.5	133	10298	40.1	57.3	181	3807	29.9	21.2	135	6016	24.3	33.5	109
EAST CENTRAL	11885	6556	15.0	55.2	103	3518	13.7	29.6	93	2201	17.3	18.5	118	4000	16.1	33.7	110
WEST CENTRAL	14090	7822	17.9	55.5	103	3669	14.3	26.0	82	2066	16.2	14.7	93	5044	20.4	35.8	117
SOUTH	24081	9606	22.0	39.9	74	4522	17.6	18.8	59	2416	19.0	10.0	64	5744	23.2	23.9	78
PACIFIC	12969	6747	15.5	52.0	97	3682	14.3	28.4	90	2229	17.5	17.2	109	3982	16.1	30.7	100
COUNTY SIZE A	32439	19010	43.6	58.6	109	13045	50.8	40.2	127	5409	42.5	16.7	106	10033	40.5	30.9	101
COUNTY SIZE B	24915	13259	30.4	53.2	99	7579	29.5	30.4	96	3619	28.5	14.5	92	7725	31.2	31.0	101
COUNTY SIZE C	12930	6725	15.4	52.0	97	3568	13.9	27.6	87	2071	16.3	16.0	102	4041	16.3	31.3	102
COUNTY SIZE D	10703	4584	10.5	42.8	80	1497	5.8	14.0	44	1620	12.7	15.1	96	2987	12.1	27.9	91
METRO CENTRAL CITY	24518	12723	29.2	51.9	96	7817	30.4	31.9	101	3313	26.0	13.5	86	6742	27.2	27.5	90
METRO SUBURBAN	35919	21648	49.7	60.3	112	13895	54.1	38.7	122	6295	49.5	17.5	112	12256	49.4	34.1	111
NON METRO	20549	9206	21.1	44.8	83	3977	15.5	19.4	61	3111	24.5	15.1	96	5787	23.3	28.2	92
TOP 5 ADI'S	18341	11584	26.6	63.2	117	8740	34.0	47.7	150	3054	24.0	16.7	106	5886	23.7	32.1	105
TOP 10 ADI'S	25378	15035	34.5	59.2	110	10979	42.7	43.3	136	4187	32.9	16.5	105	7602	30.7	30.0	98
TOP 20 ADI'S	36488	21457	49.2	58.8	109	14725	57.3	40.4	127	6153	48.4	16.9	107	11294	45.6	31.0	101
HSHLD INC. \$50,000 OR MORE	6612	4561	10.5	69.0	128	3183	12.4	48.1	152	1275	10.0	19.3	123	2568	10.4	38.8	127
\$40,000 OR MORE	12659	8261	19.0	65.3	121	5719	22.3	45.2	142	2458	19.3	19.4	124	4847	19.6	38.3	125
\$30,000 OR MORE	24698	15380	35.3	62.3	116	10232	39.8	41.4	131	4570	35.9	18.5	118	9049	36.5	36.6	120
\$25,000 OR MORE	32077	20156	46.3	62.8	117	13182	51.3	41.1	130	5923	46.6	18.5	118	11926	48.1	37.2	121
\$20,000 - \$24,999	9144	4857	11.1	53.1	99	2840	11.1	31.1	98	1523	12.0	16.7	106	2823	11.4	30.9	101
\$15,000 - \$19,999	8728	4639	10.6	53.2	99	2451	9.5	28.1	89	1458	11.5	16.7	106	2685	10.8	30.8	101
\$10,000 - \$14,999	12562	6450	14.8	51.3	95	3621	14.1	28.8	91	1797	14.1	14.3	91	3302	13.3	26.3	86
UNDER \$10,000	18475	7476	17.2	40.5	75	3595	14.0	19.5	61	2019	15.9	10.9	70	4049	16.3	21.9	72
HOUSEHOLD OF 1 PERSON	11987	5458	12.5	45.5	85	3181	12.4	26.5	84	1249	9.8	10.4	66	2663	10.7	22.2	73
2 PEOPLE	26577	14413	33.1	54.2	101	8433	32.8	31.7	100	4538	35.7	17.1	109	7533	30.4	28.3	93
3 OR 4 PEOPLE	30617	17085	39.2	55.8	104	10227	39.8	33.4	105	4825	37.9	15.8	100	10379	41.9	33.9	111
5 OR MORE PEOPLE	11804	6622	15.2	56.1	104	3848	15.0	32.6	103	2107	16.6	17.8	114	4209	17.0	35.7	117
NO CHILD IN HSHLD	46165	24519	56.3	53.1	99	14426	56.2	31.2	99	7007	55.1	15.2	97	12953	52.3	28.1	92
CHILD(REN) UNDER 2 YRS	5325	2715	6.2	51.0	95	1378	5.4	25.9	82	747	5.9	14.0	89	1650	6.7	31.0	101
2 - 5 YEARS	14221	7244	16.6	50.9	95	4272	16.6	30.0	95	2290	18.0	16.1	103	4470	18.0	31.4	103
6 - 11 YEARS	15117	8341	19.1	55.2	103	4970	19.3	32.9	104	2427	19.1	16.1	102	5352	21.6	35.4	116
12 - 17 YEARS	16611	9490	21.8	57.1	106	5798	22.6	34.9	110	2796	22.0	16.8	107	5840	23.6	35.2	115
RESIDENCE OWNED	55884	31875	73.1	57.0	106	18803	73.2	33.6	106	9420	74.1	16.9	107	18511	74.7	33.1	108
VALUE: \$50,000 OR MORE	31744	19871	45.6	62.6	116	12694	49.4	40.0	126	5910	46.5	18.6	119	11573	46.7	36.5	119
VALUE: UNDER \$50,000	24140	12004	27.5	49.7	92	6109	23.8	25.3	80	3510	27.6	14.5	93	6939	28.0	28.7	94

BREAD CRUMB, COATINGS & STUFFING PRODUCTS/MIXES - TYPES
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				BREAD CRUMBS				COATINGS				STUFFINGS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	43578	100.0	53.8	100	25689	100.0	31.7	100	12719	100.0	15.7	100	24785	100.0	30.6	100
MAGAZINES	QUINTILE 1	15799	9732	22.3	61.6	114	6197	24.1	39.2	124	2832	22.3	17.9	114	5972	24.1	37.8	124
	QUINTILE 2	17259	10095	23.2	58.5	109	6399	24.9	37.1	117	3023	23.8	17.5	112	5705	23.0	33.1	108
	QUINTILE 3	13545	7395	17.0	54.6	101	4449	17.3	32.8	104	2096	16.5	15.5	99	4204	17.0	31.0	101
	QUINTILE 4	15133	7644	17.5	50.5	94	4192	16.3	27.7	87	2263	17.8	15.0	95	4231	17.1	28.0	91
	QUINTILE 5	19250	8712	20.0	45.3	84	4453	17.3	23.1	73	2505	19.7	13.0	83	4673	18.9	24.3	79
NEWSPAPERS	QUINTILE 1	12413	7685	17.6	61.9	115	5278	20.5	42.5	134	2061	16.2	16.6	106	3868	15.6	31.2	102
	QUINTILE 2	24116	13878	31.8	57.5	107	8347	32.5	34.6	109	4285	33.7	17.8	113	7851	31.7	32.6	106
	QUINTILE 3	11261	6402	14.7	56.9	106	3856	15.0	34.2	108	1970	15.5	17.5	111	3925	15.8	34.9	114
	QUINTILE 4	20255	10462	24.0	51.7	96	5907	23.0	29.2	92	2822	22.2	13.9	89	6262	25.3	30.9	101
	QUINTILE 5	12940	5151	11.8	39.8	74	2301	9.0	17.8	56	1582	12.4	12.2	78	2879	11.6	22.2	73
OUTDOOR	QUINTILE 1	14852	8730	20.0	58.8	109	5367	20.9	36.1	114	2800	22.0	18.9	120	5031	20.3	33.9	111
	QUINTILE 2	15725	8688	19.9	55.2	103	5198	20.2	33.1	104	2368	18.6	15.1	96	4908	19.8	31.2	102
	QUINTILE 3	16330	8678	19.9	53.1	99	5364	20.9	32.8	104	2768	21.8	17.0	108	5043	20.3	30.9	101
	QUINTILE 4	16744	8705	20.0	52.0	97	5047	19.6	30.1	95	2237	17.6	13.4	85	4904	19.8	29.3	96
	QUINTILE 5	17334	8776	20.1	50.6	94	4713	18.3	27.2	86	2545	20.0	14.7	93	4899	19.8	28.3	92
RADIO-DRIVE TIME	QUINTILE 1	15911	8929	20.5	56.1	104	5484	21.3	34.5	109	2732	21.5	17.2	109	5231	21.1	32.9	107
	QUINTILE 2	14837	8285	19.0	55.8	104	5066	19.7	34.1	108	2194	17.2	14.8	94	4700	19.0	31.7	104
	QUINTILE 3	15339	8219	18.9	53.6	100	5020	19.5	32.7	103	2439	19.2	15.9	101	4761	19.2	31.0	101
	QUINTILE 4	16723	9161	21.0	54.8	102	5357	20.9	32.0	101	2823	22.2	16.9	107	5078	20.5	30.4	99
	QUINTILE 5	18176	8984	20.6	49.4	92	4762	18.5	26.2	83	2532	19.9	13.9	89	5016	20.2	27.6	90
RADIO-MID- DAY	QUINTILE 1	21020	12231	28.1	58.2	108	7326	28.5	34.9	110	3525	27.7	16.8	107	7155	28.9	34.0	111
	QUINTILE 2	21610	11754	27.0	54.4	101	7212	28.1	33.4	105	3753	29.5	17.4	111	6623	26.7	30.6	100
	QUINTILE 3	38355	19593	45.0	51.1	95	11151	43.4	29.1	92	5442	42.8	14.2	90	11007	44.4	28.7	94
	QUINTILE 4	15988	8785	20.2	54.9	102	5334	20.8	33.4	105	2743	21.6	17.2	109	4855	19.6	30.4	99
	QUINTILE 5	15626	8953	20.5	57.3	106	5342	20.8	34.2	108	2312	18.2	14.8	94	5570	22.5	35.6	116
RADIO-TOTAL	QUINTILE 1	16723	9399	21.6	56.2	104	5705	22.2	34.1	108	2891	22.7	17.3	110	5277	21.3	31.6	103
	QUINTILE 2	16342	8481	19.5	51.9	96	5194	20.2	31.8	100	2544	20.0	15.6	99	4677	18.9	28.6	94
	QUINTILE 3	16306	7959	18.3	48.8	91	4114	16.0	25.2	80	2229	17.5	13.7	87	4405	17.8	27.0	88
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15953	9096	20.9	57.0	106	5517	21.5	34.6	109	2493	19.6	15.6	100	4973	20.1	31.2	102
	QUINTILE 2	16137	9212	21.1	57.1	106	5545	21.6	34.4	108	2678	21.1	16.6	106	5524	22.3	34.2	112
	QUINTILE 3	16420	9065	20.8	55.2	103	5227	20.3	31.8	100	2801	22.0	17.1	109	5149	20.8	31.4	102
	QUINTILE 4	16687	8794	20.2	52.7	98	5190	20.2	31.1	98	2663	20.9	16.0	102	5057	20.4	30.3	99
	QUINTILE 5	15789	7410	17.0	46.9	87	4211	16.4	26.7	84	2085	16.4	13.2	84	4081	16.5	25.8	84
TV-DAYTIME	QUINTILE 1	27736	14639	33.6	52.8	98	8013	31.2	28.9	91	4513	35.5	16.3	104	8185	33.0	29.5	96
	QUINTILE 2	26489	14273	32.8	53.9	100	8502	33.1	32.1	101	4181	32.9	15.8	101	8291	33.5	31.3	102
	QUINTILE 3	26761	14666	33.7	54.8	102	9174	35.7	34.3	108	4025	31.6	15.0	96	8309	33.5	31.0	101
	QUINTILE 4	16345	8632	19.8	52.8	98	4860	18.9	29.7	94	2468	19.4	15.1	96	4700	19.0	28.8	94
	QUINTILE 5	16447	9494	21.8	57.7	107	5417	21.1	32.9	104	2738	21.5	16.6	106	5681	22.9	34.5	113
TV-TOTAL	QUINTILE 1	15980	8926	20.5	55.9	104	5419	21.1	33.9	107	2541	20.0	15.9	101	5014	20.2	31.4	103
	QUINTILE 2	15887	8317	19.1	52.4	97	5137	20.0	32.3	102	2652	20.9	16.7	106	4735	19.1	29.8	97
	QUINTILE 3	16326	8209	18.8	50.3	93	4857	18.9	29.8	94	2320	18.2	14.2	90	4655	18.8	28.5	93
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 1	20721	12843	29.5	62.0	115	8345	32.5	40.3	127	3900	30.7	18.8	120	7374	29.8	35.6	116
	QUINTILE 2	19186	10483	24.1	54.6	102	6254	24.3	32.6	103	2930	23.0	15.3	97	6414	25.9	33.4	109
	QUINTILE 3	21899	12186	28.0	55.6	103	7295	28.4	33.3	105	3448	27.1	15.7	100	6519	26.3	29.8	97
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	15451	9535	21.9	61.7	115	6043	23.5	39.1	123	2819	22.2	18.2	116	5712	23.0	37.0	121
	QUINTILE 2	25953	14558	33.4	56.1	104	8980	35.0	34.6	109	4249	33.4	16.4	104	8492	34.3	32.7	107
	QUINTILE 3	24400	12373	28.4	50.7	94	7058	27.5	28.9	91	3773	29.7	15.5	98	6836	27.6	28.0	92
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	18049	10706	24.6	59.3	110	6685	26.0	37.0	117	3087	24.3	17.1	109	6504	26.2	36.0	118
	QUINTILE 2	23571	13600	31.2	57.7	107	8601	33.5	36.5	115	4072	32.0	17.3	110	7689	31.0	32.6	107
	QUINTILE 3	23278	12147	27.9	52.2	97	6820	26.5	29.3	92	3491	27.4	15.0	95	6811	27.5	29.3	96
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	15459	9326	21.4	60.3	112	5732	22.3	37.1	117	2533	19.9	16.4	104	5429	21.9	35.1	115
	QUINTILE 2	25829	14823	34.0	57.4	107	9532	37.1	36.9	116	4496	35.3	17.4	111	8748	35.3	33.9	111
	QUINTILE 3	26039	13167	30.2	50.6	94	6929	27.0	26.6	84	3942	31.0	15.1	96	7335	29.6	28.2	92
	QUINTILE 4																	
	QUINTILE 5																	
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	16605	10174	23.3	61.3	114	6230	24.3	37.5	118	3003	23.6	18.1	115	5937	24.0	35.8	117
	QUINTILE 2	26834	15220	34.9	56.7	105	9563	37.2	35.6	112	4427	34.8	16.5	105	8284	33.4	30.9	101
	QUINTILE 3	23346	11746	27.0	50.3	94	6821	26.6	29.2	92	3693	29.0	15.8	101	6795	27.4	29.1	95
	QUINTILE 4															</		

	TOTAL U.S. '000	ALL USERS				BREAD CRUMBS				COATINGS				STUFFINGS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	43578	100.0	53.8	100	25689	100.0	31.7	100	12719	100.0	15.7	100	24785	100.0	30.6	100
ATLANTIC MONTHLY	415	239	0.5	57.6	107	*145	0.6	34.9	110	**63	0.5	15.2	97	*145	0.6	34.9	114
BARRON'S	453	*286	0.7	63.1	117	*231	0.9	51.0	161	**112	0.9	24.7	157	*205	0.8	45.3	148
BETTER HOMES & GARDENS	16256	9919	22.8	61.0	113	6204	24.2	38.2	120	3007	23.6	18.5	118	5691	23.0	35.0	114
BON APPETIT	2535	1547	3.5	61.0	113	1118	4.4	44.1	139	405	3.2	16.0	102	913	3.7	36.0	118
BUSINESS WEEK	1278	736	1.7	57.6	107	489	1.9	38.3	121	*210	1.7	16.4	105	340	1.4	26.6	87
CAR AND DRIVER	378	*185	0.4	48.9	91	*130	0.5	34.4	108	**22	0.2	5.8	37	**90	0.4	23.8	78
CBS MAGAZINE NETWORK (GROSS)	1498	779	1.8	52.0	97	487	1.9	32.5	102	*220	1.7	14.7	94	469	1.9	31.3	102
CHANGING TIMES	1505	911	2.1	60.5	112	612	2.4	40.7	128	*217	1.7	14.4	92	508	2.0	33.8	110
COLONIAL HOMES	1231	700	1.6	56.9	106	396	1.5	32.2	101	*152	1.2	12.3	79	469	1.9	38.1	124
CONDE NAST MAG. PKG. (GROSS)	14146	7975	18.3	56.4	105	5270	20.5	37.3	117	2335	18.4	16.5	105	4821	19.5	34.1	111
CONSUMERS DIGEST	1323	868	2.0	65.6	122	490	1.9	37.0	117	*320	2.5	24.2	154	460	1.9	34.8	114
COSMOPOLITAN	7102	3941	9.0	55.5	103	2679	10.4	37.7	119	1224	9.6	17.2	110	2323	9.4	32.7	107
COUNTRY LIVING	2481	1478	3.4	59.6	111	865	3.4	34.9	110	385	3.0	15.5	99	987	4.0	39.8	130
CUISINE	1472	1018	2.3	69.2	129	702	2.7	47.7	150	*165	1.3	11.2	71	596	2.4	40.5	132
CYCLE WORLD	425	*268	0.6	63.1	117	**166	0.6	39.1	123	**79	0.6	18.6	118	*167	0.7	39.3	128
DCI:CREATIVE IDEAS FOR LIV	2510	1472	3.4	58.6	109	905	3.5	36.1	114	419	3.3	16.7	106	958	3.9	38.2	125
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3685	8.5	55.0	102	2102	8.2	31.4	99	873	6.9	13.0	83	2379	9.6	35.5	116
DISCOVER	894	480	1.1	53.7	100	292	1.1	32.7	103	**143	1.1	16.0	102	313	1.3	35.0	114
EBONY	3507	1243	2.9	35.4	66	625	2.4	17.8	56	307	2.4	8.8	56	737	3.0	21.0	69
ESQUIRE	1083	544	1.2	50.2	93	300	1.2	27.7	87	*123	1.0	11.4	72	353	1.4	32.6	107
ESSENCE	1830	712	1.6	38.9	72	323	1.3	17.7	56	*166	1.3	9.1	58	474	1.9	25.9	85
FAMILY CIRCLE	15930	9733	22.3	61.1	114	6172	24.0	38.7	122	3209	25.2	20.1	128	5702	23.0	35.8	117
THE FAMILY HANDYMAN	1126	719	1.6	63.9	119	444	1.7	39.4	124	*220	1.7	19.5	124	517	2.1	45.9	150
FAMILY WEEKLY	11468	6235	14.3	54.4	101	3176	12.4	27.7	87	2118	16.7	18.5	118	3441	13.9	30.0	98
FIELD & STREAM	2234	1259	2.9	56.4	105	574	2.2	25.7	81	*299	2.4	13.4	85	898	3.6	40.2	131
FOOD & WINE	579	391	0.9	67.5	125	234	0.9	40.4	127	**146	1.1	25.2	161	274	1.1	47.3	155
FORBES	728	480	1.1	65.9	123	345	1.3	47.4	149	*166	1.3	22.8	145	279	1.1	38.3	125
FORTUNE	906	562	1.3	62.0	115	393	1.5	43.4	137	**174	1.4	19.2	122	389	1.6	42.9	140
GENTLEMEN'S QUARTERLY	791	348	0.8	44.0	82	223	0.9	28.2	89	**82	0.6	10.4	66	*242	1.0	30.6	100
GLAMOUR	5265	3008	6.9	57.1	106	1941	7.6	36.9	116	882	6.9	16.8	107	1775	7.2	33.7	110
GOLF DIGEST	636	412	0.9	64.8	120	*194	0.8	30.5	96	**71	0.6	11.2	71	295	1.2	46.4	152
GOLF DIGEST/TENNIS (GROSS)	1186	674	1.5	56.8	106	376	1.5	31.7	100	**128	1.0	10.8	69	388	1.6	32.7	107
GOLF MAGAZINE	441	305	0.7	69.2	129	*183	0.7	41.5	131	*243	0.3	9.8	62	*223	0.9	50.6	165
GOLF MAGAZINE/SKI (GROSS)	922	569	1.3	61.7	115	367	1.4	39.8	125	**111	0.9	12.0	77	376	1.5	40.8	133
GOOD HOUSEKEEPING	16487	10115	23.2	61.4	114	6340	24.7	38.5	121	2980	23.4	18.1	115	5889	23.8	35.7	117
HARPER'S BAZAAR	2423	1468	3.4	60.6	113	969	3.8	40.0	126	418	3.3	17.3	110	872	3.5	36.0	118
HEALTH	1994	1281	2.9	64.2	119	915	3.6	45.9	145	375	2.9	18.8	120	709	2.9	35.6	116
HEARST MAG CORP. BUY (GROSS)	44101	25981	59.6	58.9	109	16534	64.4	37.5	118	7402	58.2	16.8	107	15970	64.4	36.2	118
HEARST MAN POWER (GROSS)	1993	1165	2.7	58.5	109	702	2.7	35.2	111	353	2.8	17.7	113	885	3.6	44.4	145
HEARST WOMAN POWER (GROSS)	31274	18418	42.3	58.9	109	11767	45.8	37.6	119	5516	43.4	17.6	112	11022	44.5	35.2	115
HOUSE BEAUTIFUL	3623	2181	5.0	60.2	112	1432	5.6	39.5	125	493	3.9	13.6	87	1373	5.5	37.9	124
INC.	283	*184	0.4	65.0	121	*128	0.5	45.2	143	**77	0.6	27.2	173	**85	0.3	30.0	98
JET	2928	977	2.2	33.4	62	501	2.0	17.1	54	219	1.7	7.5	48	607	2.4	20.7	68
LADIES' HOME JOURNAL	11918	7094	16.3	59.5	111	4311	16.8	36.2	114	2319	18.2	19.5	124	4146	16.7	34.8	114
LHJ FAMILY GRP COMBO(GROSS)	16764	10107	23.2	60.3	112	6182	24.1	36.9	116	3240	25.5	19.3	123	6070	24.5	36.2	118
LIFE	4254	2599	6.0	61.1	114	1835	7.1	43.1	136	749	5.9	17.6	112	1503	6.1	35.3	115
L.A. TIMES HOME MAGAZINE	1145	655	1.5	57.2	106	382	1.5	33.4	105	*194	1.5	16.9	108	431	1.7	37.6	123
MADEMOISELLE	2884	1640	3.8	56.9	106	1106	4.3	38.3	121	441	3.5	15.3	97	1016	4.1	35.2	115
MC CALL'S	13460	7908	18.1	58.8	109	4528	17.6	33.6	106	2546	20.0	18.9	120	4764	19.2	35.4	116
MC CALL'S/MRK MOTHER (GROSS)	14606	8599	19.7	58.9	109	5012	19.5	34.3	108	2834	22.3	19.4	124	5144	20.8	35.2	115
MECHANIX ILLUSTRATED	772	518	1.2	67.1	125	322	1.3	41.7	131	**181	1.4	23.4	149	367	1.5	47.5	155
METROPOLITAN HOME	967	614	1.4	63.5	118	373	1.5	38.6	122	*191	1.5	19.8	126	358	1.4	37.0	121
MONEY	1588	981	2.3	61.8	115	591	2.3	37.2	117	319	2.5	20.1	128	543	2.2	34.2	112
MOTHER EARTH NEWS	1002	631	1.4	63.0	117	354	1.4	35.3	111	*197	1.5	19.7	125	447	1.8	44.6	146
MS.	825	440	1.0	53.3	99	285	1.1	34.5	109	*129	1.0	15.6	100	258	1.0	31.3	102
NATIONAL ENQUIRER	10336	5269	12.1	51.0	95	2771	10.8	26.8	85	1728	13.6	16.7	106	3117	12.6	30.2	99
NATIONAL GEOGRAPHIC	9597	5685	13.0	59.2	110	3699	14.4	38.5	122	1650	13.0	17.2	109	3397	13.7	35.4	116
NATIONAL SUNDAY MAGAZINE PKG	49558	28471	65.3	57.4	107	17432	67.9	35.2	111	8353	65.7	16.9	107	16106	65.0	32.5	106
NATURAL HISTORY	573	369	0.8	64.4	120	288	1.1	50.3	158	**67	0.5	11.7	74	*169	0.7	29.5	96
NEW WOMAN	1699	774	1.8	45.6	85	498	1.9	29.3	92	275	2.2	16.2	103	465	1.9	27.4	89
NEW YORK INCLUDING CUE	443	303	0.7	68.4	127	262	1.0	59.1	186	**47	0.4	10.6	68	*195	0.8	44.0	144
THE NEW YORKER	1270	848	1.9	66.8	124	691	2.7	54.4	172	*170	1.3	13.4	85	424	1.7	33.4	109
NEWSWEEK	6277	3678	8.4	58.6	109	2553	9.9	40.7	128	1114	8.8	17.7	113	2057	8.3	32.8	107
THE N.Y. TIMES DAILY EDITION	1205	900	2.1	74.7	139	786	3.1	65.2	206	*206	1.6	17.1	109	396	1.6	32.9	107
THE N.Y. TIMES MAGAZINE	2081	1539	3.5	74.0	137	1326	5.2	63.7	201	346	2.7	16.6	106	701	2.8	33.7	110
OMNI	788	427	1.0	54.2	101	241	0.9	30.6	96	**128	1.0	16.2	103	252	1.0	32.0	104
ON CABLE	1158	618	1.4	53.4	99	424	1.7	36.6	115	*137	1.1	11.8	75	390	1.6	33.7	110
1001 HOME IDEAS	2852	1733	4.0	60.8	113	956	3.7	33.5	106	546	4.3	19.1	122	1216	4.9	42.6	139
ORGANIC GARDENING	1658	924	2.1	55.7	104	581	2.3	35.0	110	303	2.4	18.3	116	551	2.2	33.2	109
OUTDOOR LIFE	896	504	1.2	56.3	105	285	1.1	31.8	100	*211	1.7	23.5	150	306	1.2	34.2	112
PARADE MAGAZINE	24275	14251	32.7	58.7	109	9143	35.6	37.7	119	3984	31.3	16.4	105	7838	31.6	32.3	106

	TOTAL U.S. '000	ALL USERS				BREAD CRUMBS				COATINGS				STUFFINGS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	43578	100.0	53.8	100	25689	100.0	31.7	100	12719	100.0	15.7	100	24785	100.0	30.6	100
PARENTS	3845	2252	5.2	58.6	109	1339	5.2	34.8	110	642	5.0	16.7	106	1508	6.1	39.2	128
PENTHOUSE	831	388	0.9	46.7	87	*256	1.0	30.8	97	**126	1.0	15.2	97	*213	0.9	25.6	84
PEOPLE	11645	6849	15.7	58.8	109	4351	16.9	37.4	118	2074	16.3	17.8	113	4067	16.4	34.9	114
PLAYBOY	2006	1135	2.6	56.6	105	647	2.5	32.3	102	392	3.1	19.5	124	676	2.7	33.7	110
POPULAR HOT RODDING	297	*171	0.4	57.6	107	*81	0.3	27.3	86	**48	0.4	16.2	103	**109	0.4	36.7	120
POPULAR MECHANICS	1018	617	1.4	60.6	113	384	1.5	37.7	119	**164	1.3	16.1	103	495	2.0	48.6	159
POPULAR SCIENCE	878	636	1.5	72.4	135	311	1.2	35.4	112	**143	1.1	16.3	104	446	1.8	50.8	166
PREVENTION	3913	2295	5.3	58.7	109	1407	5.5	36.0	113	535	4.2	13.7	87	1277	5.2	32.6	107
PSYCHOLOGY TODAY	1710	1040	2.4	60.8	113	765	3.0	44.7	141	290	2.3	17.0	108	699	2.8	40.9	134
SELF READER'S DIGEST	22204	13098	30.1	59.0	110	7675	29.9	34.6	109	3932	30.9	17.7	113	7715	31.1	34.7	114
REDBOOK	7684	4362	10.0	56.8	105	2748	10.7	35.8	113	1312	10.3	17.1	109	2809	11.3	36.6	119
ROAD & TRACK	410	*197	0.5	48.0	89	*158	0.6	38.5	121	**53	0.4	12.9	82	**116	0.5	28.3	92
ROLLING STONE	969	595	1.4	61.4	114	418	1.6	43.1	136	*216	1.7	22.3	142	359	1.4	37.0	121
RUNNER'S WORLD	298	*165	0.4	55.4	103	**109	0.4	36.6	115	**31	0.2	10.4	66	**105	0.4	35.2	115
SATURDAY EVENING POST	1169	736	1.7	63.0	117	427	1.7	36.5	115	*199	1.6	17.0	108	430	1.7	36.8	120
SCIENCE 84	587	319	0.7	54.3	101	*221	0.9	37.6	119	**119	0.9	20.3	129	*198	0.8	33.7	110
SCIENCE DIGEST	482	278	0.6	57.7	107	*191	0.7	39.6	125	**117	0.9	24.3	155	*217	0.9	45.0	147
SCIENTIFIC AMERICAN	594	359	0.8	60.4	112	259	1.0	43.6	137	**61	0.5	10.3	65	*200	0.8	33.7	110
SELF SEVENTEEN	2089	1155	2.7	55.3	103	718	2.8	34.4	108	405	3.2	19.4	123	785	3.2	37.6	123
	2411	1341	3.1	55.6	103	901	3.5	37.4	118	331	2.6	13.7	87	816	3.3	33.8	111
SKI	480	*264	0.6	55.0	102	*184	0.7	38.3	121	**68	0.5	14.2	90	*153	0.6	31.9	104
SMITHSONIAN	2760	1788	4.1	64.8	120	1172	4.6	42.5	134	488	3.8	17.7	113	985	4.0	35.7	117
SOAP OPERA DIGEST	3013	1588	3.6	52.7	98	988	3.8	32.8	103	381	3.0	12.6	81	1013	4.1	33.6	110
SOUTHERN LIVING	4184	2213	5.1	52.9	98	1196	4.7	28.6	90	454	3.6	10.9	69	1422	5.7	34.0	111
SPORT	559	311	0.7	55.6	103	*131	0.5	23.4	74	**88	0.7	15.7	100	*210	0.8	37.6	123
THE SPORTING NEWS	436	*263	0.6	60.3	112	**168	0.7	38.5	121	**98	0.8	22.5	143	**199	0.8	45.6	149
SPORTS AFIELD	493	270	0.6	54.8	102	*127	0.5	25.8	81	**72	0.6	14.6	93	*173	0.7	35.1	115
SPORTS ILLUSTRATED	2758	1733	4.0	62.8	117	1101	4.3	39.9	126	550	4.3	19.9	127	1021	4.1	37.0	121
STAR	7456	4163	9.6	55.8	104	2512	9.8	33.7	106	1213	9.5	16.3	104	2274	9.2	30.5	100
SUNDAY	24936	14982	34.4	60.1	112	9832	38.3	39.4	124	4313	33.9	17.3	110	8317	33.6	33.4	109
SUNSET	2124	1167	2.7	54.9	102	670	2.6	31.5	99	449	3.5	21.1	135	772	3.1	36.3	119
TV GUIDE	21661	12547	28.8	57.9	108	7834	30.5	36.2	114	3699	29.1	17.1	109	7173	28.9	33.1	108
TENNIS	550	*261	0.6	47.5	88	*182	0.7	33.1	104	**56	0.4	10.2	65	**94	0.4	17.1	56
TIME	8880	5342	12.3	60.2	112	3623	14.1	40.8	129	1564	12.3	17.6	112	3130	12.6	35.2	115
TOWN & COUNTRY	917	460	1.1	50.2	93	306	1.2	33.4	105	**73	0.6	8.0	51	293	1.2	32.0	104
TRAVEL & LEISURE	972	658	1.5	67.7	126	453	1.8	46.6	147	*159	1.3	16.4	104	429	1.7	44.1	144
TRUE STORY	3356	1689	3.9	50.3	94	871	3.4	26.0	82	483	3.8	14.4	92	1020	4.1	30.4	99
U.S. NEWS & WORLD REPORT	3410	1938	4.4	56.8	106	1176	4.6	34.5	109	552	4.3	16.2	103	1233	5.0	36.2	118
USA TODAY	1759	1157	2.7	65.8	122	782	3.0	44.5	140	320	2.5	18.2	116	662	2.7	37.6	123
US	1873	1190	2.7	63.5	118	757	2.9	40.4	127	374	2.9	20.0	127	729	2.9	38.9	127
VOGUE	3909	2172	5.0	55.6	103	1506	5.9	38.5	121	606	4.8	15.5	99	1246	5.0	31.9	104
WALL STREET JOURNAL	1886	1194	2.7	63.3	118	784	3.1	41.6	131	319	2.5	16.9	108	737	3.0	39.1	128
WEIGHT WATCHERS	2120	1237	2.8	58.3	108	679	2.6	32.0	101	367	2.9	17.3	110	724	2.9	34.2	112
WOMAN'S DAY	14172	8511	19.5	60.1	112	5228	20.4	36.9	116	2705	21.3	19.1	122	5216	21.0	36.8	120
WORKING MOTHER	1146	691	1.6	60.3	112	484	1.9	42.2	133	*288	2.3	25.1	160	381	1.5	33.2	109
WORKING WOMAN	1322	753	1.7	57.0	106	510	2.0	38.6	122	255	2.0	19.3	123	462	1.9	34.9	114
WORLD TENNIS	*163	**89	0.2	54.6	101	**53	0.2	32.5	103	**19	0.1	11.7	74	**58	0.2	35.6	116
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1580	3.6	62.4	116	978	3.8	38.6	122	453	3.6	17.9	114	957	3.9	37.8	124
BLAIR INSERTS	43657	25446	58.4	58.3	108	16200	63.1	37.1	117	7074	55.6	16.2	103	14350	57.9	32.9	107
DAILY NEWSPAPERS																	
READ ANY	51633	29781	68.3	57.7	107	18174	70.7	35.2	111	8722	68.6	16.9	108	16732	67.5	32.4	106
READ ONE	43463	24857	57.0	57.2	106	14833	57.7	34.1	108	7391	58.1	17.0	108	14170	57.2	32.6	107
READ TWO OR MORE	8170	4924	11.3	60.3	112	3342	13.0	40.9	129	1331	10.5	16.3	104	2563	10.3	31.4	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	30320	69.6	57.6	107	18886	73.5	35.9	113	8868	69.7	16.8	107	17064	68.8	32.4	106
READ ONE	46126	26232	60.2	56.9	106	15976	62.2	34.6	109	7832	61.6	17.0	108	15037	60.7	32.6	107
READ TWO OR MORE	6552	4089	9.4	62.4	116	2910	11.3	44.4	140	1036	8.1	15.8	101	2027	8.2	30.9	101
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.29				29.42				30.92				29.26			
30 DAY REACH	71455	38638	88.7	54.1	100	23217	90.4	32.5	102	11141	87.6	15.6	99	22029	88.9	30.8	101
50 SHWG - 30 DAY AV FREQ	14.56	15.44				15.51				16.19				15.48			
30 DAY REACH	67742	36740	84.3	54.2	101	22071	85.9	32.6	103	10653	83.8	15.7	100	20871	84.2	30.8	101
25 SHWG - 30 DAY AV FREQ	7.94	8.34				8.35				8.66				8.29			
30 DAY REACH	62117	33984	78.0	54.7	102	20491	79.8	33.0	104	9967	78.4	16.0	102	19438	78.4	31.3	102
CABLE TV: HOME WIRED	32077	19216	44.1	59.9	111	12081	47.0	37.7	119	5889	46.3	18.4	117	10731	43.3	33.5	109
HOME NOT WIRED	48909	24362	55.9	49.8	93	13608	53.0	27.8	88	6830	53.7	14.0	89	14055	56.7	28.7	94
HAVE PAY CABLE	15935	10032	23.0	63.0	117	6754	26.3	42.4	134	3021	23.8	19.0	121	5641	22.8	35.4	116

		TOTAL	ALL USERS				BREAD CRUMBS				COATINGS				STUFFINGS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	43578	100.0	53.8	100	25689	100.0	31.7	100	12719	100.0	15.7	100	24785	100.0	30.6	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	24474	56.2	55.7	104	15087	58.7	34.4	108	7235	56.9	16.5	105	14040	56.6	32.0	104	
10:00 AM - 3:00 PM	30659	17254	39.6	56.3	105	10331	40.2	33.7	106	5177	40.7	16.9	108	9880	39.9	32.2	105	
3:00 PM - 7:00 PM	31045	17173	39.4	55.3	103	10608	41.3	34.2	108	5074	39.9	16.3	104	9886	39.9	31.8	104	
7:00 PM - MIDNIGHT	15767	8475	19.4	53.8	100	4989	19.4	31.6	100	2346	18.4	14.9	95	4975	20.1	31.6	103	
MIDNIGHT - 6:00 AM	9120	5058	11.6	55.5	103	3058	11.9	33.5	106	1458	11.5	16.0	102	2841	11.5	31.2	102	
6:00 AM - MIDNIGHT	58527	32490	74.6	55.5	103	19669	76.6	33.6	106	9549	75.1	16.3	104	18609	75.1	31.8	104	
ENTIRE DAY	59311	32894	75.5	55.5	103	19887	77.4	33.5	106	9695	76.2	16.3	104	18817	75.9	31.7	104	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	9233	21.2	57.1	106	5609	21.8	34.7	109	3020	23.7	18.7	119	5597	22.6	34.6	113	
ALL NEWS	2256	1552	3.6	68.8	128	1089	4.2	48.3	152	452	3.6	20.0	128	799	3.2	35.4	116	
AOR/PROGRESSIVE	3874	2376	5.5	61.3	114	1578	6.1	40.7	128	686	5.4	17.7	113	1426	5.8	36.8	120	
BEAUTIFUL MUSIC	5660	3379	7.8	59.7	111	2116	8.2	37.4	118	1002	7.9	17.7	113	1950	7.9	34.5	113	
BLACK	2204	959	2.2	43.5	81	496	1.9	22.5	71	246	1.9	11.2	71	564	2.3	25.6	84	
CLASSICAL	1418	774	1.8	54.6	101	591	2.3	41.7	131	*228	1.8	16.1	102	395	1.6	27.9	91	
CHR/ROCK	9538	5216	12.0	54.7	102	3456	13.5	36.2	114	1717	13.5	18.0	115	2653	10.7	27.8	91	
COUNTRY	12648	6558	15.0	51.9	96	3347	13.0	26.5	83	1943	15.3	15.4	98	3968	16.0	31.4	103	
GOLDEN OLDIES	1191	556	1.3	46.7	87	271	1.1	22.8	72	**145	1.1	12.2	78	420	1.7	35.3	115	
MOR/NOTALOGIA	4757	2810	6.4	59.1	110	1742	6.8	36.6	115	724	5.7	15.2	97	1525	6.2	32.1	105	
NEWS/TALK	3863	2393	5.5	61.9	115	1608	6.3	41.6	131	699	5.5	18.1	115	1239	5.0	32.1	105	
RELIGIOUS	3084	1481	3.4	48.0	89	827	3.2	26.8	85	323	2.5	10.5	67	890	3.6	28.9	94	
SOFT ROCK	521	328	0.8	63.0	117	*180	0.7	34.5	109	**110	0.9	21.1	134	*192	0.8	36.9	120	
URBAN CONTEMPORARY	1585	809	1.9	51.0	95	558	2.2	35.2	111	*155	1.2	9.8	62	363	1.5	22.9	75	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	1690	3.9	51.8	96	1046	4.1	32.1	101	545	4.3	16.7	106	1018	4.1	31.2	102	
ABC DIRECTION	2316	1404	3.2	60.6	113	938	3.7	40.5	128	381	3.0	16.5	105	621	2.5	26.8	88	
ABC ENTERTAINMENT	4834	2875	6.6	59.5	111	1829	7.1	37.8	119	846	6.7	17.5	111	1660	6.7	34.3	112	
ABC FM	2202	1077	2.5	48.9	91	624	2.4	28.3	89	306	2.4	13.9	88	591	2.4	26.8	88	
ABC INFORMATION	5425	3061	7.0	56.4	105	1882	7.3	34.7	109	975	7.7	18.0	114	1696	6.8	31.3	102	
ABC ROCK	1677	1121	2.6	66.8	124	722	2.8	43.1	136	284	2.2	16.9	108	697	2.8	41.6	136	
CBS	4430	2535	5.8	57.2	106	1381	5.4	31.2	98	733	5.8	16.5	105	1522	6.1	34.4	112	
MUTUAL	4992	3103	7.1	62.2	116	1875	7.3	37.6	118	804	6.3	16.1	103	1765	7.1	35.4	116	
WBC	4679	2822	6.5	60.3	112	1900	7.4	40.6	128	841	6.6	18.0	114	1716	6.9	36.7	120	
RADIORADIO	1994	1113	2.6	55.8	104	669	2.6	33.6	106	345	2.7	17.3	110	650	2.6	32.6	107	
RKO ONE	2298	1157	2.7	50.3	94	705	2.7	30.7	97	325	2.6	14.1	90	579	2.3	25.2	82	
RKO TWO	3311	1701	3.9	51.4	95	1082	4.2	32.7	103	516	4.1	15.6	99	949	3.8	28.7	94	
THE SOURCE	2114	1206	2.8	57.0	106	869	3.4	41.1	130	370	2.9	17.5	111	745	3.0	35.2	115	
NON-WIRED: BLAIR	8654	4649	10.7	53.7	100	2753	10.7	31.8	100	1264	9.9	14.6	93	2736	11.0	31.6	103	
INTERNET	12025	6743	15.5	56.1	104	4289	16.7	35.7	112	2079	16.3	17.3	110	3662	14.8	30.5	100	
KATZ RADIO GROUP	15359	9090	20.9	59.2	110	5949	23.2	38.7	122	2511	19.7	16.3	104	5225	21.1	34.0	111	
SUPERNET	10628	5979	13.7	56.3	105	3541	13.8	33.3	105	1853	14.6	17.4	111	3305	13.3	31.1	102	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	4498	10.3	51.9	97	2529	9.8	29.2	92	1319	10.4	15.2	97	2465	9.9	28.5	93	
MKDAY 9:00 AM - 1:00 PM	12163	6368	14.6	52.4	97	3383	13.2	27.8	88	1852	14.6	15.2	97	3657	14.8	30.1	98	
MKDAY 1:00 PM - 4:30 PM	16150	8419	19.3	52.1	97	4612	18.0	28.6	90	2531	19.9	15.7	100	4652	18.8	28.8	94	
MKDAY 4:30 PM - 7:30 PM	22463	12114	27.8	53.9	100	6939	27.0	30.9	97	3511	27.6	15.6	100	6580	26.5	29.3	96	
MKDAY 7:30 PM - 8:00 PM	31795	17530	40.2	55.1	102	10209	39.7	32.1	101	5014	39.4	15.8	100	9705	39.2	30.5	100	
MKDAY 11:00 PM - 11:30 PM	23977	13188	30.3	55.0	102	7974	31.0	33.3	105	3760	29.6	15.7	100	7650	30.9	31.9	104	
MKDAY 11:30 PM - 1:00 AM	7703	4310	9.9	56.0	104	2596	10.1	33.7	106	1171	9.2	15.2	97	2492	10.1	32.4	106	
M-SAT 8-11 PM-SUN 7-11 PM	33800	18891	43.3	55.9	104	11291	44.0	33.4	105	5435	42.7	16.1	102	10744	43.3	31.8	104	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	3328	7.6	50.9	95	1882	7.3	28.8	91	846	6.7	12.9	82	1835	7.4	28.1	92
ANOTHER WORLD	N	4620	2227	5.1	48.2	90	1133	4.4	24.5	77	739	5.8	16.0	102	1388	5.6	30.0	98
AS THE WORLD TURNS	C	5614	2856	6.6	50.9	95	1465	5.7	26.1	82	967	7.6	17.2	110	1587	6.4	28.3	92
CAPITOL	C	3396	1722	4.0	50.7	94	933	3.6	27.5	87	490	3.9	14.4	92	902	3.6	26.6	87
CBS MORN. NEWS 1	C	1446	659	1.5	45.6	85	323	1.3	22.3	70	177	1.4	12.2	78	377	1.5	26.1	85
CBS MORN. NEWS 2	C	1207	572	1.3	47.4	88	289	1.1	23.9	75	137	1.1	11.4	72	337	1.4	27.9	91
DAYS OF OUR LIVES	N	5877	3066	7.0	52.2	97	1650	6.4	28.1	89	1099	8.6	18.7	119	1783	7.2	30.3	99
FACTS OF LIFE - DAYTIME	N	2290	1210	2.8	52.8	98	621	2.4	27.1	85	365	2.9	15.9	101	747	3.0	32.6	107
FAMILY FEUD	A	3023	1435	3.3	47.5	88	683	2.7	22.6	71	409	3.2	13.5	86	862	3.5	28.5	93
GENERAL HOSPITAL	A	6097	3331	7.6	54.6	102	1900	7.4	31.2	98	768	6.0	12.6	80	1735	7.0	28.5	93
GOOD MORNING, AMERICA-730	A	3515	1798	4.1	51.2	95	1007	3.9	28.6	90	566	4.5	16.1	103	950	3.8	27.0	88
GOOD MORNING, AMERICA-830	A	2818	1615	3.7	57.3	107	918	3.6	32.6	103	526	4.1	18.7	119	867	3.5	30.8	101
GUIDING LIGHT	C	5339	2848	6.5	53.3	99	1527	5.9	28.6	90	941	7.4	17.6	112	1601	6.5	30.0	98
ONE LIFE TO LIVE	A	4478	2330	5.3	52.0	97	1184	4.6	26.4	83	638	5.0	14.2					

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	43578	100.0	53.8	100	25689	100.0	31.7	100	12719	100.0	15.7	100	24785	100.0	30.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	13740	31.5	52.7	98	7695	30.0	29.5	93	3957	31.1	15.2	97	7495	30.2	28.8	94
NETWORK AFFILIATES - LATE	20261	11062	25.4	54.6	101	6700	26.1	33.1	104	3159	24.8	15.6	99	6327	25.5	31.2	102
INDEPENDENTS - LATE	2076	1236	2.8	59.5	111	882	3.4	42.5	134	320	2.5	15.4	98	726	2.9	35.0	114
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	5734	13.2	54.9	102	3367	13.1	32.2	102	1781	14.0	17.0	108	3298	13.3	31.6	103
ABC MONDAY NIGHT MOVIE	A 6412	3628	8.3	56.6	105	2318	9.0	36.2	114	1098	8.6	17.1	109	2018	8.1	31.5	103
ABC SUNDAY NIGHT MOVIE	A 12407	6934	15.9	55.9	104	4254	16.6	34.3	108	1840	14.5	14.8	94	3958	16.0	31.9	104
ABC WORLD NEWS TONIGHT	A 6176	3333	7.6	54.0	100	1926	7.5	31.2	98	828	6.5	13.4	85	1703	6.9	27.6	90
AFTERMASH	C 5863	3149	7.2	53.7	100	1678	6.5	28.6	90	933	7.3	15.9	101	1832	7.4	31.2	102
ALICE	C 9594	5422	12.4	56.5	105	2875	11.2	30.0	94	1707	13.4	17.8	113	3280	13.2	34.2	112
AMERICAN PARADE	C 6622	3461	7.9	52.3	97	1904	7.4	28.8	91	955	7.5	14.4	92	2005	8.1	30.3	99
BENSON	A 10886	6182	14.2	56.8	106	3670	14.3	33.7	106	1732	13.6	15.9	101	3442	13.9	31.6	103
BLUE THUNDER	A 5036	2758	6.3	54.8	102	1519	5.9	30.2	95	838	6.6	16.6	106	1656	6.7	32.9	107
CAGNEY & LACEY	C 9965	5746	13.2	57.7	107	3463	13.5	34.8	110	1706	13.4	17.1	109	3378	13.6	33.9	111
CBS EVENING NEWS-DEAN	C 3491	1992	4.6	57.1	106	1079	4.2	30.9	97	655	5.1	18.8	119	1129	4.6	32.3	106
CBS EVENING NEWS-RATHER	C 7123	3853	8.8	54.1	101	2095	8.2	29.4	93	1093	8.6	15.3	98	2054	8.3	28.8	94
CBS SAT. NEWS-SCHIEFFER	C 3621	1913	4.4	52.8	98	968	3.8	26.7	84	487	3.8	13.4	86	1096	4.4	30.3	99
CBS SATURDAY NIGHT MOVIE	C 5436	3095	7.1	56.9	106	1771	6.9	32.6	103	895	7.0	16.5	105	1724	7.0	31.7	104
CBS WEDNESDAY NIGHT MOVIE	C 6100	3168	7.3	51.9	97	1726	6.7	28.3	89	913	7.2	15.0	95	1812	7.3	29.7	97
CHEERS	N 8889	5253	12.1	59.1	110	3461	13.5	38.9	123	1518	11.9	17.1	109	2905	11.7	32.7	107
DALLAS	C 22109	11985	27.5	54.2	101	6994	27.2	31.6	100	3310	26.0	15.0	95	6704	27.0	30.3	99
DIFF'RENT STROKES	N 6940	3701	8.5	53.3	99	2070	8.1	29.8	94	1045	8.2	15.1	96	2127	8.6	30.6	100
DOUBLE TROUBLE	N 7223	3788	8.7	52.4	97	2052	8.0	28.4	90	1075	8.5	14.9	95	2335	9.4	32.3	106
DUCK FACTORY	N 5595	3222	7.4	57.6	107	2017	7.9	36.1	114	917	7.2	16.4	104	1694	6.8	30.3	99
DUKES OF HAZZARD	C 5768	2828	6.5	49.0	91	1564	6.1	27.1	85	764	6.0	13.2	84	1538	6.2	26.7	87
DYNASTY	A 20053	10841	24.9	54.1	100	6178	24.0	30.8	97	2916	22.9	14.5	93	6107	24.6	30.5	100
FACTS OF LIFE	N 8087	4369	10.0	54.0	100	2437	9.5	30.1	95	1154	9.1	14.3	91	2619	10.6	32.4	106
FALCON CREST	C 20046	10857	24.9	54.2	101	6217	24.2	31.0	98	3099	24.4	15.5	98	6184	25.0	30.8	101
FALL GUY	A 9084	4882	11.2	53.7	100	2632	10.2	29.0	91	1356	10.7	14.9	95	2918	11.8	32.1	105
FAMILY TIES	N 7964	4419	10.1	55.5	103	2643	10.3	33.2	105	1207	9.5	15.2	97	2622	10.6	32.9	108
FANTASY ISLAND	A 7687	4282	9.8	55.7	104	2557	10.0	33.3	105	1201	9.4	15.6	99	2382	9.6	31.0	101
FOULUPS, BLEEPES & BLUNDERS	A 8861	4651	10.7	52.5	98	2775	10.8	31.3	99	1461	11.5	16.5	105	2573	10.4	29.0	95
FOUR SEASONS	C 5095	2964	6.8	58.2	108	1543	6.0	30.3	95	935	7.4	18.4	117	1744	7.0	34.2	112
GIMME A BREAK	N 8838	4568	10.5	51.7	96	2723	10.6	30.8	97	1325	10.4	15.0	95	2661	10.7	30.1	98
HART TO HART	A 8978	4739	10.9	52.8	98	2752	10.7	30.7	97	1331	10.5	14.8	94	2690	10.9	30.0	98
HILL STREET BLUES	N 8590	5002	11.5	58.2	108	3029	11.8	35.3	111	1582	12.4	18.4	117	2977	12.0	34.7	113
HOTEL	A 14085	7714	17.7	54.8	102	4655	18.1	33.0	104	2282	17.9	16.2	103	4300	17.3	30.5	100
JEFFERSONS	C 9360	4926	11.3	52.6	98	2706	10.5	28.9	91	1522	12.0	16.3	104	2887	11.6	30.8	101
JENNIFER SLEPT HERE	N 5841	3217	7.4	55.1	102	1910	7.4	32.7	103	902	7.1	15.4	98	1766	7.1	30.2	99
KATE & ALLIE	C 9206	5272	12.1	57.3	106	3164	12.3	34.4	108	1557	12.2	16.9	108	3087	12.5	33.5	110
KNIGHT RIDER	N 7076	3798	8.7	53.7	100	2141	8.3	30.3	95	1030	8.1	14.6	93	2253	9.1	31.8	104
LOVE BOAT	A 12219	6640	15.2	54.3	101	3722	14.5	30.5	96	1775	14.0	14.5	92	3577	14.4	29.3	96
MAGNUM PI	C 11199	6063	13.9	54.1	101	3256	12.7	29.1	92	1805	14.2	16.1	103	3434	13.9	30.7	100
MAMA'S FAMILY	N 6057	3315	7.6	54.7	102	1921	7.5	31.7	100	1047	8.2	17.3	110	1954	7.9	32.3	105
MASTER, THE	N 3598	1931	4.4	53.7	100	1135	4.4	31.5	99	596	4.7	16.6	105	1158	4.7	32.2	105
MATT HOUSTON	A 6344	3738	8.6	58.9	110	2315	9.0	36.5	115	1083	8.5	17.1	109	2135	8.6	33.7	110
NBC MONDAY NIGHT MOVIE	N 11994	6534	15.0	54.5	101	3856	15.0	32.1	101	1954	15.4	16.3	104	3829	15.4	31.9	104
NBC NIGHTLY NEWS	N 5132	2736	6.3	53.3	99	1531	6.0	29.8	94	887	7.0	17.3	110	1555	6.3	30.3	99
NBC NIGHTLY NEWS-SAT	N 3375	1776	4.1	52.6	98	956	3.7	28.3	89	485	3.8	14.4	92	902	3.6	26.7	87
NBC NIGHTLY NEWS-SUN	N 3130	1663	3.8	53.1	99	859	3.3	27.4	89	469	3.7	15.0	95	908	3.7	29.0	95
NBC SUNDAY NIGHT MOVIE	N 8284	4447	10.2	53.7	100	2945	11.5	35.6	112	1391	10.9	16.8	107	2448	9.9	29.6	97
NEWHART	C 9240	5339	12.3	57.8	107	3292	12.8	35.6	112	1557	12.2	16.9	107	3190	12.9	34.5	113
ONE DAY AT A TIME	C 7288	3884	8.9	53.3	99	2255	8.8	30.9	98	1154	9.1	15.8	101	2095	8.5	28.7	94
PEOPLE ARE FUNNY	N 4855	2638	6.1	54.3	101	1479	5.8	30.5	96	844	6.6	17.4	111	1571	6.3	32.4	106
REAL PEOPLE	N 8869	4810	11.0	54.2	101	2575	10.0	29.0	92	1350	10.6	15.2	97	2747	11.1	31.0	101
REMINGTON STEELE	N 7743	4251	9.8	54.9	102	2483	9.7	32.1	101	1292	10.2	16.7	106	2552	10.3	33.0	108
RIPLEY'S BELIEVE IT - NOT	A 5345	3225	7.4	60.3	112	1799	7.0	33.7	106	882	6.9	16.5	105	1802	7.3	33.7	110
RIPTIDE	N 6988	3776	8.7	54.0	100	2236	8.7	32.0	101	1180	9.3	16.9	108	2185	8.8	31.3	102
SCARECROW & MRS. KING	C 10002	5488	12.6	54.9	102	3010	11.7	30.1	95	1705	13.4	17.0	109	2990	12.1	29.9	98
SIMON & SIMON	C 10638	5597	12.8	52.6	98	3052	11.9	28.7	90	1781	14.0	16.7	107	3252	13.1	30.6	100
60 MINUTES	C 13293	7249	16.6	54.5	101	4204	16.4	31.6	100	2151	16.9	16.2	103	4132	16.7	31.1	102
ST. ELSEWHERE	N 7017	3999	9.2	57.0	106	2337	9.1	33.3	105	1102	8.7	15.7	100	2380	9.6	3	

	TOTAL U.S. '000	KELLOGG'S				OVEN FRY				PEPPERIDGE FARM				PROGRESSO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	80986	5648	100.0	7.0	100	4211	100.0	5.2	100	10341	100.0	12.8	100	8642	100.0	10.7	100
18 - 24	9282	*378	6.7	4.1	58	*477	11.3	5.1	99	769	7.4	8.3	65	575	6.7	6.2	58
25 - 34	19072	1377	24.4	7.2	104	1235	29.3	6.5	125	2299	22.2	12.1	94	2420	28.0	12.7	119
35 - 44	14591	1136	20.1	7.8	112	924	21.9	6.3	122	2043	19.8	14.0	110	1726	20.0	11.8	111
45 - 54	11345	982	17.4	8.7	124	527	12.5	4.6	89	1691	16.4	14.9	117	1219	14.1	10.7	101
55 - 64	11635	784	13.9	6.7	97	*424	10.1	3.6	70	1780	17.2	15.3	120	1478	17.1	12.7	119
65 OR OLDER	15061	990	17.5	6.6	94	624	14.8	4.1	80	1760	17.0	11.7	92	1224	14.2	8.1	76
18 - 34	28354	1756	31.1	6.2	89	1712	40.7	6.0	116	3068	29.7	10.8	85	2995	34.7	10.6	99
18 - 49	48339	3359	59.5	6.9	100	2964	70.4	6.1	118	5871	56.8	12.1	95	5253	60.8	10.9	102
25 - 54	45008	3495	61.9	7.8	111	2687	63.8	6.0	115	6032	58.3	13.4	105	5365	62.1	11.9	112
35 - 49	19985	1603	28.4	8.0	115	1252	29.7	6.3	120	2803	27.1	14.0	110	2258	26.1	11.3	106
50 OR OLDER	32647	2289	40.5	7.0	101	1247	29.6	3.8	73	4471	43.2	13.7	107	3389	39.2	10.4	97
GRADUATED COLLEGE	11155	778	13.8	7.0	100	*525	12.5	4.7	91	1830	17.7	16.4	128	1497	17.3	13.4	126
ATTENDED COLLEGE	13682	1060	18.8	7.7	111	679	16.1	5.0	95	2514	24.3	18.4	144	1760	20.4	14.4	121
GRADUATED HIGH SCHOOL	33880	2575	45.6	7.6	109	1907	45.3	5.6	108	4095	39.6	12.1	95	3878	44.9	11.4	107
DID NOT GRADUATE HIGH SCHOOL	22270	1235	21.9	5.5	80	1100	26.1	4.9	95	1902	18.4	8.5	67	1507	17.4	6.8	63
EMPLOYED	40306	2721	48.2	6.8	97	2016	47.9	5.0	96	5770	55.8	14.3	112	4984	57.7	12.4	116
EMPLOYED FULL-TIME	32850	2138	37.9	6.5	93	1685	40.0	5.1	99	4622	44.7	14.1	110	4143	47.9	12.6	118
EMPLOYED PART-TIME	7456	*584	10.3	7.8	112	*331	7.9	4.4	85	1148	11.1	15.4	121	841	9.7	11.3	106
NOT EMPLOYED	40680	2926	51.8	7.2	103	2195	52.1	5.4	104	4571	44.2	11.2	88	3658	42.3	9.0	84
PROFESSIONAL/MANAGER	10392	777	13.8	7.5	107	*526	12.5	5.1	97	1407	13.6	13.5	106	1595	18.5	15.3	144
TECH/CLERICAL/SALES	17574	1265	22.4	7.2	103	1031	24.5	5.9	113	2863	27.7	16.3	128	2377	27.5	13.5	127
PRECISION/CRAFT	985	*25	0.4	2.5	36	*336	0.9	3.7	70	*207	2.0	21.0	165	*71	0.8	7.2	68
OTHER EMPLOYED	11354	655	11.6	5.8	83	*424	10.1	3.7	72	1293	12.5	11.4	89	941	10.9	8.3	78
SINGLE	9863	414	7.3	4.2	60	*489	11.6	5.0	95	1152	11.1	11.7	91	801	9.3	8.1	76
MARRIED	51375	3964	70.2	7.7	111	2822	67.0	5.5	106	6965	67.4	13.6	106	6113	70.7	11.9	112
DIVORCED/SEPARATED/WIDOWED	19748	1269	22.5	6.4	92	901	21.4	4.6	88	2224	21.5	11.3	88	1728	20.0	8.8	82
PARENTS	32590	2503	44.3	7.7	110	2032	48.3	6.2	120	3859	37.3	11.8	93	3412	39.5	10.5	98
WHITE	70416	5132	90.9	7.3	105	3886	92.3	5.5	106	9482	91.7	13.5	105	8300	96.0	11.8	110
BLACK	8778	414	7.3	4.7	68	*228	5.4	2.6	50	732	7.1	8.3	65	*182	2.1	2.1	19
OTHER	1791	*102	1.8	5.7	82	*97	2.3	5.4	104	*127	1.2	7.1	56	*160	1.9	8.9	84
NORTHEAST-CENSUS	17786	1266	22.4	7.1	102	904	21.5	5.1	98	2836	27.4	15.9	125	4481	51.9	25.2	236
NORTH CENTRAL	20741	1913	33.9	9.2	132	1193	28.3	5.8	111	2721	26.3	13.1	103	815	9.4	3.9	37
SOUTH	27775	1321	23.4	4.8	68	1298	30.8	4.7	90	3819	36.9	13.7	108	1865	21.6	6.7	63
WEST	14683	1148	20.3	7.8	112	816	19.4	5.6	107	965	9.3	6.6	51	1482	17.1	10.1	95
NORTHEAST-MKTG.	17961	1388	24.6	7.7	111	963	22.9	5.4	103	2844	27.5	15.8	124	4228	48.9	23.5	221
EAST CENTRAL	11885	942	16.7	7.9	114	756	18.0	6.4	122	1332	12.9	11.2	88	1096	12.7	9.2	86
WEST CENTRAL	14090	1370	24.3	9.7	139	681	16.2	4.8	93	1908	18.5	13.5	106	*413	4.8	2.9	27
SOUTH	24081	962	17.0	4.0	57	1063	25.2	4.4	85	3460	33.5	14.4	113	1511	17.5	6.3	59
PACIFIC	12969	985	17.4	7.6	109	749	17.8	5.8	111	797	7.7	6.1	48	1394	16.1	10.7	101
COUNTY SIZE A	32439	2396	42.4	7.4	106	1659	39.4	5.1	98	4350	42.1	13.4	105	4808	55.6	14.8	139
COUNTY SIZE B	24915	1782	31.6	7.2	103	1271	30.2	5.1	98	3202	31.0	12.9	101	2567	29.7	10.3	97
COUNTY SIZE C	12930	737	13.0	5.7	82	737	17.5	5.7	110	1555	15.0	12.0	94	908	10.5	7.0	66
COUNTY SIZE D	10703	733	13.0	6.8	98	*544	12.9	5.1	98	1235	11.9	11.5	90	*358	4.1	3.3	31
METRO CENTRAL CITY	24518	1736	30.7	7.1	102	1122	26.6	4.6	88	2608	25.2	10.6	83	2413	27.9	9.8	92
METRO SUBURBAN	35919	2595	45.9	7.2	104	2037	48.4	5.7	109	5283	51.1	14.7	115	5212	60.3	14.5	136
NON METRO	20549	1317	23.3	6.4	92	1052	25.0	5.1	98	2451	23.7	11.9	93	1017	11.8	4.9	46
TOP 5 ADI'S	18341	1353	24.0	7.4	106	948	22.5	5.2	99	2442	23.6	13.3	104	3071	35.5	16.7	157
TOP 10 ADI'S	25378	1799	31.9	7.1	102	1265	30.0	5.0	96	3366	32.6	13.3	104	4019	46.5	15.8	148
TOP 20 ADI'S	36488	2708	47.9	7.4	106	1962	46.6	5.4	103	4904	47.4	13.4	105	5329	61.7	14.6	137
HSGLD INC. \$50,000 OR MORE	6612	*688	12.2	10.4	149	*266	6.3	4.0	77	1280	12.4	19.4	152	1032	11.9	15.6	146
\$40,000 OR MORE	12659	1207	21.4	9.5	137	*610	14.5	4.8	93	2616	25.3	20.7	162	1969	22.8	15.6	146
\$30,000 OR MORE	24698	2123	37.6	8.6	123	1293	30.7	5.2	101	4469	43.2	18.1	142	3442	39.8	13.9	131
\$25,000 OR MORE	32077	2688	47.6	8.4	120	1812	43.0	5.6	109	5822	56.3	18.2	142	4324	50.0	13.5	126
\$20,000 - \$24,999	9144	751	13.3	8.2	118	*374	8.9	4.1	79	1086	10.5	11.9	93	1078	12.5	11.8	110
\$15,000 - \$19,999	8728	608	10.8	7.0	100	*541	12.8	6.2	119	903	8.7	10.3	81	1044	12.1	12.0	112
\$10,000 - \$14,999	12562	702	12.4	5.6	80	*627	14.9	5.0	96	1284	12.4	10.2	80	1225	14.2	9.8	91
UNDER \$10,000	18475	899	15.9	4.9	70	856	20.3	4.6	89	1246	12.0	6.7	53	971	11.2	5.3	49
HOUSEHOLD OF 1 PERSON	11987	679	12.0	5.7	81	328	7.8	2.7	53	1272	12.3	10.6	83	1075	12.4	9.0	84
2 PEOPLE	26577	1876	33.2	7.1	101	1507	35.8	5.7	109	3437	33.2	12.9	101	2938	34.0	11.1	104
3 OR 4 PEOPLE	30617	1968	34.8	6.4	92	1733	41.2	5.7	109	4081	39.5	13.3	104	3282	38.0	10.7	100
5 OR MORE PEOPLE	11804	1125	19.9	9.5	137	*643	15.3	5.4	105	1552	15.0	13.1	103	1347	15.6	11.4	107
NO CHILD IN HSHLD	46165	3054	54.1	6.6	95	2023	48.0	4.4	84	6126	59.2	13.3	104	5067	58.6	11.0	103
CHILD(REN) UNDER 2 YRS	5325	*237	4.2	4.5	64	*290	6.9	5.4	105	*413	4.0	7.8	61	*357	4.1	6.7	63
2 - 5 YEARS	14221	1207	21.4	8.5	122	818	19.4	5.8	111	1391	13.5	9.8	77	1420	16.4	10.0	94
6 - 11 YEARS	15117	1285	22.8	8.5	122	989	23.5	6.5	126	1845	17.8	12.2	96	1606	18.6	10.6	100
12 - 17 YEARS	16611	1399	24.8	8.4	121	1153	27.4	6.9	133	2325	22.5	14.0	110	1746	20.2	10.5	99
RESIDENCE OWNED	55884	4372	77.4	7.8	112	3062	72.7	5.5	105	8242	79.7	14.7	116	6488	75.1	11.6	109
VALUE: \$50,000 OR MORE	31744	2897	51.3	9.1	131	1555	36.9	4.9	94	5413	52.3	17.1	134	4542	52.6	14.3	134
VALUE: UNDER \$50,000	24140	1475	26.1	6.1	88	1507	35.8	6.2	120	2829	27.4	11.7	92	1947	22.5	8.1	76

		TOTAL U.S. '000	KELLOGG'S				OVEN FRY				PEPPERIDGE FARM				PROGRESSO			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	5648	100.0	7.0	100	4211	100.0	5.2	100	10341	100.0	12.8	100	8642	100.0	10.7	100
MAGAZINES	QUINTILE 1	15799	1634	28.9	10.3	148	885	21.0	5.6	108	2431	23.5	15.4	121	2119	24.5	13.4	126
	QUINTILE 2	17259	1438	25.5	8.3	119	1000	23.7	5.8	111	2575	24.9	14.9	117	2173	25.1	12.6	118
	QUINTILE 3	13545	687	12.2	5.1	73	651	15.5	4.8	92	1827	17.7	13.5	106	1755	20.3	13.0	121
	QUINTILE 4	15133	855	15.1	5.6	81	732	17.4	4.8	93	1840	17.8	12.2	95	1334	15.4	8.8	83
	QUINTILE 5	19250	1035	18.3	5.4	77	944	22.4	4.9	94	1669	16.1	8.7	68	1261	14.6	6.6	61
NEWSPAPERS	QUINTILE 1	12413	861	15.2	6.9	99	596	14.2	4.8	92	1954	18.9	15.7	123	1798	20.8	14.5	136
	QUINTILE 2	24116	1819	32.2	7.5	108	1259	29.9	5.2	100	3509	33.9	14.6	114	2777	32.1	11.5	108
	QUINTILE 3	11261	805	14.3	7.1	103	614	14.6	5.5	105	1461	14.1	13.0	102	1367	15.8	12.1	111
	QUINTILE 4	20255	1543	27.3	7.6	109	948	22.5	4.7	90	2532	24.5	12.5	98	2025	23.4	10.0	94
	QUINTILE 5	12940	619	11.0	4.8	69	793	18.8	6.1	118	886	8.6	6.8	54	675	7.8	5.2	49
OUTDOOR	QUINTILE 1	14852	1050	18.6	7.1	101	1018	24.2	6.9	132	1982	19.2	13.3	105	1898	22.0	12.8	120
	QUINTILE 2	15725	1027	18.2	6.5	94	891	21.2	5.7	109	2142	20.7	13.6	107	1758	20.3	11.2	105
	QUINTILE 3	16330	1144	20.3	7.0	100	841	20.0	5.2	99	2225	21.5	13.6	107	1750	20.2	10.7	100
	QUINTILE 4	16744	1156	20.5	6.9	99	815	19.4	4.9	94	1919	18.6	11.5	90	1716	19.9	10.2	96
	QUINTILE 5	17334	1272	22.5	7.3	105	646	15.3	3.7	72	2073	20.0	12.0	94	1520	17.6	8.8	82
RADIO-DRIVE TIME	QUINTILE 1	15911	1241	22.0	7.8	112	847	20.1	5.3	102	2338	22.6	14.7	115	1918	22.2	12.1	113
	QUINTILE 2	14837	1273	22.5	8.6	123	804	19.1	5.4	104	2081	20.1	14.0	110	1488	17.2	10.0	94
	QUINTILE 3	15339	941	16.7	6.1	88	798	19.0	5.2	100	1852	17.9	12.1	95	1727	20.0	11.3	106
	QUINTILE 4	16723	1066	18.9	6.4	91	985	23.4	5.9	113	2023	19.6	12.1	95	1700	19.7	10.2	95
	QUINTILE 5	18176	1126	19.9	6.2	89	777	18.5	4.3	82	2048	19.8	11.3	88	1809	20.9	10.0	93
RADIO-MID- DAY	TERCILE 1	21020	1549	27.4	7.4	106	1154	27.4	5.5	106	3158	30.5	15.0	118	2189	25.3	10.4	98
	TERCILE 2	21610	1801	31.9	8.3	120	1274	30.3	5.9	113	2867	27.7	13.3	104	2187	25.3	10.1	95
	TERCILE 3	38355	2298	40.7	6.0	86	1783	42.3	4.6	89	4317	41.7	11.3	88	4266	49.4	11.1	104
RADIO-TOTAL	QUINTILE 1	15988	1216	21.5	7.6	109	822	19.5	5.1	99	2220	21.5	13.9	109	1773	20.5	11.1	104
	QUINTILE 2	15626	1122	19.9	7.2	103	732	17.4	4.7	90	2144	20.7	13.7	107	1571	18.2	10.1	94
	QUINTILE 3	16723	1300	23.0	7.8	111	1127	26.8	6.7	130	2241	21.7	13.4	105	2047	23.7	12.2	115
	QUINTILE 4	16342	983	17.4	6.0	86	836	19.9	5.1	98	2053	19.9	12.6	98	1696	19.6	10.4	97
	QUINTILE 5	16306	1028	18.2	6.3	90	694	16.5	4.3	82	1684	16.3	10.3	81	1555	18.0	9.5	89
TV-PRIME TIME	QUINTILE 1	15953	1139	20.2	7.1	102	738	17.5	4.6	89	2417	23.4	15.2	119	1904	22.0	11.9	112
	QUINTILE 2	16137	1278	22.6	7.9	114	984	23.4	6.1	117	2235	21.6	13.9	108	1884	21.8	11.7	109
	QUINTILE 3	16420	1085	19.2	6.6	95	1006	23.9	6.1	118	1787	17.3	10.9	85	1736	20.1	10.6	99
	QUINTILE 4	16687	1101	19.5	6.6	95	813	19.3	4.9	94	2222	21.5	13.3	104	1922	22.2	11.5	108
	QUINTILE 5	15789	1046	18.5	6.6	95	670	15.9	4.2	82	1682	16.3	10.7	83	1196	13.8	7.6	71
TV-DAYTIME	TERCILE 1	27736	2149	38.0	7.7	111	1664	39.5	6.0	115	3246	31.4	11.7	92	2782	32.2	10.0	94
	TERCILE 2	26489	1781	31.5	6.7	96	1326	31.5	5.0	96	3464	33.5	13.1	102	2531	29.3	9.6	90
	TERCILE 3	26761	1718	30.4	6.4	92	1221	29.0	4.6	88	3632	35.1	13.6	106	3329	38.5	12.4	117
TV-TOTAL	QUINTILE 1	16345	1325	23.5	8.1	116	873	20.7	5.3	103	2006	19.4	12.3	96	1524	17.6	9.3	87
	QUINTILE 2	16447	1171	20.7	7.1	102	1080	25.6	6.6	126	2363	22.9	14.4	113	1899	22.0	11.5	108
	QUINTILE 3	15980	1192	21.1	7.5	107	787	18.7	4.9	95	2051	19.8	12.8	101	1829	21.2	11.4	107
	QUINTILE 4	15887	1093	19.4	6.9	99	691	16.4	4.3	84	1907	18.4	12.0	94	1656	19.2	10.4	98
	QUINTILE 5	16326	866	15.3	5.3	76	781	18.5	4.8	92	2015	19.5	12.3	97	1733	20.1	10.6	99
MAGAZINES-NEWSPAPERS: DUAL		20721	1767	31.3	8.5	122	1090	25.9	5.3	101	3308	32.0	16.0	125	3077	35.6	14.8	139
MAGAZINE IMPERATIVE		19186	1677	29.7	8.7	125	1050	24.9	5.5	105	2531	24.5	13.2	103	2040	23.6	10.6	100
NEWSPAPER IMPERATIVE		21899	1321	23.4	6.0	86	1053	25.0	4.8	92	2943	28.5	13.4	105	2277	26.3	10.4	97
MAGAZINES-OUTDOOR: DUAL		15451	1267	22.4	8.2	118	1001	23.8	6.5	125	2526	24.4	16.3	128	1952	22.6	12.6	118
MAGAZINE IMPERATIVE		25953	2216	39.2	8.5	122	1237	29.4	4.8	92	3668	35.5	14.1	111	3226	37.3	12.4	116
OUTDOOR IMPERATIVE		24400	1300	23.0	5.3	76	1400	33.2	5.7	110	2600	25.1	10.7	83	2373	27.5	9.7	91
MAGAZINES-RADIO: DUAL		18049	1662	29.4	9.2	132	964	22.9	5.3	103	2548	24.6	14.1	111	2079	24.1	11.5	108
MAGAZINE IMPERATIVE		23571	1819	32.2	7.7	111	1355	32.2	5.7	111	3490	33.7	14.8	116	3263	37.8	13.8	130
RADIO IMPERATIVE		23278	1353	24.0	5.8	83	1150	27.3	4.9	95	2917	28.2	12.5	98	2195	25.4	9.4	88
MAGAZINES-TELEVISION: DUAL		15459	1512	26.8	9.8	140	913	21.7	5.9	114	2476	23.9	16.0	125	2056	23.8	13.3	125
MAGAZINE IMPERATIVE		25829	1948	34.5	7.5	108	1294	30.7	5.0	96	3605	34.9	14.0	109	3308	38.3	12.8	120
TELEVISION IMPERATIVE		26039	1527	27.0	5.9	84	1463	34.7	5.6	108	2866	27.7	11.0	86	2114	24.5	8.1	76
NEWSPAPERS-OUTDOOR: DUAL		16605	1300	23.0	7.8	112	921	21.9	5.5	107	2748	26.6	16.5	130	2057	23.8	12.4	116
NEWSPAPER IMPERATIVE		26834	1888	33.4	7.0	101	1307	31.0	4.9	94	3636	35.2	13.5	106	3220	37.3	12.0	112
OUTDOOR IMPERATIVE		23346	1503	26.6	6.4	92	1465	34.8	6.3	121	2518	24.3	10.8	84	2424	28.0	10.4	97
NEWSPAPERS-RADIO: DUAL		17133	1465	25.9	8.6	123	875	20.8	5.1	98	2677	25.9	15.6	122	2048	23.7	12.0	112
NEWSPAPER IMPERATIVE		25892	1763	31.2	6.8	98	1394	33.1	5.4	104	3611	34.9	13.9	109	3328	38.5	12.9	120
RADIO IMPERATIVE		23167	1629	28.8	7.0	101	1316	31.3	5.7	109	2671	25.8	11.5	90	2275	26.3	9.8	92
NEWSPAPERS-TELEVISION: DUAL		17159	1402	24.8	8.2	117	905	21.5	5.3	101	2704	26.1	15.8	123	2362	27.3	13.8	129
NEWSPAPER IMPERATIVE		26214	1785	31.6	6.8	98	1298	30.8	5.0	95	3720	36.0	14.2	111	3052	35.3	11.6	109
TELEVISION IMPERATIVE		23412	1631	28.9	7.0	100	1437	34.1	6.1	118	2646	25.6	11.3	89	1912	22.1	8.2	77
OUTDOOR-RADIO: DUAL		15303	1116	19.8	7.3	105	972	23.1	6.4	122	2100	20.3	13.7	107	1799	20.8	11.8	110
OUTDOOR IMPERATIVE		24901	1675	29.7	6.7	96	1433	34.0	5.8	111	3180	30.8	12.8	100	2779	32.2	11.2	105
RADIO IMPERATIVE		26492	1981															

	TOTAL U.S. '000	KELLOGG'S				OVEN FRY				PEPPERIDGE FARM				PROGRESSO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	5648	100.0	7.0	100	4211	100.0	5.2	100	10341	100.0	12.8	100	8642	100.0	10.7	100
ATLANTIC MONTHLY	415	**30	0.5	7.2	104	**27	0.6	6.5	125	**97	0.9	23.4	183	**66	0.8	15.9	149
BARRON'S	453	**64	1.1	14.1	203	**65	1.5	14.3	276	**54	0.5	11.9	93	**99	1.1	21.9	205
BETTER HOMES & GARDENS	16256	1449	25.7	8.9	128	891	21.2	5.5	105	2467	23.9	15.2	119	2222	25.7	13.7	128
BON APPETIT	2535	260	4.6	10.3	147	**56	1.3	2.2	42	412	4.0	16.3	127	428	5.0	16.9	158
BUSINESS WEEK	1278	**101	1.8	7.9	113	**96	2.3	7.5	144	*124	1.2	9.7	76	*213	2.5	16.7	156
CAR AND DRIVER	378	**21	0.4	5.6	80	**14	0.3	3.7	71	**50	0.5	13.2	104	**48	0.6	12.7	119
CBS MAGAZINE NETWORK (GROSS)	1498	**76	1.3	5.1	73	**77	1.8	5.1	99	*208	2.0	13.9	109	*107	1.2	7.1	67
CHANGING TIMES	1505	**135	2.4	9.0	129	**60	1.4	4.0	77	312	3.0	20.7	162	*277	3.2	18.4	172
COLONIAL HOMES	1231	**77	1.4	6.3	90	**56	1.3	4.5	87	*234	2.3	19.0	149	*139	1.6	11.3	106
CONDE NAST MAG. PKG. (GROSS)	14146	1134	20.1	8.0	115	680	16.1	4.8	92	2094	20.2	14.8	116	1925	22.3	13.6	128
CONSUMERS DIGEST	1323	*172	3.0	13.0	186	**46	1.1	3.5	67	*211	2.0	15.9	125	*249	2.9	18.8	176
COSMOPOLITAN	7102	607	10.7	8.5	123	403	9.6	5.7	109	965	9.3	13.6	106	1055	12.2	14.9	139
COUNTRY LIVING	2481	*236	4.2	9.5	136	**114	2.7	4.6	88	441	4.3	17.8	139	*252	2.9	10.2	95
CUISINE	1472	*168	3.0	11.4	164	**26	0.6	1.8	34	232	2.2	15.8	123	368	4.3	25.0	234
CYCLE WORLD	425	**26	0.5	6.1	88	**43	1.0	10.1	195	**86	0.8	20.2	158	**16	0.2	3.8	35
DCI:CREATIVE IDEAS FOR LIV	2510	*363	6.4	14.5	207	**63	1.5	2.5	48	340	3.3	13.5	106	*253	2.9	10.1	94
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	646	11.4	9.7	138	228	5.4	3.4	66	1289	12.5	19.3	151	588	6.8	8.8	82
DISCOVER	894	*665	1.2	7.3	104	**47	1.1	5.3	101	*117	1.1	13.1	102	**101	1.2	11.3	106
EBONY	3507	261	4.6	7.4	107	**114	2.7	3.3	63	360	3.5	10.3	80	*83	1.0	2.4	22
ESQUIRE	1083	**120	2.1	11.1	159	**82	1.9	7.6	146	*133	1.3	13.2	96	**136	1.6	12.6	118
ESSENCE	1830	*118	2.1	6.4	92	**65	1.5	3.6	68	*173	1.7	9.5	74	**44	0.5	2.4	23
FAMILY CIRCLE	15930	1521	26.9	9.5	137	907	21.5	5.7	110	2320	22.4	14.6	114	2289	26.5	14.4	135
THE FAMILY HANDYMAN	1126	**112	2.0	9.9	143	**89	2.1	7.9	152	*229	2.2	20.3	159	**123	1.4	10.9	102
FAMILY WEEKLY	11468	739	13.1	6.4	92	651	15.5	5.7	109	1139	11.0	9.9	78	1091	12.6	9.5	89
FIELD & STREAM	2234	*215	3.8	9.6	138	*134	3.2	6.0	115	*296	2.9	13.2	104	*119	1.4	5.3	50
FOOD & WINE	579	**47	0.8	8.1	116	**23	0.5	4.0	76	**73	0.7	12.6	99	**77	0.9	13.3	125
FORBES	728	**108	1.9	14.8	213	**76	1.8	10.4	201	*126	1.2	17.3	136	**161	1.9	22.1	207
FORTUNE	906	**113	2.0	12.5	179	**99	2.4	10.9	210	*103	1.0	11.4	89	*202	2.3	22.3	209
GENTLEMEN'S QUARTERLY	791	*32	0.6	4.0	58	**25	0.6	3.2	61	*67	0.6	8.5	66	*124	1.4	17.7	147
GLAMOUR	5265	468	8.3	8.9	127	*309	7.3	5.9	113	700	6.8	13.3	104	720	8.3	13.7	128
GOLF DIGEST	636	**48	0.8	7.5	108	**40	0.9	6.3	121	*136	1.3	21.4	167	**86	1.0	13.5	127
GOLF DIGEST/TENNIS (GROSS)	1186	**98	1.7	8.3	118	**65	1.5	5.5	105	*190	1.8	16.0	125	*171	2.0	14.4	135
GOLF MAGAZINE	441	**2	0.0	0.5	7	**5	0.1	1.1	22	*103	1.0	23.4	183	**113	1.3	25.6	240
GOLF MAGAZINE/SKI (GROSS)	922	*37	0.7	4.0	58	**18	0.4	2.0	38	*159	1.5	17.2	135	*169	2.0	18.3	172
GOOD HOUSEKEEPING	16487	1526	27.0	9.3	133	851	20.2	5.2	99	2446	23.7	14.8	116	2195	25.4	13.3	125
HARPER'S BAZAAR	2423	*172	3.0	7.1	102	**146	3.5	6.0	116	387	3.7	16.0	125	470	5.4	19.4	182
HEALTH	1994	*280	5.0	14.0	201	**164	3.9	8.2	158	*293	2.8	14.7	115	*315	3.6	15.8	148
HEARST MAG CORP. BUY (GROSS)	44101	3815	67.5	8.7	124	2274	54.0	5.2	99	6774	65.5	15.4	120	5909	68.4	13.4	126
HEARST MAN POWER (GROSS)	1993	*229	4.1	11.5	165	**123	2.9	6.2	119	329	3.2	16.5	129	*265	3.1	13.3	125
HEARST WOMAN POWER (GROSS)	31274	2712	48.0	8.7	124	1667	39.6	5.3	103	4528	43.8	14.5	113	4123	47.7	13.2	124
HOUSE BEAUTIFUL	3623	341	6.0	9.4	135	*147	3.5	4.1	78	648	6.3	17.9	140	498	5.8	13.7	129
INC.	283	**35	0.6	12.4	177	**39	0.9	13.8	265	*46	0.4	16.3	127	*83	1.0	29.3	275
JET	2928	*167	3.0	5.7	82	**90	2.1	3.1	59	261	2.5	8.9	70	*81	0.9	2.8	26
LADIES' HOME JOURNAL	11918	1109	19.6	9.3	133	747	17.7	6.3	121	1803	17.4	15.1	118	1431	16.6	12.0	113
LHJ FAMILY GRP COMBO(GROSS)	16764	1659	29.4	9.9	142	1083	25.7	6.5	124	2528	24.4	15.1	118	2057	23.8	12.3	115
LIFE	4254	391	6.9	9.2	132	277	6.6	6.5	125	602	5.8	14.2	111	648	7.5	15.2	143
L.A. TIMES HOME MAGAZINE	1145	**95	1.7	8.3	119	**56	1.3	4.9	94	*69	0.7	6.0	47	*186	2.2	16.2	152
MADEMOISELLE	2884	*174	3.1	6.0	87	**158	3.8	5.5	105	419	4.1	14.5	114	387	4.5	13.4	126
MC CALL'S	13460	1116	19.8	8.3	119	671	15.9	5.0	96	1874	18.1	13.9	109	1601	18.5	11.9	111
MC CALL'S/WRK MOTHER (GROSS)	14606	1258	22.3	8.6	123	770	18.3	5.3	101	2008	19.4	13.7	108	1718	19.9	11.8	110
MECHANIX ILLUSTRATED	772	**66	1.2	8.5	123	**40	0.9	5.2	100	*121	1.2	15.7	123	**195	2.3	25.3	237
METROPOLITAN HOME	967	**77	1.4	8.0	114	**9	0.2	0.9	18	*190	1.8	19.6	154	*112	1.3	11.6	109
MONEY	1588	**120	2.1	7.6	108	**99	2.4	6.2	120	258	2.5	16.2	127	*238	2.8	15.0	140
MOTHER EARTH NEWS	1002	**97	1.7	9.7	139	**57	1.4	5.7	109	*204	2.0	20.4	159	*94	1.1	9.4	88
MS.	825	**100	1.8	12.1	174	**59	1.4	7.2	138	*110	1.1	13.3	104	**84	1.0	10.2	95
NATIONAL ENQUIRER	10336	641	11.3	6.2	89	583	13.8	5.6	108	1133	11.0	11.0	86	1014	11.7	9.8	92
NATIONAL GEOGRAPHIC	9597	707	12.5	7.4	106	436	10.4	4.5	87	1654	16.0	17.2	135	1447	16.7	15.1	141
NATIONAL SUNDAY MAGAZINE PKG	49558	3610	63.9	7.3	104	2572	61.1	5.2	100	7069	68.4	14.3	112	5921	68.5	11.9	112
NATURAL HISTORY	573	*20	0.4	3.5	50	*0	0.0	0.0	0	*157	1.5	27.4	215	*663	0.7	11.0	103
NEW WOMAN	1699	*140	2.5	8.2	118	**70	1.7	4.1	79	*203	2.0	11.9	94	*151	1.7	8.9	83
NEW YORK INCLUDING CUE	443	**19	0.3	4.3	61	**16	0.4	3.6	69	**66	0.6	14.9	117	*131	1.5	29.6	277
THE NEW YORKER	1270	**89	1.6	7.0	100	**39	0.9	3.1	59	236	2.3	18.6	146	299	3.5	23.5	221
NEWSWEEK	6277	538	9.5	8.6	123	355	8.4	5.7	109	894	8.6	14.2	112	967	11.2	15.4	144
THE N.Y. TIMES DAILY EDITION	1205	**75	1.3	6.2	89	*19	0.5	1.6	30	229	2.2	19.0	149	344	4.0	28.5	268
THE N.Y. TIMES MAGAZINE	2081	**126	2.2	6.1	87	**21	0.5	1.0	19	444	4.3	21.3	167	586	6.8	28.2	264
OMNI	788	**75	1.3	9.5	136	**38	0.9	4.8	93	*93	0.9	11.8	92	*138	1.6	17.5	164
ON CABLE	1158	**113	2.0	9.8	140	**25	0.6	2.2	42	*99	1.0	8.5	67	*113	1.3	9.8	91
1001 HOME IDEAS	2852	*270	4.8	9.5	136	*172	4.1	6.0	116	433	4.2	15.2	119	311	3.6	10.9	102
ORGANIC GARDENING	1658	**132	2.3	8.0	114	**82	1.9	4.9	95	*250	2.4	15.1	118	*177	2.0	10.7	100
OUTDOOR LIFE	896	**119	2.1	13.3	190	*101	2.4	11.3	217	*79	0.8	8.8	69	*81	0.9	9.0	85
PARADE MAGAZINE	24275	1787	31.6	7.4	106	1223	29.0	5.0	97	3530	34.1	14.5	114	3464	40.1	14.3	134

	TOTAL U.S. '000	KELLOGG'S				OVEN FRY				PEPPERIDGE FARM				PROGRESSO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	5648	100.0	7.0	100	4211	100.0	5.2	100	10341	100.0	12.8	100	8642	100.0	10.7	100
PARENTS	3845	413	7.3	10.7	154	*197	4.7	5.1	99	559	5.4	14.5	114	409	4.7	10.6	100
PENTHOUSE	831	**75	1.3	9.0	129	**54	1.3	6.5	125	**60	0.6	7.2	57	**74	0.9	8.9	83
PEOPLE	11645	1014	18.0	8.7	125	775	18.4	6.7	128	1507	14.6	12.9	101	1650	19.1	14.2	133
PLAYBOY	2006	*212	3.8	10.6	152	**110	2.6	5.5	105	*182	1.8	9.1	71	331	3.8	16.5	155
POPULAR HOT RODDING	297	**39	0.7	13.1	188	**23	0.5	7.7	149	**24	0.2	8.1	63	**34	0.4	11.4	107
POPULAR MECHANICS	1018	**111	2.0	10.9	156	**47	1.1	4.6	89	*172	1.7	16.9	132	**144	1.7	14.1	133
POPULAR SCIENCE	878	**55	1.0	6.3	90	**72	1.7	8.2	158	*219	2.1	24.9	195	**80	0.9	9.1	85
PREVENTION	3913	300	5.3	7.7	110	276	6.6	7.1	136	570	5.5	14.6	114	591	6.8	15.1	147
PSYCHOLOGY TODAY	1710	*161	2.9	9.4	135	*276	1.8	4.4	85	359	3.5	21.0	164	*278	3.2	16.3	152
READER'S DIGEST	22204	1953	34.6	8.8	126	1292	30.7	5.8	112	3390	32.8	15.3	120	2578	29.8	15.2	109
REDBOOK	7684	580	10.3	7.5	108	413	9.8	5.4	103	1117	10.8	14.5	114	874	10.1	11.4	107
ROAD & TRACK	410	*116	0.3	3.9	56	**22	0.5	5.4	103	**32	0.3	7.8	61	**40	0.5	9.8	91
ROLLING STONE	969	**83	1.5	8.6	123	**48	1.1	5.0	95	**85	0.8	8.8	69	*121	1.4	12.5	117
RUNNER'S WORLD	298	**5	0.1	1.7	24	**0	0.0	0.0	0	**56	0.5	18.8	147	**39	0.5	13.1	123
SATURDAY EVENING POST	1169	*165	2.9	14.1	202	**98	2.3	8.4	161	*163	1.6	13.9	109	*168	1.9	14.4	135
SCIENCE 84	587	**8	0.1	1.4	20	**22	0.5	3.7	72	**40	0.4	6.8	53	**88	1.0	15.0	140
SCIENCE DIGEST	482	**53	0.9	11.0	158	**31	0.7	6.4	124	**69	0.7	14.3	112	**89	1.0	18.5	173
SCIENTIFIC AMERICAN	594	**34	0.6	5.7	82	**42	1.0	7.1	136	**97	0.9	16.3	128	**96	1.1	16.2	151
SELF	2089	*237	4.2	11.3	163	**54	1.3	2.6	50	*287	2.8	13.7	108	*223	2.6	10.7	100
SEVENTEEN	2411	*178	3.2	7.4	106	**83	2.0	3.4	66	344	3.3	14.3	112	336	3.9	13.9	131
SKI	480	**36	0.6	7.5	108	**13	0.3	2.7	52	**56	0.5	11.7	91	**57	0.7	11.9	111
SMITHSONIAN	2760	*300	5.3	10.9	156	**104	2.5	3.8	72	547	5.3	19.8	155	297	3.4	10.8	101
SOAP OPERA DIGEST	3013	*233	4.1	7.7	111	*192	4.6	6.4	123	299	2.9	9.9	78	*170	2.0	5.6	53
SOUTHERN LIVING	4184	*283	5.0	6.8	97	*165	3.9	3.9	76	949	9.2	22.7	178	334	3.9	8.0	75
SPORT	559	**24	0.4	4.3	62	**43	1.0	7.7	148	**43	0.4	7.7	60	**39	0.5	7.0	65
THE SPORTING NEWS	436	**29	0.5	6.7	95	**27	0.6	6.2	119	**10	0.1	2.3	18	**44	0.5	10.1	95
SPORTS AFIELD	493	**66	1.2	13.4	192	**45	1.1	9.1	176	**89	0.9	18.1	141	**32	0.4	6.5	61
SPORTS ILLUSTRATED	2758	*280	5.0	10.2	146	*176	4.2	6.4	123	338	3.3	12.3	96	417	4.8	15.1	142
STAR	7456	643	11.4	8.6	124	470	11.2	6.3	121	888	8.6	11.9	93	908	10.5	12.2	114
SUNDAY	24936	2107	37.3	8.4	121	1235	29.3	5.0	95	3999	38.7	16.0	126	3062	35.4	12.3	115
SUNSET	2124	*223	3.9	10.5	151	**142	3.4	6.7	129	*240	2.3	11.3	88	*271	3.1	12.8	120
TV GUIDE	21661	1750	31.0	8.1	116	1419	33.7	6.6	126	2610	25.2	12.0	94	2613	30.2	12.1	113
TENNIS	550	**50	0.9	9.1	130	**25	0.6	4.5	87	**54	0.5	9.8	77	**84	1.0	15.3	143
TIME	8880	783	13.9	8.8	126	534	12.7	6.0	116	1370	13.2	15.4	121	1227	14.2	13.8	129
TOWN & COUNTRY	917	**34	0.6	3.7	53	**17	0.4	1.9	36	*185	1.8	20.2	158	**95	1.1	10.4	97
TRAVEL & LEISURE	972	**94	1.7	9.7	139	**41	1.0	4.2	81	*204	2.0	21.0	164	*180	2.1	18.5	174
TRUE STORY	3356	248	4.4	7.4	106	*289	6.9	8.6	166	*343	3.3	10.2	80	*204	2.4	6.1	57
U.S. NEWS & WORLD REPORT	3410	346	6.1	10.1	145	*160	3.8	4.7	90	535	5.2	15.7	123	321	3.7	9.4	88
USA TODAY	1759	*151	2.7	8.6	123	**66	1.6	3.8	72	322	3.1	18.3	143	*214	2.5	12.2	114
US	1873	*180	3.2	9.6	138	**125	3.0	6.7	128	*230	2.2	12.3	96	344	4.0	18.4	172
VOGUE	3909	255	4.5	6.5	94	*159	3.8	4.1	78	688	6.7	17.6	138	596	6.9	15.2	143
WALL STREET JOURNAL	1886	*187	3.3	9.9	142	**105	2.5	5.6	107	368	3.6	19.5	153	*306	3.5	16.2	152
WEIGHT WATCHERS	2120	*185	3.3	8.7	125	**161	3.8	7.6	146	*255	2.5	12.0	94	*275	3.2	13.0	122
WOMAN'S DAY	14172	1237	21.9	8.7	125	847	20.1	6.0	115	2083	20.1	14.7	115	1866	21.6	13.2	123
WORKING MOTHER	1146	**142	2.5	12.4	178	**100	2.4	8.7	168	*134	1.3	11.7	92	*117	1.4	10.2	96
WORKING WOMAN	1322	*167	3.0	12.6	181	**119	2.8	9.0	173	*225	2.2	17.0	133	*138	1.6	10.4	98
WORLD TENNIS	*163	**2	0.0	1.2	18	**11	0.3	6.7	130	**46	0.4	28.2	221	**14	0.2	8.6	80
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*158	2.8	6.2	89	**157	3.7	6.2	119	363	3.5	14.3	112	437	5.1	17.3	162
BLAIR INSERTS	43657	3195	56.6	7.3	105	2130	50.6	4.9	94	6827	66.0	15.6	122	5488	63.5	12.6	118
DAILY NEWSPAPERS																	
READ ANY	51633	3867	68.5	7.5	107	2624	62.3	5.1	98	7302	70.6	14.1	111	6146	71.1	11.9	112
READ ONE	43463	3323	58.8	7.6	110	2235	53.1	5.1	99	5981	57.8	13.8	108	4983	57.7	11.5	107
READ TWO OR MORE	8170	545	9.6	6.7	96	390	9.3	4.8	92	1321	12.8	16.2	127	1163	13.5	14.2	133
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3782	67.0	7.2	103	2660	63.2	5.0	97	7640	73.9	14.5	114	6373	73.7	12.1	113
READ ONE	46126	3233	57.2	7.0	101	2447	58.1	5.3	102	6675	64.5	14.5	113	5368	62.1	11.6	109
READ TWO OR MORE	6552	549	9.7	8.4	120	213	5.1	3.3	63	965	9.3	14.7	115	1005	11.6	15.3	144
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.31				31.66				28.89				29.46			
30 DAY REACH	71455	4852	85.9	6.8	97	3857	91.6	5.4	104	9233	89.3	12.9	101	7763	89.8	10.9	102
50 SHWG - 30 DAY AV FREQ	14.56	14.38				16.54				15.35				15.38			
30 DAY REACH	67742	4620	81.8	6.8	98	3697	87.8	5.5	105	8709	84.2	12.9	101	7453	86.2	11.0	103
25 SHWG - 30 DAY AV FREQ	7.94	7.80				8.84				8.16				8.26			
30 DAY REACH	62117	4276	75.7	6.9	99	3456	82.1	5.6	107	8183	79.1	13.2	103	6924	80.1	11.1	104
CABLE TV: HOME WIRED	32077	2641	46.8	8.2	118	2029	48.2	6.3	122	4415	42.7	13.8	108	4649	53.8	14.5	136
HOME NOT WIRED	48909	3007	53.2	6.1	88	2182	51.8	4.5	86	5926	57.3	12.1	95	3993	46.2	8.2	77
HAVE PAY CABLE	15935	1516	26.8	9.5	136	1010	24.0	6.3	122	2496	24.1	15.7	123	2571	29.8	16.1	151

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	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	5648	100.0	7.0	100	4211	100.0	5.2	100	10341	100.0	12.8	100	8642	100.0	10.7	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1804	31.9	6.9	99	1317	31.3	5.1	97	3502	33.9	13.4	105	2427	28.1	9.3	87
NETWORK AFFILIATES - LATE	20261	1555	27.5	7.7	110	1013	24.1	5.0	96	2736	26.5	13.5	106	2232	25.8	11.0	103
INDEPENDENTS - LATE	2076	95	1.7	4.6	66	*74	1.8	3.6	69	388	3.8	18.7	146	337	3.9	16.2	152
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	N 10453	628	11.1	6.0	86	548	13.0	5.2	101	1373	13.3	13.1	103	1027	11.9	9.8	92
ABC MONDAY NIGHT MOVIE	A 6412	469	8.3	7.3	105	360	8.5	5.6	108	795	7.7	12.4	97	745	8.6	11.6	109
ABC SUNDAY NIGHT MOVIE	A 12407	968	17.1	7.8	112	603	14.3	4.9	93	1787	17.3	14.4	113	1495	17.3	12.0	113
ABC WORLD NEWS TONIGHT	A 6176	412	7.3	6.7	96	288	6.8	4.7	90	890	8.6	14.4	113	625	7.2	10.1	95
AFTERMASH	C 5863	*322	5.7	5.5	79	*354	8.4	6.0	116	745	7.2	12.7	100	562	6.5	9.6	90
ALICE	C 9594	659	11.7	6.9	98	495	11.8	5.2	99	1334	12.9	13.9	109	1043	12.1	10.9	102
AMERICAN PARADE	C 6622	491	8.7	7.4	106	257	6.1	3.9	75	903	8.7	13.6	107	720	8.3	10.9	102
BENSON	A 10886	789	14.0	7.2	104	553	13.1	5.1	98	1564	15.1	14.4	113	1297	15.0	11.9	112
BLUE THUNDER	A 5036	365	6.5	7.2	104	271	6.4	5.4	103	702	6.8	13.9	109	455	5.3	9.0	85
CAGNEY & LACEY	C 9965	712	12.6	7.1	102	558	13.3	5.6	108	1179	11.4	11.8	93	1046	12.1	10.5	98
CBS EVENING NEWS-DEAN	C 3491	*268	4.7	7.7	110	*146	3.5	4.2	80	574	5.6	16.4	129	331	3.8	9.5	89
CBS EVENING NEWS-RATHER	C 7123	511	9.0	7.2	103	276	6.6	3.9	75	1041	10.1	14.6	114	661	7.6	9.3	87
CBS SAT. NEWS-SCHIEFFER	C 3621	196	3.5	5.4	78	168	4.0	4.6	89	611	5.9	16.9	132	320	3.7	8.8	83
CBS SATURDAY NIGHT MOVIE	C 5436	398	7.0	7.3	105	331	7.9	6.1	117	627	6.1	11.5	90	563	6.5	10.4	97
CBS WEDNESDAY NIGHT MOVIE	C 6100	379	6.7	6.2	89	274	6.5	4.5	86	659	6.4	10.8	85	612	7.1	10.0	94
CHEERS	N 8889	800	14.2	9.0	129	469	11.1	5.3	101	1199	11.6	13.5	106	1158	13.4	13.0	122
DALLAS	C 22109	1596	28.3	7.2	104	1275	30.3	5.8	111	2693	26.0	12.2	95	2516	29.1	11.4	107
DIFF'RENT STROKES	N 6940	387	6.9	5.6	80	340	8.1	4.9	94	1124	10.9	16.2	127	642	7.4	9.3	87
DOUBLE TROUBLE	N 7223	525	9.3	7.3	104	396	9.4	5.5	105	914	8.8	12.7	99	723	8.4	10.0	94
DUCK FACTORY	N 5595	390	6.9	7.0	100	*304	7.2	5.4	104	754	7.3	13.5	106	703	8.1	12.6	118
DUKES OF HAZZARD	C 5768	418	7.4	7.2	104	322	7.6	5.6	107	612	5.9	10.6	83	486	5.6	8.4	79
DYNASTY	A 20053	1277	22.6	6.4	91	943	22.4	4.7	90	2607	25.2	13.0	102	2045	23.7	10.2	96
FACTS OF LIFE	N 8087	614	10.9	7.6	109	432	10.3	5.3	103	1056	10.2	13.1	102	794	9.2	9.8	92
FALCON CREST	C 20046	1419	25.1	7.1	102	941	22.3	4.7	90	2620	25.3	13.1	102	2159	25.0	10.8	101
FALL GUY	A 9084	638	11.3	7.0	101	450	10.7	5.0	95	1223	11.8	13.5	105	816	9.4	9.0	84
FAMILY TIES	N 7964	558	9.9	7.0	100	438	10.4	5.5	106	1084	10.5	13.6	107	955	11.1	12.0	112
FANTASY ISLAND	A 7687	500	8.9	6.5	93	406	9.6	5.3	102	984	9.5	12.8	100	808	9.3	10.5	99
FOULUPS, BLEEPES & BLUNDERS	A 8861	616	10.9	7.0	100	494	11.7	5.6	107	1050	10.2	11.8	93	1029	11.9	11.6	109
FOUR SEASONS	C 5095	*318	5.6	6.2	89	*318	7.6	6.2	120	631	6.1	12.4	97	531	6.1	10.4	98
GIMME A BREAK	N 8838	587	10.4	6.6	95	513	12.2	5.8	112	1104	10.7	12.5	98	932	10.8	10.5	99
HART TO HART	A 8978	505	8.9	5.6	81	496	11.8	5.5	106	1113	10.8	12.4	97	749	8.7	8.3	78
HILL STREET BLUES	N 8590	689	12.2	8.0	115	554	13.2	6.4	124	1020	9.9	11.9	93	1072	12.4	12.5	117
HOTEL	A 14085	907	16.1	6.4	92	665	15.8	4.7	91	1822	17.6	12.9	101	1749	20.2	12.4	116
JEFFERSONS	C 9360	682	12.1	7.3	104	547	13.0	5.8	112	1165	11.3	12.4	97	1029	11.9	11.0	103
JENNIFER SLEPT HERE	N 5841	369	6.5	6.3	91	370	8.8	6.3	122	848	8.2	14.5	114	571	6.6	9.8	92
KATE & ALLIE	C 9206	726	12.9	7.9	113	537	12.8	5.8	112	1198	11.6	13.0	102	998	11.5	10.8	102
KNIGHT RIDER	N 7076	419	7.4	5.9	85	369	8.8	5.2	100	930	9.0	13.1	103	769	8.9	10.9	102
LOVE BOAT	A 12219	779	13.8	6.4	91	586	13.9	4.8	92	1622	15.7	13.3	104	1199	13.9	9.8	92
MAGNUM PI	C 11199	747	13.2	6.7	96	674	16.0	6.0	116	1425	13.8	12.7	100	1120	13.0	10.0	94
MAMA'S FAMILY	N 6057	516	9.1	8.5	122	335	8.0	5.5	106	880	8.5	14.5	114	700	8.1	11.6	108
MASTER, THE	N 3598	*201	3.6	5.6	80	*208	4.9	5.8	111	465	4.5	12.9	101	438	5.1	12.2	114
MATT HOUSTON	A 6344	455	8.1	7.2	103	356	8.5	5.6	108	810	7.8	12.8	100	768	8.9	12.1	113
NBC MONDAY NIGHT MOVIE	N 11994	762	13.5	6.4	91	655	15.6	5.5	105	1385	13.4	11.5	90	1395	16.1	11.6	109
NBC NIGHTLY NEWS	N 5132	399	7.1	7.8	111	257	6.1	5.0	96	727	7.0	14.2	111	575	6.7	11.2	105
NBC NIGHTLY NEWS-SAT	N 3375	*212	3.8	6.3	90	*119	2.8	3.5	68	507	4.9	15.0	118	314	3.6	9.3	87
NBC NIGHTLY NEWS-SUN	N 3130	*209	3.7	6.7	96	**149	3.5	4.8	92	552	5.3	17.6	138	263	3.0	8.4	79
NBC SUNDAY NIGHT MOVIE	N 8284	500	8.9	6.0	87	436	10.4	5.3	101	1021	9.9	12.3	97	1066	12.3	12.9	121
NEWHART	C 9240	685	12.1	7.4	106	582	13.8	6.3	121	1191	11.5	12.9	101	1067	12.3	11.5	108
ONE DAY AT A TIME	C 7288	481	8.5	6.6	95	433	10.3	5.9	114	815	7.9	11.2	88	796	9.2	10.9	102
PEOPLE ARE FUNNY	N 4855	349	6.2	7.2	103	304	7.2	6.3	120	645	6.2	13.3	104	526	6.1	10.8	102
REAL PEOPLE	N 8869	583	10.3	6.6	94	529	12.6	6.0	115	1253	12.1	14.1	111	806	9.3	9.1	85
REMINGTON STEELE	N 7743	403	7.1	5.2	75	425	10.1	5.5	106	886	8.6	11.4	90	819	9.5	10.6	99
RIPLY'S BELIEVE IT - NOT	A 5345	386	6.8	7.2	104	286	6.8	5.4	103	836	8.1	15.6	122	649	7.5	12.1	114
RIPTIDE	N 6988	483	8.6	6.9	99	418	9.9	6.0	115	841	8.1	12.0	94	724	8.4	10.4	97
SCARECROW & MRS. KING	C 10002	680	12.0	6.8	97	592	14.1	5.9	114	1230	11.9	12.3	96	1022	11.8	10.2	96
SIMON & SIMON	C 10638	828	14.7	7.8	112	570	13.5	5.4	103	1314	12.7	12.4	97	1015	11.7	9.5	89
60 MINUTES	C 13293	996	17.6	7.5	107	666	15.8	5.0	96	1985	19.2	14.9	117	1431	16.6	10.8	101
ST. ELSEWHERE	N 7017	510	9.0	7.3	104	420	10.0	6.0	115	979	9.5	14.0	109	813	9.4	11.6	109
THREE'S COMPANY	A 10917	728	12.9	6.7	96	512	12.2	4.7	90	1318	12.7	12.1	95	1068	12.4	9.8	92
T.J. HOOKER	A 9204	633	11.2	6.9	99	474	11.3	5.1	99	1113	10.8	12.1	95	861	10.0	9.4	88
TONIGHT SHOW	N 2372	189	3.3	8.0	114	100	2.4	4.2	81	297	2.9						

	TOTAL U.S. '000	SHAKE 'N BAKE				STOVE TOP											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	13584	100.0	16.8	100	19431	100.0	24.0	100								
18 - 24	9282	1193	8.8	12.9	77	1950	10.0	21.0	88								
25 - 34	19072	3164	23.3	16.6	99	4752	24.5	24.9	104								
35 - 44	14591	2794	20.6	19.1	114	3987	20.5	27.3	114								
45 - 54	11345	2185	16.1	19.3	115	2882	14.8	25.4	106								
55 - 64	11635	1968	14.5	16.9	101	3055	15.7	26.3	109								
65 OR OLDER	15061	2278	16.8	15.1	90	2803	14.4	18.6	78								
18 - 34	28354	4358	32.1	15.4	92	6702	34.5	23.6	99								
18 - 49	48339	8251	60.7	17.1	102	12171	62.6	25.2	105								
25 - 54	45008	8144	60.0	18.1	108	11622	59.8	25.8	108								
35 - 49	19985	3893	28.7	19.5	116	5469	28.1	27.4	114								
50 OR OLDER	32647	5333	39.3	16.3	97	7260	37.4	22.2	93								
GRADUATED COLLEGE	11155	1789	13.2	16.0	96	2448	12.6	21.9	91								
ATTENDED COLLEGE	13682	2425	17.9	17.7	106	3708	19.1	27.1	113								
GRADUATED HIGH SCHOOL	33880	6403	47.1	18.9	113	9087	46.8	26.8	112								
DID NOT GRADUATE HIGH SCHOOL	22270	2968	21.8	13.3	79	4188	21.6	18.8	78								
EMPLOYED	40306	7038	51.8	17.5	104	9884	50.9	24.5	102								
EMPLOYED FULL-TIME	32850	5802	42.7	17.7	105	7940	40.9	24.2	101								
EMPLOYED PART-TIME	7456	1236	9.1	16.6	99	1945	10.0	26.1	109								
NOT EMPLOYED	40680	6545	48.2	16.1	96	9546	49.1	23.5	98								
PROFESSIONAL/MANAGER	10392	1769	13.0	17.0	101	2535	13.0	24.4	102								
TECH/CLERICAL/SALES	17574	3161	23.3	18.0	107	4731	24.3	26.9	112								
PRECISION/CRAFT	985	**183	1.3	18.6	111	**192	1.0	19.5	81								
OTHER EMPLOYED	11354	1926	14.2	17.0	101	2426	12.5	21.4	89								
SINGLE	9863	1244	9.2	12.6	75	1890	9.7	19.2	80								
MARRIED	51375	8911	65.6	17.3	103	13335	68.6	26.0	108								
DIVORCED/SEPARATED/WIDOWED	19748	3429	25.2	17.4	104	4206	21.6	21.3	89								
PARENTS	32590	5741	42.3	17.6	105	8898	45.8	27.3	114								
WHITE	70416	12350	90.9	17.5	105	17920	92.2	25.4	106								
BLACK	8778	822	6.1	9.4	56	1243	6.4	14.2	59								
OTHER	1791	**412	3.0	23.0	137	**268	1.4	15.0	62								
NORTHEAST-CENSUS	17786	4098	30.2	23.0	137	5076	26.1	28.5	119								
NORTH CENTRAL	20741	3453	25.4	16.6	99	6172	31.8	29.8	124								
SOUTH	27775	3292	24.2	11.9	71	4632	23.8	16.7	70								
WEST	14683	2740	20.2	18.7	111	3552	18.3	24.2	101								
NORTHEAST-MKTG.	17961	3806	28.0	21.2	126	4906	25.2	27.3	114								
EAST CENTRAL	11885	2258	16.6	19.0	113	3503	18.0	29.5	123								
WEST CENTRAL	14090	2267	16.7	16.1	96	4079	21.0	28.9	121								
SOUTH	24081	2789	20.5	11.6	69	3947	20.3	16.4	68								
PACIFIC	12969	2464	18.1	19.0	113	2996	15.4	23.1	96								
COUNTY SIZE A	32439	5293	39.0	16.3	97	7680	39.5	23.7	99								
COUNTY SIZE B	24915	4209	31.0	16.9	101	6209	32.0	24.9	104								
COUNTY SIZE C	12930	2426	17.9	18.8	112	3267	16.8	25.3	105								
COUNTY SIZE D	10703	1656	12.2	15.5	92	2275	11.7	21.3	89								
METRO CENTRAL CITY	24518	3763	27.7	15.3	92	5290	27.2	21.6	90								
METRO SUBURBAN	35919	6614	48.7	18.4	110	9743	50.1	27.1	113								
NON METRO	20549	3206	23.6	15.6	93	4398	22.6	21.4	89								
TOP 5 ADI'S	18341	3183	23.4	17.4	103	4765	24.5	26.0	108								
TOP 10 ADI'S	25378	4059	29.9	16.0	95	6002	30.9	23.7	99								
TOP 20 ADI'S	36488	6023	44.3	16.5	98	8905	45.8	24.4	102								
HSGLD INC. \$50,000 OR MORE	6612	1284	9.5	19.4	116	1943	10.0	29.4	122								
\$40,000 OR MORE	12659	2430	17.9	19.2	114	3586	18.5	28.3	118								
\$30,000 OR MORE	24698	4569	33.6	18.5	110	6737	34.7	27.3	114								
\$25,000 OR MORE	32077	5913	43.5	18.4	110	8841	45.5	27.6	115								
\$20,000 - \$24,999	9144	1587	11.7	17.4	103	2284	11.8	25.0	104								
\$15,000 - \$19,999	8728	1564	11.5	17.9	107	2109	10.9	24.2	101								
\$10,000 - \$14,999	12562	2159	15.9	17.2	102	2838	14.6	22.6	94								
UNDER \$10,000	18475	2361	17.4	12.8	76	3360	17.3	18.2	76								
HOUSEHOLD OF 1 PERSON	11987	1596	11.7	13.3	79	2071	10.7	17.3	72								
2 PEOPLE	26577	4480	33.0	16.9	100	5827	30.0	21.9	91								
3 OR 4 PEOPLE	30617	5103	37.6	16.7	99	8115	41.8	26.5	110								
5 OR MORE PEOPLE	11804	2404	17.7	20.4	121	3417	17.6	28.9	121								
NO CHILD IN HSHLD	46165	7303	53.8	15.8	94	9987	51.4	21.6	90								
CHILD(REN) UNDER 2 YRS	5325	802	5.9	15.1	90	1366	7.0	25.7	107								
2 - 5 YEARS	14221	2288	16.8	16.1	96	3355	17.3	23.6	98								
6 - 11 YEARS	15117	2741	20.2	18.1	108	4222	21.7	27.9	116								
12 - 17 YEARS	16611	3308	24.4	19.9	119	4748	24.4	28.6	119								
RESIDENCE OWNED	55884	10132	74.6	18.1	108	14224	73.2	25.5	106								
VALUE: \$50,000 OR MORE	31744	5956	43.8	18.8	112	8669	44.6	27.3	114								
VALUE: UNDER \$50,000	24140	4177	30.7	17.3	103	5555	28.6	23.0	96								

		TOTAL U.S. '000	SHAKE 'N BAKE				STOVE TOP				A				B				C				D			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL FEMALE HOME MAKERS		80986	13584	100.0	16.8	100	19431	100.0	24.0	100																
MAGAZINES	QUINTILE 1	15799	3190	23.5	20.2	120	4559	23.5	28.9	120																
	QUINTILE 2	17259	3104	22.9	18.0	107	4421	22.8	25.6	107																
	QUINTILE 3	13545	2194	16.2	16.2	97	3251	16.7	24.0	100																
	QUINTILE 4	15133	2435	17.9	16.1	96	3378	17.4	22.3	93																
	QUINTILE 5	19250	2661	19.6	13.8	82	3522	19.7	19.9	83																
NEWSPAPERS	QUINTILE 1	12413	2139	15.7	17.2	103	2904	14.9	23.4	98																
	QUINTILE 2	24116	4256	31.6	17.8	106	6113	31.5	25.3	106																
	QUINTILE 3	11261	2151	15.8	19.1	114	3219	16.6	28.6	119																
	QUINTILE 4	20255	3299	24.3	16.3	97	5021	25.8	24.8	103																
	QUINTILE 5	12940	1709	12.6	13.2	79	2174	11.2	16.8	70																
OUTDOOR	QUINTILE 1	14852	2793	20.6	18.8	112	3979	20.5	26.8	112																
	QUINTILE 2	15725	2642	19.4	16.8	100	3901	20.1	24.8	103																
	QUINTILE 3	16330	2770	20.4	17.0	101	4030	20.7	24.7	103																
	QUINTILE 4	16744	2617	19.3	15.6	93	3871	19.9	23.1	96																
	QUINTILE 5	17334	2762	20.3	15.9	95	3650	18.8	21.1	88																
RADIO-DRIVE TIME	QUINTILE 1	15911	2846	21.1	18.0	107	4303	22.1	27.0	113																
	QUINTILE 2	14837	2581	19.0	17.4	104	3545	18.2	23.9	100																
	QUINTILE 3	15339	2397	17.6	15.6	93	3770	19.4	24.6	102																
	QUINTILE 4	16723	2971	21.9	17.8	106	4028	20.7	24.1	100																
	QUINTILE 5	18176	2769	20.4	15.2	91	3785	19.5	20.8	87																
RADIO-MID- DAY	TERCILE 1	21020	3982	29.3	18.9	113	5744	29.6	27.3	114																
	TERCILE 2	21610	3699	27.2	17.1	102	5219	26.9	24.2	101																
	TERCILE 3	38251	5903	43.5	15.4	92	8445	43.6	22.1	92																
RADIO-TOTAL	QUINTILE 1	15988	2867	21.1	17.9	107	3954	20.3	24.7	103																
	QUINTILE 2	15626	2768	20.4	17.7	106	4406	22.7	28.2	118																
	QUINTILE 3	16723	2817	20.7	16.8	100	4031	20.8	24.1	101																
	QUINTILE 4	16342	2594	19.1	15.9	95	3765	19.4	23.0	96																
	QUINTILE 5	16306	2538	18.7	15.6	93	3267	16.8	20.0	84																
TV-PRIME TIME	QUINTILE 1	15953	2739	20.2	17.2	102	3854	20.0	24.3	101																
	QUINTILE 2	16137	2933	21.6	18.2	108	4282	22.0	26.5	111																
	QUINTILE 3	16420	2655	19.5	16.2	96	3948	20.4	24.2	101																
	QUINTILE 4	16687	2697	19.9	16.2	96	4062	20.9	24.3	101																
	QUINTILE 5	15789	2561	18.9	16.2	97	3225	16.6	20.5	85																
TV-DAYTIME	TERCILE 1	27736	4745	34.9	17.1	102	6476	33.3	23.3	97																
	TERCILE 2	26489	4518	33.3	17.1	102	6459	33.2	24.4	102																
	TERCILE 3	26761	4320	31.8	16.1	96	6496	33.4	24.3	101																
TV-TOTAL	QUINTILE 1	16345	2838	20.9	17.4	104	3682	18.9	22.5	94																
	QUINTILE 2	16447	2621	19.3	15.9	95	4127	21.2	25.1	105																
	QUINTILE 3	15980	2779	20.5	17.4	104	4102	21.1	25.7	107																
	QUINTILE 4	15887	2763	20.3	17.4	104	3934	20.2	24.8	103																
	QUINTILE 5	16326	2582	19.0	15.8	94	3586	18.5	22.0	92																
MAGAZINES-NEWSPAPERS: DUAL		20721	3914	28.8	18.9	113	5617	28.9	27.1	113																
MAGAZINE IMPERATIVE		19186	3486	25.7	18.2	108	4999	25.7	26.1	109																
NEWSPAPER IMPERATIVE		21899	3567	26.3	16.3	97	5165	26.6	23.6	98																
MAGAZINES-OUTDOOR: DUAL		15451	2888	21.3	18.7	111	4553	23.4	29.5	123																
MAGAZINE IMPERATIVE		25953	4658	34.3	17.9	107	6334	32.6	24.4	102																
OUTDOOR IMPERATIVE		24400	3978	29.3	16.3	97	5459	28.1	22.4	93																
MAGAZINES-RADIO: DUAL		18047	3436	25.3	19.0	113	5139	26.4	28.5	119																
MAGAZINE IMPERATIVE		23571	4102	30.2	17.4	104	5832	30.0	24.7	103																
RADIO IMPERATIVE		23278	3727	27.4	16.0	95	5443	28.0	23.4	97																
MAGAZINES-TELEVISION: DUAL		15459	2697	19.9	17.4	104	3960	20.4	25.6	107																
MAGAZINE IMPERATIVE		25829	4853	35.7	18.8	112	6989	36.0	27.1	113																
TELEVISION IMPERATIVE		26039	4075	30.0	15.6	93	5799	29.8	22.3	93																
NEWSPAPERS-OUTDOOR: DUAL		16605	2861	21.1	17.2	103	4460	23.0	26.9	112																
NEWSPAPER IMPERATIVE		26834	4757	35.0	17.7	106	6547	33.7	24.4	102																
OUTDOOR IMPERATIVE		23346	4104	30.2	17.6	105	5648	29.1	24.2	101																
NEWSPAPERS-RADIO: DUAL		17133	3353	24.7	19.6	117	4709	24.2	27.5	115																
NEWSPAPER IMPERATIVE		25892	4308	31.7	16.6	99	6130	31.5	23.7	99																
RADIO IMPERATIVE		23167	3851	28.3	16.6	99	5771	29.7	24.9	104																
NEWSPAPERS-TELEVISION: DUAL		17159	3088	22.7	18.0	107	4429	22.8	25.8	108																
NEWSPAPER IMPERATIVE		26214	4738	34.9	18.1	108	6591	33.9	25.1	105																
TELEVISION IMPERATIVE		23412	3646	26.8	15.6	93	5401	27.8	23.1	96																
OUTDOOR-RADIO: DUAL		15303	2814	20.7	18.4	110	4145	21.3	27.1	113																
OUTDOOR IMPERATIVE		24901	4088	30.1	16.4	98	5816	29.9	23.4	97																
RADIO IMPERATIVE		26492	4493	33.1	17.0	101	6616	34.0	25.0	104																
OUTDOOR-TELEVISION: DUAL		14794	2735	20.1	18.5	110	3877	20.0	26.2	109																
OUTDOOR IMPERATIVE		25437	4495	33.1	17.7	105	6563	33.8	25.8	108																
TELEVISION IMPERATIVE		27877	4501	33.1	16.1	96	6422	33.1	23.0	96																
RADIO-TELEVISION: DUAL		15996	2673	19.7	16.7	100	3706	19.1	23.2	97																
RADIO IMPERATIVE		25478	4511	33.2	17.7	106	6782	34.9	26.6	111																
TELEVISION IMPERATIVE		26573	4408	32.4	16.6	99	6225	32.0	23.4	98																

	TOTAL U.S. '000	SHAKE 'N BAKE				STOVE TOP											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80936	13584	100.0	16.8	100	19431	100.0	24.0	100								
ATLANTIC MONTHLY	415	**51	0.4	12.3	73	**77	0.4	18.6	77								
BARRON'S	453	**98	0.7	21.6	129	**137	0.7	30.2	126								
BETTER HOMES & GARDENS	16256	3154	23.2	19.4	116	4363	22.5	26.8	112								
BON APPETIT	2535	422	3.1	16.6	99	650	3.3	25.6	107								
BUSINESS WEEK	1278	*212	1.6	16.6	99	*252	1.3	19.7	82								
CAR AND DRIVER	378	**40	0.3	10.6	63	**39	0.2	10.3	43								
CBS MAGAZINE NETWORK (GROSS)	1498	*236	1.7	15.8	94	353	1.8	23.6	98								
CHANGING TIMES	1505	*259	1.9	17.2	103	310	1.6	20.6	86								
COLONIAL HOMES	1231	*173	1.3	14.1	84	297	1.5	24.1	101								
CONDE NAST MAG. PKG. (GROSS)	14146	2401	17.7	17.0	101	3604	18.5	25.5	106								
CONSUMERS DIGEST	1323	*273	2.0	20.6	123	318	1.6	24.0	100								
COSMOPOLITAN	7102	1261	9.3	17.8	106	1830	9.4	25.8	107								
COUNTRY LIVING	2481	444	3.3	17.9	107	762	3.9	30.7	128								
CUISINE	1472	*227	1.7	15.4	92	484	2.5	32.9	137								
CYCLE WORLD	425	**72	0.5	16.9	101	**122	0.6	28.7	120								
DCI:CREATIVE IDEAS FOR LIV	2510	494	3.6	19.7	117	740	3.8	29.5	123								
DCI:CREAT IDEA/50.LIV(GROSS)	6694	1065	7.8	15.9	95	1704	8.8	25.5	106								
DISCOVER	894	*163	1.2	18.2	109	*249	1.3	27.9	116								
EBONY	3507	434	3.2	12.4	74	589	3.0	16.8	70								
ESQUIRE	1083	*156	1.1	14.4	86	269	1.4	24.8	104								
ESSENCE	1830	227	1.7	12.4	74	390	2.0	21.3	89								
FAMILY CIRCLE	15930	3376	24.9	21.2	126	4386	22.6	27.5	115								
THE FAMILY HANDYMAN	1126	*229	1.7	20.3	121	414	2.1	36.8	153								
FAMILY WEEKLY	11468	2388	17.6	20.8	124	2949	15.2	25.7	107								
FIELD & STREAM	2234	402	3.0	18.0	107	674	3.5	30.2	126								
FOOD & WINE	579	**144	1.1	24.9	148	*172	0.9	29.7	124								
FORBES	728	**152	1.1	20.9	124	*218	1.1	29.9	125								
FORTUNE	906	**170	1.3	18.8	112	*291	1.5	32.1	134								
GENTLEMEN'S QUARTERLY	791	*167	1.2	21.1	126	*192	1.0	24.3	101								
GLAMOUR	5265	878	6.5	16.7	99	1312	6.8	24.9	104								
GOLF DIGEST	636	**70	0.5	11.0	66	*218	1.1	34.3	143								
GOLF DIGEST/TENNIS (GROSS)	1186	**118	0.9	9.9	59	*304	1.6	25.6	107								
GOLF MAGAZINE	441	**73	0.5	16.6	99	*147	0.8	33.3	139								
GOLF MAGAZINE/SKI (GROSS)	922	**126	0.9	13.7	81	*257	1.3	27.9	116								
GOOD HOUSEKEEPING	16487	3313	24.4	20.1	120	4449	22.9	27.0	112								
HARPER'S BAZAAR	2423	470	3.5	19.4	116	643	3.3	26.5	111								
HEALTH	1994	454	3.3	22.8	136	565	2.9	28.3	118								
HEARST MAG CORP. BUY (GROSS)	44101	8359	61.5	19.0	113	12067	62.1	27.4	114								
HEARST MAN POWER (GROSS)	1993	436	3.2	21.9	130	638	3.3	32.0	133								
HEARST WOMAN POWER (GROSS)	31274	6069	44.7	19.4	116	8526	43.9	27.3	114								
HOUSE BEAUTIFUL	3623	634	4.7	17.5	104	969	5.0	26.7	111								
INC.	283	**71	0.5	25.1	150	**60	0.3	21.2	88								
JET	2928	287	2.1	9.8	58	458	2.4	15.6	65								
LADIES' HOME JOURNAL	11918	2525	18.6	21.2	126	3286	16.9	27.6	115								
LHJ FAMILY GRP COMBO(GROSS)	16764	3600	26.5	21.5	128	4735	24.4	28.2	118								
LIFE	4254	756	5.6	17.8	106	1049	5.4	24.7	103								
L.A. TIMES HOME MAGAZINE	1145	*250	1.8	21.8	130	*237	1.2	20.7	86								
MADEMOISELLE	2884	475	3.5	16.5	98	746	3.8	25.9	108								
MC CALL'S	13460	2781	20.5	20.7	123	3714	19.1	27.6	115								
MC CALL'S/WRK MOTHER (GROSS)	14606	3052	22.5	20.9	125	3975	20.5	27.2	113								
MECHANIX ILLUSTRATED	772	*163	1.2	21.1	126	*272	1.4	35.2	147								
METROPOLITAN HOME	967	*214	1.6	22.1	132	235	1.2	24.3	101								
MONEY	1588	290	2.1	18.3	109	389	2.0	24.5	102								
MOTHER EARTH NEWS	1002	*173	1.3	17.3	103	357	1.8	35.6	148								
MS.	825	*186	1.4	22.5	134	*167	0.9	20.2	84								
NATIONAL ENQUIRER	10336	1939	14.3	18.8	112	2470	12.7	23.9	100								
NATIONAL GEOGRAPHIC	9597	1784	13.1	18.6	111	2493	12.8	26.0	108								
NATIONAL SUNDAY MAGAZINE PKG	49558	8847	65.1	17.9	106	12531	64.5	25.3	105								
NATURAL HISTORY	573	**74	0.5	12.9	77	*116	0.6	20.2	84								
NEW WOMAN	1699	310	2.3	18.2	109	324	1.7	19.1	79								
NEW YORK INCLUDING CUE	443	**47	0.3	10.6	63	*120	0.6	27.1	113								
THE NEW YORKER	1270	*244	1.8	19.2	115	329	1.7	25.9	108								
NEWSWEEK	6277	1065	7.8	17.0	101	1623	8.4	25.9	108								
THE N.Y. TIMES DAILY EDITION	1205	*171	1.3	14.2	85	273	1.4	22.7	94								
THE N.Y. TIMES MAGAZINE	2081	281	2.1	13.5	81	487	2.5	23.4	98								
OMNI	788	*145	1.1	18.4	110	*191	1.0	24.2	101								
ON CABLE	1158	*164	1.2	14.2	84	317	1.6	27.4	114								
1001 HOME IDEAS	2852	621	4.6	21.8	130	884	4.5	31.0	129								
ORGANIC GARDENING	1658	343	2.5	20.7	123	466	2.4	28.1	117								
OUTDOOR LIFE	896	*220	1.6	24.6	146	252	1.3	28.1	117								
PARADE MAGAZINE	24275	3739	27.5	15.4	92	5975	30.7	24.6	103								

	TOTAL U.S. '000	SHAKE 'N BAKE				STOVE TOP				A	B	C	D	A	B	C	D
		A	B	C	D	A	B	C	D								
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	13584	100.0	16.8	100	19431	100.0	24.0	100								
PARENTS	3845	651	4.8	16.9	101	1121	5.8	29.2	122								
PENTHOUSE	831	*146	1.1	17.6	105	*152	0.8	18.3	76								
PEOPLE	11645	2191	16.1	18.8	112	3230	16.6	27.7	116								
PLAYBOY	2006	393	2.9	19.6	117	525	2.7	26.2	109								
POPULAR HOT RODDING	297	**54	0.4	18.2	108	**100	0.5	33.7	140								
POPULAR MECHANICS	1018	*266	2.0	26.1	156	*357	1.8	35.1	146								
POPULAR SCIENCE	878	*156	1.1	17.8	106	*316	1.6	36.0	150								
PREVENTION	3913	632	4.7	16.2	96	952	4.9	24.3	101								
PSYCHOLOGY TODAY	1710	315	2.3	18.4	110	450	2.3	26.3	110								
READER'S DIGEST	22204	4542	33.4	20.5	122	6053	31.2	27.3	114								
REDBOOK	7684	1495	11.0	19.5	116	2248	11.6	29.3	122								
ROAD & TRACK	410	**60	0.4	14.6	87	**94	0.5	22.9	96								
ROLLING STONE	969	*203	1.5	20.9	125	228	1.2	23.5	98								
RUNNER'S WORLD	298	**20	0.1	6.7	40	**64	0.3	21.5	90								
SATURDAY EVENING POST	1169	*213	1.6	18.2	109	355	1.8	30.4	127								
SCIENCE 84	587	**132	1.0	22.5	134	*162	0.8	27.6	115								
SCIENCE DIGEST	482	**119	0.9	24.7	147	*153	0.8	31.7	132								
SCIENTIFIC AMERICAN	594	**51	0.4	8.6	51	*148	0.8	24.9	104								
SELF	2089	406	3.0	19.4	116	682	3.5	32.6	136								
SEVENTEEN	2411	395	2.9	16.4	98	670	3.4	27.8	116								
SKI	480	**53	0.4	11.0	66	**110	0.6	22.9	96								
SMITHSONIAN	2760	493	3.6	17.9	106	798	4.1	28.9	121								
SOAP OPERA DIGEST	3013	533	3.9	17.7	105	804	4.1	26.7	111								
SOUTHERN LIVING	4184	572	4.2	13.7	82	963	5.0	23.0	96								
SPORT	559	**125	0.9	22.4	133	*189	1.0	33.8	141								
THE SPORTING NEWS	436	**119	0.9	27.3	163	**148	0.8	33.9	141								
SPORTS AFIELD	493	**51	0.4	10.3	62	*129	0.7	26.2	109								
SPORTS ILLUSTRATED	2758	566	4.2	20.5	122	722	3.7	26.2	109								
STAR	7456	1310	9.6	17.6	105	1976	10.2	26.5	110								
SUNDAY	24936	4513	33.2	18.1	108	6373	32.8	25.6	107								
SUNSET	2124	393	2.9	18.5	110	531	2.7	25.0	104								
TV GUIDE	21661	4223	31.1	19.5	116	5889	30.3	27.2	113								
TENNIS	550	**47	0.3	8.5	51	**86	0.4	15.6	65								
TIME	8880	1582	11.6	17.8	106	2362	12.2	26.6	111								
TOWN & COUNTRY	917	*113	0.8	12.3	73	*165	0.8	18.0	75								
TRAVEL & LEISURE	972	*173	1.3	17.8	106	302	1.6	31.1	129								
TRUE STORY	3356	619	4.6	18.4	110	704	3.6	21.0	87								
U.S. NEWS & WORLD REPORT	3410	629	4.6	18.4	110	860	4.4	25.2	105								
USA TODAY	1759	344	2.5	19.6	117	503	2.6	28.6	119								
US	1873	392	2.9	20.9	125	623	3.2	33.3	139								
VOGUE	3909	641	4.7	16.4	98	864	4.4	22.1	92								
WALL STREET JOURNAL	1886	286	2.1	15.2	90	514	2.6	27.3	114								
WEIGHT WATCHERS	2120	418	3.1	19.7	118	646	3.3	30.5	127								
WOMAN'S DAY	14172	2764	20.3	19.5	116	4021	20.7	28.4	118								
WORKING MOTHER	1146	*271	2.0	23.6	141	261	1.3	22.8	95								
WORKING WOMAN	1322	238	1.8	18.0	107	388	2.0	29.3	122								
WORLD TENNIS	*163	**12	0.1	7.4	44	**41	0.2	25.2	105								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	381	2.8	15.0	90	695	3.6	27.4	114								
BLAIR INSERTS	43657	7322	53.9	16.8	100	11007	56.6	25.2	105								
DAILY NEWSPAPERS																	
READ ANY	51633	9150	67.4	17.7	106	13193	67.9	25.6	106								
READ ONE	43463	7788	57.3	17.9	107	11359	58.5	26.1	109								
READ TWO OR MORE	8170	1362	10.0	16.7	99	1834	9.4	22.4	94								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9254	68.1	17.6	105	13332	68.6	25.3	105								
READ ONE	46126	8192	60.3	17.8	106	11821	60.8	25.6	107								
READ TWO OR MORE	6552	1062	7.8	16.2	97	1511	7.8	23.1	96								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.30				29.13											
30 DAY REACH	71455	11885	87.5	16.6	99	17347	89.3	24.3	101								
50 SHWG - 30 DAY AV FREQ	14.56	15.36				15.27											
30 DAY REACH	67742	11328	83.4	16.7	100	16577	85.3	24.5	102								
25 SHWG - 30 DAY AV FREQ	7.94	8.30				8.18											
30 DAY REACH	62117	10469	77.1	16.9	100	15445	79.5	24.9	104								
CABLE TV: HOME WIRED	32077	6602	48.6	20.6	123	8408	43.3	26.2	109								
HOME NOT WIRED	48909	6982	51.4	14.3	85	11023	56.7	22.5	94								
HAVE PAY CABLE	15935	3186	23.5	20.0	119	4242	21.8	26.6	111								

	TOTAL U.S. '000	SHAKE 'N BAKE				STOVE TOP											
		A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	13584	100.0	16.8	100	19431	100.0	24.0	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7761	57.1	17.7	105	11174	57.5	25.4	106								
10:00 AM - 3:00 PM	30659	5569	41.0	18.2	108	7860	40.5	25.6	107								
3:00 PM - 7:00 PM	31045	5292	39.0	17.0	102	7862	40.5	25.3	106								
7:00 PM - MIDNIGHT	15767	2486	18.3	15.8	94	3937	20.3	25.0	104								
MIDNIGHT - 6:00 AM	9120	1658	12.2	18.2	108	2349	12.1	25.8	107								
6:00 AM - MIDNIGHT	58527	10277	75.7	17.6	105	14826	76.3	25.3	106								
ENTIRE DAY	59311	10391	76.5	17.5	104	14977	77.1	25.3	105								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3189	23.5	19.7	118	4701	24.2	29.1	121								
ALL NEWS	2256	407	3.0	18.0	108	627	3.2	27.8	116								
AOR/PROGRESSIVE	3874	718	5.3	18.5	110	1123	5.8	29.0	121								
BEAUTIFUL MUSIC	5660	985	7.3	17.4	104	1466	7.5	25.9	108								
BLACK	2204	272	2.0	12.3	74	425	2.2	19.3	80								
CLASSICAL	1418	*213	1.6	15.0	90	*244	1.3	17.2	72								
CHR/ROCK	9538	1738	12.8	18.2	109	2223	11.4	23.3	97								
COUNTRY	12648	2273	16.7	18.0	107	3143	16.2	24.8	104								
GOLDEN OLDIES	1191	*151	1.1	12.7	76	338	1.7	28.4	118								
MOR/NOSTALGIA	4757	843	6.2	17.7	106	1181	6.1	24.8	103								
NEWS/TALK	3863	626	4.6	16.2	97	1004	5.2	26.0	108								
RELIGIOUS	3084	419	3.1	13.6	81	757	3.9	24.5	102								
SOFT ROCK	521	**105	0.8	20.2	120	*149	0.8	28.6	119								
URBAN CONTEMPORARY	1585	*201	1.5	12.7	76	325	1.7	20.5	85								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	542	4.0	16.6	99	887	4.6	27.2	113								
ABC DIRECTION	2316	421	3.1	18.2	108	561	2.9	24.2	101								
ABC ENTERTAINMENT	4834	792	5.8	16.4	98	1348	6.9	27.9	116								
ABC FM	2202	325	2.4	14.8	88	535	2.8	24.3	101								
ABC INFORMATION	5425	1036	7.6	19.1	114	1361	7.0	25.1	105								
ABC ROCK	1677	375	2.8	22.4	133	533	2.7	31.8	132								
CBS	4430	716	5.3	16.2	96	1161	6.0	26.2	109								
MUTUAL	4992	869	6.4	17.4	104	1459	7.5	29.2	122								
NBC	4679	995	7.3	21.3	127	1407	7.2	30.1	125								
RADIORADIO	1994	360	2.7	18.1	108	564	2.9	28.3	118								
RKO ONE	2298	365	2.7	15.9	95	476	2.4	20.7	86								
RKO TWO	3311	543	4.0	16.4	98	804	4.1	24.3	101								
THE SOURCE	2114	429	3.2	20.3	121	619	3.2	29.3	122								
NON-WIRED : BLAIR	8654	1396	10.3	16.1	96	2174	11.2	25.1	105								
INTERNET	12025	2206	16.2	18.3	109	2973	15.3	24.7	103								
KATZ RADIO GROUP	15359	2602	19.2	16.9	101	4173	21.5	27.2	113								
SUPERNET	10628	1880	13.8	17.7	105	2705	13.9	25.5	106								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1440	10.6	16.6	99	1911	9.8	22.1	92								
WKDAY 9:00 AM - 1:00 PM	12163	1976	14.5	16.2	97	2897	14.9	23.8	99								
WKDAY 1:00 PM - 4:30 PM	16150	2700	19.9	16.7	100	3744	19.3	23.2	97								
WKDAY 4:30 PM - 7:30 PM	22463	3807	28.0	16.9	101	5111	26.3	22.8	95								
WKDAY 7:30 PM - 8:00 PM	31795	5175	38.1	16.3	97	7550	38.9	23.7	99								
WKDAY 11:00 PM - 11:30 PM	23977	4006	29.5	16.7	100	5982	30.8	24.9	104								
WKDAY 11:30 PM - 1:00 AM	7703	1188	8.7	15.4	92	1917	9.9	24.9	104								
M-SAT 8-11 PM+SUN 7-11 PM	33800	5756	42.4	17.0	102	8349	43.0	24.7	103								
WKDY DAYTIME NTKK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	898	6.6	13.7	82	1462	7.5	22.4	93								
ANOTHER WORLD	A 4620	749	5.5	16.2	97	1126	5.8	24.4	102								
AS THE WORLD TURNS	C 5614	1111	8.2	19.8	118	1322	6.8	23.5	98								
CAPITOL	C 3396	658	4.8	19.4	116	798	4.1	23.5	98								
CBS MORN. NEWS 1	C 1446	215	1.6	14.9	89	276	1.4	19.1	80								
CBS MORN. NEWS 2	C 1207	174	1.3	14.4	86	233	1.2	19.3	80								
DAYS OF OUR LIVES	N 5877	1073	7.9	18.3	109	1410	7.3	24.0	100								
FACTS OF LIFE - DAYTIME	N 2290	413	3.0	18.0	108	566	2.9	24.7	103								
FAMILY FEUD	A 3023	417	3.1	13.8	82	570	2.9	18.9	79								
GENERAL HOSPITAL	A 6097	882	6.5	14.5	86	1364	7.0	22.4	93								
GOOD MORNING, AMERICA-730 A	A 3515	598	4.4	17.0	101	885	4.6	25.2	105								
GOOD MORNING, AMERICA-830 A	A 2818	519	3.8	18.4	110	693	3.6	24.6	102								
GUIDING LIGHT	C 5339	1086	8.0	20.3	121	1349	6.9	25.3	105								
ONE LIFE TO LIVE	A 4478	678	5.0	15.1	90	1028	5.3	23.0	96								
PRESS YOUR LUCK	C 2244	449	3.3	20.0	119	538	2.8	24.0	100								
PRICE IS RIGHT 1	C 4348	764	5.6	17.6	105	1063	5.5	24.4	102								
PRICE IS RIGHT 2	C 5014	956	7.0	19.1	114	1266	6.5	25.2	105								
RYAN'S HOPE	A 3150	504	3.7	16.0	95	764	3.9	24.3	101								
SALE OF THE CENTURY	N 2695	406	3.0	15.1	90	666	3.4	24.7	103								
SEARCH FOR TOMORROW	N 2319	313	2.3	13.5	80	450	2.3	19.4	81								
TODAY SHOW 1	N 2693	445	3.3	16.5	99	560	2.9	20.8	87								
TODAY SHOW 2	N 2498	420	3.1	16.8	100	583	3.0	23.3	97								
\$25,000 PYRAMID	C 2753	501	3.7	18.2	108	631	3.2	22.9	96								
WHEEL OF FORTUNE	N 4388	737	5.4	16.8	100	1028	5.3	23.4	98								
YOUNG AND THE RESTLESS	C 5695	1017	7.5	17.9	106	1439	7.4	25.3	105								
WEEKEND DAYTIME NTKK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A 1760	269	2.0	15.3	91	418	2.2	23.8	99								
NBA PLAYOFF GAME -1 C	C 1136	172	1.3	15.1	90	242	1.2	21.3	89								
NBC MAJOR LEAGUE PRE-GAME N	N 953	*132	1.0	13.9	83	*179	0.9	18.8	78								
SPORTSWORLD - SUN N	N 1233	186	1.4	15.1	90	358	1.8	29.0	121								
SUNDAY MORNING C	C 1611	254	1.9	15.8	94	415	2.1	25.8	107								

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CATSUP

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-8

		'000	%	UNWEIGHTED						
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?										
	YES	72589	89.6	8357						
	NO	8397	10.4	1078						
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
		'000	%	'000	%	'000	%	'000	%	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	72589	100.0	89.6	100	23993	100.0	29.6	100	21144	100.0	26.1	100	27451	100.0	33.9	100
18 - 24	9282	8227	11.3	88.6	99	2864	11.9	30.9	104	2429	11.5	26.2	100	2934	10.7	31.6	93
25 - 34	19072	17420	24.0	91.3	102	6076	25.3	31.9	108	5323	25.2	27.9	107	6021	21.9	31.6	93
35 - 44	14591	13312	18.3	91.2	102	5907	24.6	40.5	137	3824	18.1	26.2	100	3581	13.0	24.5	72
45 - 54	11345	10439	14.4	92.0	103	3903	16.3	34.4	116	2994	14.2	26.4	101	3542	12.9	31.2	92
55 - 64	11635	10521	14.5	90.4	101	2729	11.4	23.5	79	3272	15.5	28.1	108	4521	16.5	38.9	115
65 OR OLDER	15061	12669	17.5	84.1	94	2515	10.5	16.7	56	3302	15.6	21.9	84	6852	25.0	45.5	134
18 - 34	28354	25647	35.3	90.5	101	8940	37.3	31.5	106	7752	36.7	27.3	105	8955	32.6	31.6	93
18 - 49	48339	43979	60.6	91.0	102	16773	69.9	34.7	117	13000	61.5	26.9	103	14207	51.8	29.4	87
25 - 54	45008	41171	56.7	91.5	102	15885	66.2	35.3	119	12142	57.4	27.0	103	13145	47.9	29.2	86
35 - 49	19985	18332	25.3	91.7	102	7833	32.6	39.2	132	5248	24.8	26.3	101	5252	19.1	26.3	78
50 OR OLDER	32647	28609	39.4	87.6	98	7221	30.1	22.1	75	8144	38.5	24.9	96	13244	48.2	40.6	120
GRADUATED COLLEGE	11155	10072	13.9	90.3	101	2408	10.0	21.6	73	2822	13.3	25.3	97	4842	17.6	43.4	128
ATTENDED COLLEGE	13682	12306	17.0	89.9	100	3492	14.6	25.5	86	3592	17.0	26.3	101	5222	19.0	38.2	113
GRADUATED HIGH SCHOOL	33880	30854	42.5	91.1	102	11275	47.0	33.3	112	9268	43.8	27.4	105	10312	37.6	30.4	90
DID NOT GRADUATE HIGH SCHOOL	22270	19357	26.7	86.9	97	6819	28.4	30.6	103	5463	25.8	24.5	94	7075	25.8	31.8	94
EMPLOYED	40306	36700	50.6	91.1	102	11858	49.4	29.4	99	11046	52.2	27.4	105	13796	50.3	34.2	101
EMPLOYED FULL-TIME	32850	29805	41.1	90.7	101	9499	39.6	28.9	98	9077	42.9	27.6	106	11229	40.9	34.2	101
EMPLOYED PART-TIME	7456	6896	9.5	92.5	103	2359	9.8	31.6	107	1970	9.3	26.4	101	2567	9.4	34.4	102
NOT EMPLOYED	40680	35888	49.4	88.2	98	12135	50.6	29.8	101	10098	47.8	24.8	95	13655	49.7	33.6	99
PROFESSIONAL/MANAGER	10392	9433	13.0	90.8	101	2095	8.7	20.2	68	3028	14.3	29.1	112	4309	15.7	41.5	122
TECH/CLERICAL/SALES	17574	16162	22.3	92.0	103	5335	22.2	30.4	102	4584	21.7	26.1	100	6242	22.7	35.5	105
PRECISION/CRAFT	985	953	1.3	96.8	108	**239	1.0	24.3	82	**449	2.1	45.6	175	*266	1.0	27.0	80
OTHER EMPLOYED	11354	10153	14.0	89.4	100	4189	17.5	36.9	125	2985	14.1	26.3	101	2979	10.9	26.2	77
SINGLE	9863	8477	11.7	85.9	96	2554	10.6	25.9	87	2000	9.5	20.3	78	3924	14.3	39.8	117
MARRIED	51375	46974	64.7	91.4	102	16789	70.0	32.7	110	14528	68.7	28.3	108	15657	57.0	30.5	90
DIVORCED/SEPARATED/WIDOWED	19748	17137	23.6	86.8	97	4651	19.4	23.6	79	4617	21.8	23.4	90	7869	28.7	39.8	118
PARENTS	32590	30230	41.6	92.8	103	13733	57.2	42.1	142	9254	43.8	28.4	109	7243	26.4	22.2	66
WHITE	70416	63663	87.7	90.4	101	20270	84.5	28.8	97	18692	88.4	26.5	102	24701	90.0	35.1	103
BLACK	8778	7581	10.4	86.4	96	3243	13.5	36.9	125	2200	10.4	25.1	96	2139	7.8	24.4	72
OTHER	1791	1344	1.9	75.0	84	**481	2.0	26.9	91	**253	1.2	14.1	54	*611	2.2	34.1	101
NORTHEAST-CENSUS	17786	16020	22.1	90.1	100	5586	23.3	31.4	106	4534	21.4	25.5	98	5900	21.5	33.2	98
NORTH CENTRAL	20741	19314	26.6	93.1	104	6897	28.7	33.3	112	5651	26.7	27.2	104	6766	24.6	32.6	96
SOUTH	27775	24637	33.9	88.7	99	8979	37.4	32.3	109	7415	35.1	26.7	102	8243	30.0	29.7	88
WEST	14683	12618	17.4	85.9	96	2532	10.6	17.2	58	3544	16.8	24.1	92	6542	23.8	44.6	131
NORTHEAST-MKTG.	17961	15815	21.8	88.1	98	5446	22.7	30.3	102	4597	21.7	25.6	98	5772	21.0	32.1	95
EAST CENTRAL	11885	10996	15.1	92.5	103	4302	17.9	36.2	122	3002	14.2	25.3	97	3692	13.4	31.1	92
WEST CENTRAL	14090	13024	17.9	92.4	103	4214	17.6	29.9	101	4011	19.0	28.5	109	4799	17.5	34.1	100
SOUTH	24081	21648	29.8	89.9	100	7787	32.5	32.3	109	6458	30.5	26.8	103	7404	27.0	30.7	91
PACIFIC	12969	11106	15.3	85.6	96	2245	9.4	17.3	58	3077	14.6	23.7	91	5785	21.1	44.6	132
COUNTY SIZE A	32439	28359	39.1	87.4	98	8505	35.4	26.2	88	8235	38.9	25.4	97	11619	42.3	35.8	106
COUNTY SIZE B	24915	22555	31.1	90.5	101	8020	33.4	32.2	109	6307	29.8	25.3	97	8228	30.0	33.0	97
COUNTY SIZE C	12930	11756	16.2	90.9	101	3785	15.8	29.3	99	3315	15.7	25.6	98	4656	17.0	36.0	106
COUNTY SIZE D	10703	9919	13.7	92.7	103	3684	15.4	34.4	116	3287	15.5	30.7	118	2948	10.7	27.5	81
METRO CENTRAL CITY	24518	21451	29.6	87.5	98	7064	29.4	28.8	97	5910	28.0	24.1	92	8477	30.9	34.6	102
METRO SUBURBAN	35919	32630	45.0	90.8	101	10138	42.3	28.2	95	9541	45.1	26.6	102	12951	47.2	36.1	106
NON METRO	20549	18508	25.5	90.1	100	6792	28.3	33.1	112	5693	26.9	27.7	106	6023	21.9	29.3	86
TOP 5 ADI'S	18341	15897	21.9	86.7	97	4771	19.9	26.0	88	4634	21.9	25.3	97	6493	23.7	35.4	104
TOP 10 ADI'S	25378	22017	30.3	86.8	97	6786	28.3	26.7	90	6287	29.7	24.8	95	8943	32.6	35.2	104
TOP 20 ADI'S	36488	32099	44.2	88.0	98	9659	40.3	26.5	89	9154	43.3	25.1	96	13286	48.4	36.4	107
HSHL INC. \$50,000 OR MORE	6612	6100	8.4	92.3	103	1442	6.0	21.8	74	2086	9.9	31.5	121	2573	9.4	38.9	115
\$40,000 OR MORE	12659	11735	16.2	92.7	103	3383	14.1	26.7	90	3666	17.3	29.0	111	4686	17.1	37.0	109
\$30,000 OR MORE	24698	22920	31.6	92.8	104	7171	29.9	29.0	98	7192	34.0	29.1	112	8557	31.2	34.6	102
\$25,000 OR MORE	32077	29738	41.0	92.7	103	9510	39.6	29.6	100	9315	44.1	29.0	111	10913	39.8	34.0	100
\$20,000 - \$24,999	9144	8195	11.3	89.6	100	2924	12.2	32.0	108	2420	11.4	26.5	101	2851	10.4	31.2	92
\$15,000 - \$19,999	8728	7711	10.6	88.3	99	2430	10.1	27.8	94	2279	10.8	26.1	100	3002	10.9	34.4	101
\$10,000 - \$14,999	12562	11188	15.4	89.1	99	3860	16.1	30.7	104	3097	14.6	24.7	94	4231	15.4	33.7	99
UNDER \$10,000	18475	15757	21.7	85.3	95	5270	22.0	28.5	96	4033	19.1	21.8	84	6454	23.5	34.9	103
HOUSEHOLD OF 1 PERSON	11987	9866	13.6	82.3	92	1271	5.3	10.6	36	2138	10.1	17.8	68	6456	23.5	53.9	159
2 PEOPLE	26577	23668	32.6	89.1	99	5109	21.3	19.2	65	7322	34.6	27.6	106	11238	40.9	42.3	125
3 OR 4 PEOPLE	30617	28230	38.9	92.2	103	11317	47.2	37.0	125	8786	41.6	28.7	110	8127	29.6	26.5	78
5 OR MORE PEOPLE	11804	10826	14.9	91.7	102	6297	26.2	53.3	180	2899	13.7	24.6	94	1630	5.9	13.8	41
NO CHILD IN HSHLD	46165	40392	55.6	87.5	98	9188	38.3	19.9	67	11359	53.7	24.6	94	19845	72.3	43.0	127
CHILD(REN) UNDER 2 YRS	5325	5062	7.0	95.1	106	2007	8.4	37.7	127	1640	7.8	30.8	118	1415	5.2	26.6	78
2 - 5 YEARS	14221	13108	18.1	92.2	103	5864	24.4	41.2	139	3974	18.8	27.9	107	3270	11.9	23.0	68
6 - 11 YEARS	15117	13974	19.3	92.4	103	6696	27.9	44.3	150	4340	20.5	28.7	110	2937	10.7	19.4	57
12 - 17 YEARS	16611	15266	21.0	91.9	103	7997	33.3	48.1	163	4188	19.8	25.2	97	3081	11.2	18.5	55
RESIDENCE OWNED	55884	50647	69.8	90.6	101	16812	70.1	30.1	102	15075	71.3	27.0	103	18759	68.3	33.6	99
VALUE: \$50,000 OR MORE	31744	28858	39.8	90.9	101	8848	36.9	27.9	94	8749	41.4	27.6	106	11260	41.0	35.5	105
VALUE: UNDER \$50,000	24140	21790	30.0	90.3	101	7964	33.2	33.0	111	6326	29.9	26.2	100	7499	27.3	31.1	92

			TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
				A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX	A '000	B DOWN %	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS			80986	72589	100.0	89.6	100	23993	100.0	29.6	100	21144	100.0	26.1	100	27451	100.0	33.9	100
MAGAZINES	QUINTILE 1	15799	14515	20.0	91.9	103	5035	21.0	31.9	108	4193	19.8	26.5	102	5288	19.3	33.5	99	
	QUINTILE 2	17259	15780	21.7	91.4	102	5350	22.3	31.0	105	4783	22.6	27.7	106	5647	20.6	32.7	97	
	QUINTILE 3	13545	12314	17.0	90.9	101	4251	17.7	31.4	106	3564	16.9	26.3	101	4499	16.4	33.2	98	
	QUINTILE 4	15133	13458	18.5	88.9	99	4327	18.0	28.6	97	3975	18.8	26.3	101	5156	18.8	34.1	101	
	QUINTILE 5	19250	16520	22.8	85.8	96	5031	21.0	26.1	88	4630	21.9	24.1	92	6860	25.0	35.6	105	
NEWSPAPERS	QUINTILE 1	12413	11276	15.5	90.8	101	3780	15.8	30.5	103	3232	15.3	26.0	100	4265	15.5	34.4	101	
	QUINTILE 2	24116	22268	30.7	92.3	103	7188	30.0	29.8	101	6718	31.8	27.9	107	8362	30.5	34.7	102	
	QUINTILE 3	11261	10107	13.9	89.8	100	3676	15.3	32.6	110	2803	13.3	24.9	95	3628	13.2	32.2	95	
	QUINTILE 4	20255	18053	24.9	89.1	99	5615	23.4	27.7	94	5546	26.2	27.4	105	6891	25.1	34.0	100	
	QUINTILE 5	12940	10884	15.0	84.1	94	3734	15.6	28.9	97	2845	13.5	22.0	84	4305	15.7	33.3	98	
OUTDOOR	QUINTILE 1	14852	13549	18.7	91.2	102	4309	18.0	29.0	98	3893	18.4	26.2	100	5348	19.5	36.0	106	
	QUINTILE 2	15725	14219	19.6	90.4	101	4360	18.2	27.7	94	4638	21.9	29.5	113	5221	19.0	33.2	98	
	QUINTILE 3	16330	14735	20.3	90.2	101	4976	20.7	30.5	103	4242	20.1	26.0	99	5518	20.1	33.8	100	
	QUINTILE 4	16744	14812	20.4	88.5	99	5304	22.1	31.7	107	3954	18.7	23.6	90	5554	20.2	33.2	98	
	QUINTILE 5	17334	15274	21.0	88.1	98	5045	21.0	29.1	98	4418	20.9	25.5	98	5811	21.2	33.5	99	
RADIO-DRIVE TIME	QUINTILE 1	15911	14467	19.9	90.9	101	5488	22.9	34.5	116	4027	19.0	25.3	97	4951	18.0	31.1	92	
	QUINTILE 2	14837	13438	18.5	90.6	101	4429	18.5	29.9	101	4233	20.0	28.5	109	4777	17.4	32.2	95	
	QUINTILE 3	15339	13747	18.9	89.6	100	4478	18.7	29.2	99	4144	19.6	27.0	103	5126	18.7	33.4	99	
	QUINTILE 4	16723	14975	20.6	89.5	100	4991	20.8	29.8	101	4299	20.3	25.7	98	5686	20.7	34.0	100	
	QUINTILE 5	18176	15961	22.0	87.8	98	4608	19.2	25.4	86	4442	21.0	24.4	94	6911	25.2	38.0	112	
RADIO-MID- DAY	TERCILE 1	21020	19084	26.3	90.8	101	6994	29.2	33.3	112	5440	25.7	25.9	99	6651	24.2	31.6	93	
	TERCILE 2	21610	19507	26.9	90.3	101	6700	27.9	31.0	105	5838	27.6	27.0	103	6970	25.4	32.3	95	
	TERCILE 3	38355	33997	46.8	88.6	99	10300	42.9	26.9	91	9867	46.7	25.7	99	13830	50.4	36.1	106	
RADIO-TOTAL	QUINTILE 1	15988	14601	20.1	91.3	102	5564	23.2	34.8	117	3994	18.9	25.0	96	5043	18.4	31.5	93	
	QUINTILE 2	15626	13979	19.3	89.5	100	4842	20.2	31.0	105	4179	19.8	26.7	102	4958	18.1	31.7	94	
	QUINTILE 3	16723	15155	20.9	90.6	101	4907	20.5	29.3	99	4760	22.5	28.5	109	5488	20.0	32.8	97	
	QUINTILE 4	16342	14676	20.2	89.8	100	4514	18.8	27.6	93	4115	19.5	25.2	96	6047	22.0	37.0	109	
	QUINTILE 5	16306	14178	19.5	86.9	97	4167	17.4	25.6	86	4096	19.4	25.1	96	5915	21.5	36.3	107	
TV-PRIME TIME	QUINTILE 1	15953	14440	19.9	90.5	101	4998	20.8	31.3	106	3851	18.2	24.1	92	5591	20.4	35.0	103	
	QUINTILE 2	16137	14666	20.2	90.9	101	4963	20.7	30.8	104	4290	20.3	26.6	102	5414	19.7	33.6	99	
	QUINTILE 3	16420	14839	20.4	90.4	101	4931	20.6	30.0	101	4438	21.0	27.0	104	5471	19.9	33.3	98	
	QUINTILE 4	16687	14945	20.6	89.6	100	4777	19.9	28.6	97	4548	21.5	27.3	104	5621	20.5	33.7	99	
	QUINTILE 5	15789	13698	18.9	86.8	97	4325	18.0	27.4	92	4018	19.0	25.4	97	5354	19.5	33.9	100	
TV-DAYTIME	TERCILE 1	27736	25034	34.5	90.3	101	8704	36.3	31.4	106	7332	34.7	26.4	101	8997	32.8	32.4	96	
	TERCILE 2	26489	23602	32.5	89.1	99	8110	33.8	30.6	103	6771	32.0	25.6	98	8721	31.8	32.9	97	
	TERCILE 3	26761	23954	33.0	89.5	100	7179	29.9	26.8	91	7041	33.3	26.3	101	9733	35.5	36.4	107	
TV-TOTAL	QUINTILE 1	16345	14586	20.1	89.2	100	5255	21.9	32.2	109	4091	19.3	25.0	96	5240	19.1	32.1	95	
	QUINTILE 2	16447	15113	20.8	91.9	103	5125	21.4	31.2	105	4224	20.0	25.7	98	5765	21.0	35.1	103	
	QUINTILE 3	15980	14258	19.6	89.2	100	4579	19.1	28.7	97	4164	19.7	26.1	100	5515	20.1	34.5	102	
	QUINTILE 4	15887	14197	19.6	89.4	100	4603	19.2	29.0	98	4355	20.6	27.4	105	5240	19.1	33.0	97	
	QUINTILE 5	16326	14435	19.9	88.4	99	4432	18.5	27.1	92	4311	20.4	26.4	101	5692	20.7	34.9	103	
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	19185	26.4	92.6	103	6426	26.8	31.0	105	5759	27.2	27.8	106	7000	25.5	33.8	100	
		19186	17270	23.8	90.0	100	6059	25.3	31.6	107	4978	23.5	25.9	99	6233	22.7	32.5	96	
		21899	19763	27.2	90.2	101	6446	26.9	29.4	99	5642	26.7	25.8	99	7675	28.0	35.0	103	
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	14193	19.6	91.9	102	4691	19.6	30.4	102	4586	21.7	29.7	114	4916	17.9	31.8	94	
		25953	23580	32.5	90.9	101	8317	34.7	32.0	108	6532	30.9	25.2	96	8731	31.8	33.6	99	
		24400	21702	29.9	88.9	99	6507	27.1	26.7	90	6290	29.7	25.8	99	8904	32.4	36.5	108	
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	16482	22.7	91.3	102	6277	26.2	34.8	117	4784	22.6	26.5	102	5421	19.7	30.0	89	
		23571	21564	29.7	91.5	102	6651	27.7	28.2	95	6486	30.7	27.5	105	8427	30.7	35.8	105	
		23278	20789	28.6	89.3	100	6991	29.1	30.0	101	6138	29.0	26.4	101	7660	27.9	32.9	97	
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	14145	19.5	91.5	102	4897	20.4	31.7	107	4193	19.8	27.1	104	5054	18.4	32.7	96	
		25829	23554	32.4	91.2	102	7875	32.8	30.5	103	6961	32.9	27.0	103	8719	31.8	33.8	100	
		26039	23119	31.8	88.8	99	7674	32.0	29.5	99	6304	29.8	24.2	93	9141	33.3	35.1	104	
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	15230	21.0	91.7	102	4749	19.8	28.6	97	4832	22.9	29.1	111	5650	20.6	34.0	100	
		26834	24539	33.8	91.4	102	8606	35.9	32.1	108	6852	32.4	25.5	98	9082	33.1	33.8	100	
		23346	20724	28.5	88.8	99	6572	27.4	28.2	95	6100	28.8	26.1	100	8052	29.3	34.5	102	
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	15833	21.8	92.4	103	5664	23.6	33.1	112	4808	22.7	28.1	107	5361	19.5	31.3	92	
		25892	23570	32.5	91.0	102	7221	30.1	27.9	94	6992	33.1	27.0	103	9357	34.1	36.1	107	
		23167	20561	28.3	88.8	99	7338	30.6	31.7	107	5745	27.2	24.8	95	7478	27.2	32.3	95	
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	15743	21.7	91.7	102	5436	22.7	31.7	107	4715	22.3	27.5	105	5592	20.4	32.6	96	
		26214	23807	32.8	90.8	101	7528	31.4	28.7	97	7003	33.1	26.7	102	9276	33.8	35.4	104	
		23412	20691	28.5	88.4	99	7204	30.0	30.8	104	5618	26.6	24.0	92	7870	28.7	33.6	99	
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE																			

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	72589	100.0	89.6	100	23993	100.0	29.6	100	21144	100.0	26.1	100	27451	100.0	33.9	100
ATLANTIC MONTHLY	415	376	0.5	90.6	101	**107	0.4	25.8	87	**102	0.5	24.6	94	*167	0.6	40.2	119
BARRON'S	453	407	0.6	89.8	100	**53	0.2	11.7	39	**146	0.7	32.2	123	*208	0.8	45.9	135
BETTER HOMES & GARDENS	16256	15080	20.8	92.8	103	5008	20.9	30.8	104	4575	21.6	28.1	108	5496	20.0	33.8	100
BON APPETIT	2535	2239	3.1	88.3	99	529	2.2	20.9	70	587	2.8	23.2	89	1123	4.1	44.3	131
BUSINESS WEEK	1278	1168	1.6	91.4	102	290	1.2	22.7	77	352	1.7	27.5	105	526	1.9	41.2	121
CAR AND DRIVER	378	317	0.4	83.9	94	**80	0.3	21.2	71	**65	0.3	17.2	66	**172	0.6	45.5	134
CBS MAGAZINE NETWORK (GROSS)	1498	1249	1.7	83.4	93	448	1.9	29.9	101	306	1.4	20.4	78	495	1.8	33.0	97
CHANGING TIMES	1505	1329	1.8	88.3	99	304	1.3	20.2	68	467	2.2	30.4	116	567	2.1	37.7	111
COLONIAL HOMES	1231	1085	1.5	88.1	98	264	1.1	21.4	72	373	1.8	30.3	116	448	1.6	36.4	107
CONDE NAST MAG. PKG. (GROSS)	14146	12786	17.6	90.4	101	4246	17.7	30.0	101	3659	17.3	25.9	99	4882	17.8	34.5	102
CONSUMERS DIGEST	1323	1178	1.6	89.0	99	376	1.6	28.4	96	400	1.9	30.2	116	402	1.5	30.4	90
COSMOPOLITAN	7102	6522	9.0	91.8	102	2113	8.8	29.8	100	1961	9.3	27.6	106	2448	8.9	34.5	102
COUNTRY LIVING	2481	2344	3.2	94.5	105	751	3.1	30.3	102	751	3.6	30.3	116	842	3.1	33.9	100
CUISINE	1472	1387	1.9	94.2	105	426	1.8	28.9	98	381	1.8	25.9	99	581	2.1	39.5	116
CYCLE WORLD	425	422	0.6	99.3	111	*175	0.7	41.2	139	**117	0.6	27.5	105	**130	0.5	30.6	90
DCI:CREATIVE IDEAS FOR LIV	2510	2354	3.2	93.8	105	959	4.0	38.2	129	631	3.0	25.1	96	763	2.8	30.4	90
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6181	8.5	92.3	103	1991	8.3	29.7	100	1928	9.1	28.8	110	2263	8.2	33.8	100
DISCOVER	894	779	1.1	87.1	97	258	1.1	28.9	97	*199	0.9	22.3	85	322	1.2	36.0	106
EBONY	3507	3097	4.3	88.3	99	1443	6.0	41.1	139	816	3.9	23.3	89	837	3.0	23.9	70
ESQUIRE	1083	988	1.4	91.2	102	320	1.3	29.5	100	274	1.3	25.3	97	393	1.4	36.3	107
ESSENCE	1830	1693	2.3	92.5	103	737	3.1	40.3	136	410	1.9	22.4	86	546	2.0	29.8	88
FAMILY CIRCLE	15930	14700	20.3	92.3	103	5311	22.1	33.3	113	4419	20.9	27.7	106	4971	18.1	31.2	92
THE FAMILY HANDYMAN	1126	1002	1.5	96.1	107	384	1.6	34.1	115	366	1.7	32.5	124	331	1.2	29.4	87
FAMILY WEEKLY	11468	10581	14.6	92.3	103	3551	14.8	31.0	105	2929	13.9	25.5	98	4101	14.9	35.8	106
FIELD & STREAM	2234	2064	2.8	92.4	103	872	3.6	39.0	132	626	3.0	28.0	107	566	2.1	25.3	75
FOOD & WINE	579	546	0.8	94.3	105	*123	0.5	21.2	72	*195	0.9	33.7	129	*228	0.8	39.4	116
FORBES	728	687	0.9	94.4	105	*130	0.5	17.9	60	*215	1.0	29.5	113	342	1.2	47.0	139
FORTUNE	906	881	1.2	97.2	108	*171	0.7	18.9	64	*249	1.2	27.5	105	461	1.7	50.9	150
GENTLEMEN'S QUARTERLY	791	680	0.9	86.0	96	283	1.2	35.8	121	*111	0.5	14.0	54	287	1.0	36.3	107
GLAMOUR	5265	4809	6.6	91.3	102	1574	6.6	29.9	101	1353	6.4	25.7	98	1882	6.9	35.7	105
GOLF DIGEST	636	578	0.8	90.9	101	*202	0.8	31.8	107	*153	0.7	24.1	92	*223	0.8	35.1	103
GOLF DIGEST/TENNIS (GROSS)	1186	1086	1.5	91.6	102	289	1.2	24.4	82	313	1.5	26.4	101	484	1.8	40.8	120
GOLF MAGAZINE	441	396	0.5	89.8	100	**89	0.4	20.2	68	*139	0.7	31.5	121	*169	0.6	38.3	113
GOLF MAGAZINE/SKI (GROSS)	922	842	1.2	91.3	102	*168	0.7	18.2	62	*258	1.2	28.0	107	415	1.5	45.0	133
GOOD HOUSEKEEPING	16487	15311	21.1	92.9	104	5208	21.7	31.6	107	4741	22.4	28.8	110	5363	19.5	32.5	96
HARPER'S BAZAAR	2423	2203	3.0	90.9	101	715	3.0	29.5	100	504	2.4	20.8	80	984	3.4	40.6	120
HEALTH	1994	1854	2.6	93.0	104	611	2.5	30.6	103	646	3.1	32.4	124	598	2.2	30.0	88
HEARST MAG CORP. BUY (GROSS)	44101	40731	56.1	92.4	103	13551	56.5	30.7	104	12283	58.1	27.9	107	14897	54.3	33.8	100
HEARST MAN POWER (GROSS)	1993	1843	2.5	92.5	103	741	3.1	37.2	125	572	2.7	28.7	110	530	1.9	26.6	78
HEARST WOMAN POWER (GROSS)	31274	28962	39.9	92.6	103	9968	41.5	31.9	108	8764	41.4	28.0	107	10230	37.3	32.7	97
HOUSE BEAUTIFUL	3623	3298	4.5	91.0	102	942	3.9	26.0	88	1045	4.9	28.8	110	1311	4.8	36.2	107
INC.	283	*264	0.4	93.3	104	**103	0.4	36.4	123	**91	0.4	32.2	123	**70	0.3	24.7	73
JET	2928	2595	3.6	88.6	99	1217	5.1	41.6	140	708	3.3	24.2	93	670	2.4	22.9	68
LADIES' HOME JOURNAL	11918	11017	15.2	92.4	103	3745	15.6	31.4	106	3329	15.7	27.9	107	3942	14.4	33.1	98
LHJ FAMILY GRP COMBO(GROSS)	16764	15549	21.4	92.8	103	5236	21.8	31.2	105	4864	23.0	29.0	111	5450	19.9	32.5	96
LIFE	4254	3866	5.3	90.9	101	1419	5.9	33.4	113	938	4.4	22.0	84	1509	5.5	35.5	105
L.A. TIMES HOME MAGAZINE	1145	986	1.4	86.1	96	**132	0.6	11.5	39	310	1.5	27.1	104	544	2.0	47.5	140
MADEMOISELLE	2884	2639	3.6	91.5	102	911	3.8	31.6	107	800	3.8	27.7	106	928	3.4	32.2	95
MC CALL'S	13460	12415	17.1	92.2	103	4345	18.1	32.3	109	3824	18.1	28.4	109	4246	15.5	31.5	93
MC CALL'S/WRK MOTHER (GROSS)	14606	13495	18.6	92.4	103	4793	20.0	32.8	111	4128	19.5	28.3	108	4574	16.7	31.3	92
MECHANIX ILLUSTRATED	772	718	1.0	93.0	104	*257	1.1	33.3	112	*186	0.9	24.1	92	*274	1.0	35.5	105
METROPOLITAN HOME	967	866	1.2	89.6	100	*214	0.9	22.1	75	259	1.2	26.8	103	393	1.4	40.6	120
MONEY	1588	1412	1.9	88.9	99	362	1.5	22.8	77	552	2.6	34.8	133	498	1.8	31.4	93
MOTHER EARTH NEWS	1002	919	1.3	91.7	102	299	1.2	29.8	101	*262	1.2	26.1	100	358	1.3	35.7	105
MS.	825	727	1.0	88.1	98	*204	0.9	24.7	83	*229	1.1	27.8	106	295	1.1	35.8	105
NATIONAL ENQUIRER	10336	9514	13.1	92.0	103	3942	16.4	38.1	129	2674	12.6	25.9	99	2898	10.6	28.0	83
NATIONAL GEOGRAPHIC	9597	8709	12.0	90.7	101	2546	10.6	26.5	90	2755	13.0	28.7	110	3409	12.4	35.5	105
NATIONAL SUNDAY MAGAZINE PKG	49558	45087	62.1	91.0	102	14824	61.8	29.9	101	13249	62.7	26.7	102	17014	62.0	34.3	101
NATURAL HISTORY	573	502	0.7	87.6	98	**88	0.4	15.4	52	*193	0.9	33.7	129	221	0.8	38.6	114
NEW WOMAN	1699	1556	2.1	91.6	102	473	2.0	27.8	94	463	2.2	27.3	104	620	2.3	36.5	108
NEW YORK INCLUDING CUE	443	416	0.6	93.9	105	**101	0.4	22.8	77	**94	0.4	21.2	81	221	0.8	49.9	147
THE NEW YORKER	1270	1143	1.6	90.0	100	239	1.0	18.8	64	324	1.5	25.5	98	580	2.1	45.7	135
NEWSWEEK	6277	5619	7.7	89.5	100	1778	7.4	28.3	96	1588	7.5	25.3	97	2253	8.2	35.9	106
THE N.Y. TIMES DAILY EDITION	1205	1093	1.5	90.7	101	*253	1.1	21.0	71	328	1.6	27.2	104	512	1.9	42.5	125
THE N.Y. TIMES MAGAZINE	2081	1847	2.5	88.8	99	459	1.9	22.1	74	549	2.6	26.4	101	840	3.1	40.4	119
OMNI	788	723	1.0	91.8	102	*213	0.9	27.0	91	*182	0.9	23.1	88	328	1.2	41.6	123
ON CABLE	1158	1071	1.5	92.5	103	445	1.9	38.4	130	405	1.9	35.0	134	222	0.8	19.2	57
1001 HOME IDEAS	2852	2679	3.7	93.9	105	879	3.7	30.8	104	889	4.2	31.2	119	910	3.3	31.9	94
ORGANIC GARDENING	1658	1540	2.1	92.9	104	475	2.0	28.6	97	413	2.0	24.9	95	651	2.4	39.3	116
OUTDOOR LIFE	896	823	1.1	91.9	102	324	1.4	36.2	122	*216	1.0	24.1	92	283	1.0	31.6	93
PARADE MAGAZINE	24275	21801	30.0	89.8	100	7495	31.2	30.9	104	6416	30.3	26.4	101	7890	28.7	32.5	96

CATSUP: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	72589	100.0	89.6	100	23993	100.0	29.6	100	21144	100.0	26.1	100	27451	100.0	33.9	100
PARENTS	3845	3553	4.9	92.4	103	1475	6.1	38.4	129	1038	4.9	27.0	103	1040	3.8	27.0	80
PENTHOUSE	831	743	1.0	89.4	100	*245	1.0	29.5	100	*198	0.9	23.8	91	*299	1.1	36.0	106
PEOPLE	11645	10572	14.6	90.8	101	3584	14.9	30.8	104	3174	15.0	27.3	104	3814	13.9	32.8	97
PLAYBOY	2006	1819	2.5	90.7	101	584	2.4	29.1	98	507	2.4	25.3	97	727	2.6	36.2	107
POPULAR HOT RODDING	297	295	0.4	99.3	111	**143	0.4	48.1	163	**84	0.4	28.3	108	**68	0.2	22.9	68
POPULAR MECHANICS	1018	941	1.3	92.4	103	*394	1.6	38.7	131	*293	1.4	28.8	110	254	0.9	25.0	74
POPULAR SCIENCE	878	833	1.1	94.9	106	*234	1.0	26.7	90	*260	1.2	29.6	113	339	1.2	38.6	114
PREVENTION	3913	3518	4.8	89.9	100	1019	4.2	26.0	88	1056	5.0	27.0	103	1442	5.3	36.9	109
PSYCHOLOGY TODAY	1710	1608	2.2	94.0	105	406	1.7	23.7	80	504	2.4	29.5	113	698	2.5	40.8	120
READER'S DIGEST	22204	20253	27.9	91.2	102	6729	28.0	30.3	102	5956	28.2	26.8	103	7567	27.6	34.1	101
REDBOOK	7684	7128	9.8	92.8	103	2648	11.0	34.5	116	2062	9.8	26.8	103	2419	8.8	31.5	93
ROAD & TRACK	410	314	0.4	76.6	85	**86	0.4	21.0	71	**63	0.3	15.4	59	*165	0.6	40.2	119
ROLLING STONE	969	902	1.2	93.1	104	254	1.1	26.2	88	255	1.2	26.3	101	393	1.4	40.6	120
RUNNER'S WORLD	298	288	0.4	96.6	108	**66	0.3	22.1	75	**61	0.3	20.5	78	*162	0.6	54.4	160
SATURDAY EVENING POST	1169	1114	1.5	95.3	106	372	1.6	31.8	107	269	1.3	32.0	88	473	1.7	40.5	119
SCIENCE 84	587	554	0.8	94.4	105	*164	0.7	27.9	94	*191	0.9	32.5	125	*199	0.7	33.9	100
SCIENCE DIGEST	482	449	0.6	93.2	104	*159	0.7	33.0	111	*145	0.7	30.1	115	*145	0.5	30.1	89
SCIENTIFIC AMERICAN	594	539	0.7	90.7	101	**114	0.5	19.2	65	*149	0.7	25.1	96	276	1.0	46.5	137
SELF	2089	1853	2.6	88.7	99	682	2.8	32.6	110	555	2.6	26.6	102	616	2.2	29.5	87
SEVENTEEN	2411	2148	3.0	89.1	99	933	3.9	38.7	131	641	3.0	26.6	102	573	2.1	23.8	70
SKI	480	446	0.6	92.9	104	**80	0.3	16.7	56	**119	0.6	24.8	95	*247	0.9	51.5	152
SMITHSONIAN	2760	2409	3.3	87.3	97	559	2.3	20.3	68	621	2.9	22.5	86	1230	4.5	44.6	131
SOAP OPERA DIGEST	3013	2806	3.9	93.1	104	1358	5.7	45.1	152	640	3.0	21.2	81	809	2.9	26.9	79
SOUTHERN LIVING	4184	3828	5.3	91.5	102	1031	4.3	24.6	83	1296	6.1	31.0	119	1500	5.5	35.9	106
SPORT	559	536	0.7	95.9	107	*143	0.6	25.6	86	*184	0.9	32.9	126	*209	0.8	37.4	110
THE SPORTING NEWS	436	427	0.6	97.9	109	**171	0.7	39.2	132	**110	0.5	25.2	97	**146	0.5	33.5	99
SPORTS AFIELD	493	453	0.6	91.9	103	*188	0.8	38.1	129	*133	0.6	27.0	103	*131	0.5	26.6	78
SPORTS ILLUSTRATED	2758	2548	3.5	92.4	103	803	3.3	29.1	98	741	3.5	26.9	103	1004	3.7	36.4	107
STAR	7456	6848	9.4	91.8	102	2809	11.7	37.7	127	2054	9.7	27.5	106	1985	7.2	26.6	79
SUNDAY	24936	22656	31.2	90.9	101	7370	30.7	29.6	100	6708	31.7	26.9	103	8577	31.2	34.4	101
SUNSET	2124	1925	2.7	90.6	101	*230	1.0	10.8	37	566	2.7	26.6	102	1129	4.1	53.2	157
TV GUIDE	21661	19572	27.0	90.4	101	7051	29.4	32.6	110	5686	26.9	26.2	101	6835	24.9	31.6	93
TENNIS	550	508	0.7	92.4	103	**87	0.4	15.8	53	*160	0.8	29.1	111	*261	1.0	47.5	140
TIME	8880	8157	11.2	91.9	102	2631	11.0	29.6	100	2435	11.5	27.4	105	3091	11.3	34.8	103
TOWN & COUNTRY	917	851	1.2	92.8	104	*119	0.5	13.0	44	221	1.0	24.1	92	511	1.9	55.7	164
TRAVEL & LEISURE	972	899	1.2	92.5	103	271	1.1	27.9	94	238	1.1	24.5	94	390	1.4	40.1	118
TRUE STORY	3356	3081	4.2	91.8	102	1348	5.6	40.2	136	925	4.4	27.6	106	807	2.9	24.0	71
U.S. NEWS & WORLD REPORT	3410	3088	4.3	90.6	101	852	3.6	25.0	84	1019	4.8	29.9	114	1217	4.4	35.7	105
USA TODAY	1759	1677	2.3	95.3	106	579	2.4	32.9	111	412	1.9	23.4	90	686	2.5	39.0	115
US	1873	1715	2.4	91.6	102	629	2.6	33.6	113	455	2.2	24.3	93	631	2.3	33.7	99
VOGUE	3909	3486	4.8	89.2	99	1080	4.5	27.6	93	951	4.5	24.3	93	1456	5.3	37.2	110
WALL STREET JOURNAL	1886	1734	2.4	91.9	103	343	1.4	18.2	61	583	2.8	30.9	118	807	2.9	42.8	126
WEIGHT WATCHERS	2120	1965	2.7	92.7	103	764	3.2	36.0	122	510	2.4	24.1	92	691	2.5	32.6	96
WOMAN'S DAY	14172	13063	18.0	92.2	103	4482	20.3	34.4	116	3612	17.1	25.5	98	4569	16.6	32.2	95
WORKING MOTHER	1146	1080	1.5	94.2	105	488	1.9	39.1	132	*304	1.4	26.5	102	329	1.2	28.7	85
WORKING WOMAN	1322	1264	1.7	95.6	107	390	1.6	29.5	100	369	1.7	27.9	107	504	1.8	38.1	112
WORLD TENNIS	*163	*158	0.2	96.9	108	**38	0.2	23.3	79	**44	0.2	27.0	103	**76	0.3	46.6	138
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2330	3.2	92.0	103	749	3.1	29.6	100	592	2.8	23.4	90	990	3.6	39.1	115
BLAIR INSERTS	43657	39716	54.7	91.0	101	12867	53.6	29.5	99	11858	56.1	27.2	104	14991	54.6	34.3	101
DAILY NEWSPAPERS																	
READ ANY	51633	47091	64.9	91.2	102	15549	64.8	30.1	102	13955	66.0	27.0	104	17587	64.1	34.1	100
READ ONE	43463	39580	54.5	91.1	102	13286	55.4	30.6	103	11729	55.5	27.0	103	14565	53.1	33.5	99
READ TWO OR MORE	8170	7511	10.3	91.9	103	2263	9.4	27.7	93	2225	10.5	27.2	104	3023	11.0	37.0	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	47941	66.0	91.0	102	15744	65.6	29.9	101	14136	66.9	26.8	103	18061	65.8	34.3	101
READ ONE	46126	42035	57.9	91.1	102	13738	57.3	29.8	101	12452	58.9	27.0	103	15845	57.7	34.4	101
READ TWO OR MORE	6552	5907	8.1	90.2	101	2007	8.4	30.6	103	1684	8.0	25.7	98	2215	8.1	33.8	100
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.89				26.50				29.12				28.16			
30 DAY REACH	71455	64150	88.4	89.8	100	21252	88.6	29.7	100	18648	88.2	26.1	100	24249	88.3	33.9	100
50 SHWG - 30 DAY AV FREQ	14.56	14.72				13.96				15.41				14.85			
30 DAY REACH	67742	60906	83.9	89.9	100	20184	84.1	29.8	101	17693	83.7	26.1	100	23029	83.9	34.0	100
25 SHWG - 30 DAY AV FREQ	7.94	8.01				7.63				8.29				8.12			
30 DAY REACH	62117	55958	77.1	90.1	101	18420	76.8	29.7	100	16446	77.8	26.5	101	21092	76.8	34.0	100
CABLE TV: HOME WIRED	32077	29626	40.8	92.4	103	9841	41.0	30.7	104	8568	40.5	26.7	102	11218	40.9	35.0	103
HOME NOT WIRED	48909	42962	59.2	87.8	98	14152	59.0	28.9	98	12577	59.5	25.7	98	16233	59.1	33.2	98
HAVE PAY CABLE	15935	14877	20.5	93.4	104	5374	22.4	33.7	114	4572	21.6	28.7	110	4931	18.0	30.9	91

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	72589	100.0	89.6	100	23993	100.0	29.6	100	21144	100.0	26.1	100	27451	100.0	33.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	39807	54.8	90.6	101	13416	55.9	30.5	103	11762	55.6	26.8	103	14629	53.3	33.3	98
10:00 AM - 3:00 PM	30659	27846	38.4	90.8	101	10019	41.8	32.7	110	8007	37.9	26.1	100	9800	35.8	32.0	94
3:00 PM - 7:00 PM	31045	28142	38.8	90.6	101	9833	41.0	31.7	107	8185	38.7	26.4	101	10125	36.9	32.6	96
7:00 PM - MIDNIGHT	15767	14183	19.5	90.0	100	4566	19.0	29.0	98	4236	20.0	26.9	103	5381	19.6	34.1	101
MIDNIGHT - 6:00 AM	9120	8246	11.4	90.4	101	2806	11.7	30.8	104	2277	10.8	25.0	96	3162	11.5	34.7	102
6:00 AM - MIDNIGHT	58527	53060	73.1	90.7	101	18071	75.3	30.9	104	15498	73.3	26.5	101	19491	71.0	33.3	98
ENTIRE DAY	59311	53733	74.0	90.6	101	18295	76.3	30.8	104	15659	74.1	26.4	101	19779	72.1	33.3	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14877	20.5	92.0	103	4969	20.7	30.7	104	4447	21.0	27.5	105	5461	19.9	33.8	100
ALL NEWS	2256	1981	2.7	87.8	98	561	2.3	24.9	84	629	3.0	27.9	107	791	2.9	35.1	103
AOR/PROGRESSIVE	3874	3624	5.0	93.5	104	1016	4.2	26.2	89	953	4.5	24.6	94	1655	6.0	42.7	126
BEAUTIFUL MUSIC	5660	5164	7.1	91.2	102	1792	7.5	31.7	107	1360	6.4	24.0	92	2013	7.3	35.6	105
BLACK	2204	1942	2.7	88.1	98	916	3.8	41.6	140	512	2.4	23.2	89	514	1.9	23.3	69
CLASSICAL	1418	1236	1.7	87.2	97	334	1.4	23.6	80	355	1.7	25.0	96	548	2.0	38.6	114
CHR/ROCK	9538	8656	11.9	90.8	101	3058	12.7	32.1	108	2655	12.6	27.8	107	2944	10.7	30.9	91
COUNTRY	12648	11611	16.0	91.8	102	4277	17.8	33.8	114	3395	16.1	26.8	103	3939	14.3	31.1	92
GOLDEN OLDIES	1191	1060	1.5	89.0	99	488	1.8	35.9	121	*275	1.3	23.1	88	357	1.3	30.0	88
MOR/NOSTALGIA	4757	4270	5.9	89.8	100	1186	4.9	24.9	84	1280	6.1	26.9	103	1804	6.6	37.9	112
NEWS/TALK	3863	3311	4.6	85.7	96	781	3.3	20.2	68	1020	4.8	26.4	101	1510	5.5	39.1	115
RELIGIOUS	3084	2738	3.8	88.8	99	909	3.8	29.5	99	782	3.7	25.4	97	1046	3.8	33.9	100
SOFT ROCK	521	473	0.7	90.8	101	*208	0.9	39.9	135	*112	0.5	21.5	82	*154	0.6	29.6	87
URBAN CONTEMPORARY	1585	1416	2.0	89.3	100	727	3.0	45.9	155	395	1.9	24.9	95	294	1.1	18.5	55
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2962	4.1	90.8	101	1359	5.7	41.7	141	894	4.2	27.4	105	708	2.6	21.7	64
ABC DIRECTION	2316	2066	2.8	89.2	100	741	3.1	32.0	108	596	2.8	25.7	99	729	2.7	31.5	93
ABC ENTERTAINMENT	4834	4399	6.1	91.0	102	1415	5.9	29.3	99	1388	6.6	28.7	110	1596	5.8	33.0	97
ABC FM	2202	2038	2.8	92.6	103	777	3.2	35.3	119	604	2.9	27.4	105	656	2.4	29.8	88
ABC INFORMATION	5425	4920	6.8	90.7	101	1497	6.2	27.6	93	1443	6.8	26.6	102	1981	7.2	36.5	108
ABC ROCK	1677	1576	2.2	94.0	105	567	2.4	33.8	114	449	2.1	26.8	103	560	2.0	33.4	99
CBS	4430	3957	5.5	89.3	100	1025	4.3	23.1	78	1191	5.6	26.9	103	1742	6.3	39.3	116
MUTUAL	4992	4527	6.2	90.7	101	1662	6.9	33.3	112	1360	6.4	27.2	104	1505	5.5	30.1	89
NBC	4679	4240	5.8	90.6	101	1145	4.8	24.5	83	1345	6.4	28.7	110	1750	6.4	37.4	110
RADIORADIO	1994	1795	2.5	90.0	100	695	2.9	34.9	118	604	2.9	30.3	116	497	1.8	24.9	74
RKO ONE	2298	2094	2.9	91.1	102	824	3.4	35.9	121	647	3.1	28.2	108	624	2.3	27.2	80
RKO TWO	3311	2960	4.1	89.4	100	1114	4.6	33.6	114	996	4.7	30.1	115	850	3.1	25.7	76
THE SOURCE	2114	1975	2.7	93.4	104	680	2.8	32.2	109	604	2.9	28.6	109	691	2.5	32.7	96
NON-WIRED: BLAIR	8654	8046	11.1	93.0	104	2693	11.2	31.1	105	2395	11.3	27.7	106	2958	10.8	34.2	101
INTERNET	12025	10894	15.0	90.6	101	3827	16.0	31.8	107	3043	14.4	25.3	97	4023	14.7	33.5	99
KATZ RADIO GROUP	15359	13925	19.2	90.7	101	4277	17.8	27.8	94	4193	19.8	27.3	105	5455	19.9	35.5	105
SUPERNET	10628	9545	13.1	89.8	100	3217	13.4	30.3	102	2848	13.5	26.8	103	3480	12.7	32.7	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	7672	10.6	88.6	99	2395	10.0	27.7	93	2104	10.0	24.3	93	3173	11.6	36.6	108
MKDAY 9:00 AM - 1:00 PM	12163	10926	15.1	89.8	100	3901	16.3	32.1	108	3116	14.7	25.6	98	3910	14.2	32.1	95
MKDAY 1:00 PM - 4:30 PM	16150	14531	20.0	90.0	100	5252	21.9	32.5	110	4209	19.9	26.1	100	5070	18.5	31.4	93
MKDAY 4:30 PM - 7:30 PM	22463	20080	27.7	89.4	100	6668	27.8	29.7	100	5677	26.8	25.3	97	7735	28.2	34.4	102
MKDAY 7:30 PM - 8:00 PM	31795	28472	39.2	89.5	100	9346	39.0	29.4	99	8083	38.2	25.4	97	11043	40.2	34.7	102
MKDAY 11:00 PM - 11:30 PM	23977	21629	29.8	90.2	101	7356	30.7	30.7	104	6225	29.4	26.0	99	8048	29.3	33.6	98
MKDAY 11:30 PM - 1:00 AM	7703	6986	9.6	90.7	101	2494	10.4	32.4	109	1925	9.1	25.0	96	2568	9.4	33.3	98
M-SAT 8-11 PM-SUN 7-11 PM	33800	30515	42.0	90.3	101	10347	43.1	30.6	103	8649	40.9	25.6	98	11519	42.0	34.1	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5977	8.2	91.4	102	2165	9.0	33.1	112	1742	8.2	26.6	102	2069	7.5	31.6	93
ANOTHER WORLD	N 4620	4219	5.8	91.3	102	1632	6.8	35.3	119	1224	5.8	26.5	101	1364	5.0	29.5	87
AS THE WORLD TURNS	C 5614	5021	6.9	89.4	100	1792	7.5	31.9	108	1387	6.6	24.7	95	1842	6.7	32.8	97
CAPITOL	C 3396	2985	4.1	87.9	98	1101	4.6	32.4	109	849	4.0	25.0	96	1035	3.8	30.5	90
CBS MORN. NEWS 1	C 1446	1166	1.6	80.6	90	376	1.6	26.0	88	296	1.4	20.5	78	495	1.8	34.2	101
CBS MORN. NEWS 2	C 1207	959	1.3	79.5	89	271	1.1	22.5	76	225	1.1	18.6	71	463	1.7	38.4	113
DAYS OF OUR LIVES	N 5877	5369	7.4	91.4	102	1878	7.8	32.0	108	1601	7.6	27.2	104	1889	6.9	32.1	95
FACTS OF LIFE - DAYTIME	N 2290	2058	2.8	89.9	100	744	3.1	32.5	110	649	3.1	28.3	109	665	2.4	29.0	86
FAMILY FEUD	A 3023	2735	3.8	90.5	101	916	3.8	30.3	102	818	3.9	27.1	104	1001	3.6	33.1	98
GENERAL HOSPITAL	A 6097	5438	7.5	89.2	100	2016	8.4	33.1	112	1530	7.2	25.1	96	1893	6.9	31.0	92
GOOD MORNING, AMERICA-730 A	A 3515	3216	4.4	91.5	102	1009	4.2	28.7	97	834	3.9	23.7	91	1372	5.0	39.0	115
GOOD MORNING, AMERICA-830 A	A 2818	2576	3.5	91.4	102	925	3.9	32.8	111	723	3.4	25.7	98	928	3.4	32.9	97
GUIDING LIGHT	C 5339	4777	6.6	89.5	100	1889	7.0	31.1	107	1349	6.4	25.3	97	1739	6.3	32.6	96
ONE LIFE TO LIVE	A 4478	4029	5.6	90.0	100	1394	5.8	31.1	105	1265	6.0	28.2	108	1370	5.0	30.6	90
PRESS YOUR LUCK	C 2244	2052	2.8	91.4	102	761	3.2	33.9	114	596	2.8	26.6	102	695	2.5	31.0	91
PRICE IS RIGHT 1	C 4348	3864	5.3	88.9	99	1368	5.7	31.5	106	1104	5.2</						

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	TOTAL U.S. '000	A '000	DEL MONTE B DOWN	C ACROSS %	D INDX	A '000	HEINZ B DOWN	C ACROSS %	D INDX	A '000	HUNTS B DOWN	C ACROSS %	D INDX	A '000	LIBBY'S B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	17260	100.0	21.3	100	48091	100.0	59.4	100	29352	100.0	36.2	100	3859	100.0	4.8	100
18 - 24	9282	1769	10.2	19.1	89	5502	11.4	59.3	100	3093	10.5	33.3	92	*349	9.0	3.8	79
25 - 34	19072	4105	23.8	21.5	101	11807	24.6	61.9	104	7493	25.5	39.3	108	872	22.6	4.6	96
35 - 44	14591	3413	19.8	23.4	110	9080	18.9	62.2	105	5497	18.7	37.7	104	784	20.3	5.4	113
45 - 54	11345	2550	14.8	22.5	105	6903	14.4	60.8	102	4090	13.9	36.1	99	*530	13.7	4.7	98
55 - 64	11635	2425	14.0	20.8	98	6848	14.2	58.9	99	4411	15.0	37.9	105	*545	14.1	4.7	98
65 OR OLDER	15061	2998	17.4	19.9	93	7952	16.5	52.8	89	4768	16.2	31.7	87	779	20.2	5.2	109
18 - 34	28354	5874	34.0	20.7	97	17309	36.0	61.0	103	10585	36.1	37.3	103	1221	31.6	4.3	90
18 - 49	48339	10577	61.3	21.9	103	29768	61.9	61.6	104	18226	62.1	37.7	104	2303	59.7	4.8	100
25 - 54	45008	10068	58.3	22.4	105	27790	57.8	61.7	104	17080	58.2	37.9	105	2187	56.7	4.9	102
35 - 49	19985	4703	27.2	23.5	110	12459	25.9	62.3	105	7640	26.0	38.2	105	1083	28.1	5.4	114
50 OR OLDER	32647	6683	38.7	20.5	96	18324	38.1	56.1	95	11126	37.9	34.1	94	1556	40.3	4.8	100
GRADUATED COLLEGE	11155	2587	15.0	23.2	109	7130	14.8	63.9	108	3913	13.3	35.1	97	*471	12.2	4.2	89
ATTENDED COLLEGE	13682	3312	19.2	24.2	114	8590	17.9	62.8	106	5075	17.3	37.1	102	607	15.7	4.4	93
GRADUATED HIGH SCHOOL	33880	6965	40.4	20.6	96	21348	44.4	63.0	106	12216	41.6	36.1	99	1517	39.3	4.5	94
DID NOT GRADUATE HIGH SCHOOL	22270	4396	25.5	19.7	93	11024	22.9	49.5	83	8148	27.8	36.6	101	1265	32.8	5.7	119
EMPLOYED	40306	8557	49.6	21.2	100	24469	50.9	60.7	102	14954	50.9	37.1	102	1711	44.3	4.2	89
EMPLOYED FULL-TIME	32850	7076	41.0	21.5	101	19783	41.1	60.2	101	12033	41.0	36.6	101	1423	36.9	4.3	91
EMPLOYED PART-TIME	7456	1482	8.6	19.9	93	4686	9.7	62.8	106	2922	10.0	39.2	108	*289	7.5	3.9	81
NOT EMPLOYED	40680	8703	50.4	21.4	100	23623	49.1	58.1	98	14398	49.1	35.4	98	2148	55.7	5.3	111
PROFESSIONAL/MANAGER	10392	2282	13.2	22.0	103	6682	13.9	64.3	108	3348	11.4	32.2	89	*478	12.4	4.6	97
TECH/CLERICAL/SALES	17574	3684	21.3	21.0	98	11275	23.4	64.2	108	6659	22.7	37.9	105	600	15.5	3.4	72
PRECISION/CRAFT	985	**225	1.3	22.8	107	504	1.0	51.2	86	*396	1.3	40.2	111	*399	1.0	4.0	83
OTHER EMPLOYED	11354	2366	13.7	20.8	98	6008	12.5	52.9	89	4551	15.5	40.1	111	595	15.4	5.2	110
SINGLE	9863	1965	11.4	19.9	93	5474	11.4	55.5	93	3082	10.5	31.2	86	*425	11.0	4.3	90
MARRIED	51375	11271	65.3	21.9	103	31885	66.5	62.3	105	19644	66.9	38.2	105	2624	68.0	5.1	107
DIVORCED/SEPARATED/WIDOWED	19748	4024	23.3	20.4	96	10633	22.1	53.8	91	6626	22.6	33.6	93	811	21.0	4.1	86
PARENTS	32590	7670	44.4	23.5	110	20533	42.7	63.0	106	13084	44.6	40.1	111	1685	43.7	5.2	109
WHITE	70416	14744	85.4	20.9	98	43113	89.6	61.2	103	25468	86.8	36.2	100	3080	79.8	4.4	92
BLACK	8778	1988	11.5	22.6	106	3977	8.3	45.3	76	3430	11.7	39.1	108	672	17.4	7.7	161
OTHER	1791	**528	3.1	29.5	138	1001	2.1	55.9	94	**454	1.5	25.3	70	**107	2.8	6.0	125
NORTHEAST-CENSUS	17786	1767	10.2	9.9	47	12282	25.5	69.1	116	4557	15.5	25.6	71	500	13.0	2.8	59
NORTH CENTRAL	20741	5349	31.0	25.8	121	13745	28.6	66.3	112	7661	26.1	36.9	102	1042	27.0	5.0	105
SOUTH	27775	6002	34.8	21.6	101	13941	29.0	50.2	85	12100	41.2	43.6	120	1592	41.3	5.7	120
WEST	14683	4143	24.0	28.2	132	8124	16.9	55.3	93	5033	17.1	34.3	95	726	18.8	4.9	104
NORTHEAST-MKTG.	17961	1986	11.5	11.1	52	11388	23.7	63.4	107	4781	16.3	26.6	73	664	17.2	3.7	78
EAST CENTRAL	11885	2476	14.3	20.8	98	7816	16.3	65.8	111	4021	13.7	33.8	93	*400	10.4	3.4	71
WEST CENTRAL	14090	3650	21.1	25.9	122	9508	19.8	67.5	114	5075	17.3	36.0	99	804	20.8	5.7	120
SOUTH	24081	5515	32.0	22.9	107	12278	25.5	51.0	86	11102	37.8	46.1	127	1343	34.8	5.6	117
PACIFIC	12969	3633	21.0	28.0	131	7102	14.8	54.8	92	4373	14.9	33.7	93	*648	16.8	5.0	105
COUNTY SIZE A	32439	6241	36.2	19.2	90	19253	40.0	59.4	100	9342	31.8	28.8	79	1628	42.2	5.0	105
COUNTY SIZE B	24915	5068	29.4	20.3	95	15412	32.0	61.9	104	9702	33.1	38.9	107	1026	26.6	4.1	86
COUNTY SIZE C	12930	3118	18.1	24.1	113	7456	15.5	57.7	97	5215	17.8	40.3	111	644	16.7	5.0	105
COUNTY SIZE D	10703	2834	16.4	26.5	124	5971	12.4	55.8	94	5092	17.3	47.6	131	561	14.5	5.2	110
METRO CENTRAL CITY	24518	5050	29.3	20.6	97	14567	30.3	59.4	100	8330	28.4	34.0	94	1140	29.5	4.6	98
METRO SUBURBAN	35919	7275	42.1	20.3	95	22047	45.8	61.4	103	12493	42.6	34.8	96	1660	43.0	4.6	97
NON METRO	20549	4935	28.6	24.0	113	11478	23.9	55.9	94	8529	29.1	41.5	115	1060	27.5	5.2	108
TOP 5 ADI'S	18341	3626	21.0	19.8	93	11289	23.5	61.6	104	4893	16.7	26.7	74	958	24.8	5.2	110
TOP 10 ADI'S	25378	5012	29.0	19.7	93	14878	30.9	58.6	99	6996	23.8	27.6	76	1277	33.1	5.0	106
TOP 20 ADI'S	36488	6884	39.9	18.9	89	21822	45.4	59.8	101	10780	36.7	29.5	82	1796	46.5	4.9	103
HSJLD INC. \$50,000 OR MORE	6612	1410	8.2	21.3	100	4638	9.6	70.1	118	2097	7.1	31.7	88	**408	10.6	6.2	129
\$40,000 OR MORE	12659	2506	14.5	19.8	93	8683	18.1	68.6	116	4346	14.8	34.3	95	*663	17.2	5.2	110
\$30,000 OR MORE	24698	5387	31.2	21.8	102	16467	34.2	66.7	112	8666	29.5	35.1	97	1123	29.1	4.5	95
\$25,000 OR MORE	32077	6770	39.2	21.1	99	21297	44.3	66.4	112	11299	38.5	35.2	97	1406	36.4	4.4	92
\$20,000 - \$24,999	9144	2089	12.1	22.8	107	5546	11.5	60.7	102	3681	12.5	40.3	111	*484	12.5	5.3	111
\$15,000 - \$19,999	8728	1817	10.5	20.8	98	5102	10.6	58.5	98	3208	10.9	36.8	101	*345	8.9	4.0	83
\$10,000 - \$14,999	12562	3002	17.4	23.9	112	7053	14.7	56.1	95	4706	16.0	37.5	103	791	20.5	6.3	132
UNDER \$10,000	18475	3582	20.8	19.4	91	9093	18.9	49.2	83	6457	22.0	34.9	96	834	21.6	4.5	95
HOUSEHOLD OF 1 PERSON	11987	2113	12.2	17.6	83	6144	12.8	51.3	86	3305	11.3	27.6	76	494	12.8	4.1	86
2 PEOPLE	26577	5288	30.6	19.9	93	15394	32.0	57.9	98	9408	32.1	35.4	98	1254	32.5	4.7	99
3 OR 4 PEOPLE	30617	7094	41.1	23.2	109	18978	39.5	62.0	104	11834	40.3	38.7	107	1426	37.0	4.7	98
5 OR MORE PEOPLE	11804	2765	16.0	23.4	110	7576	15.8	64.2	108	4805	16.4	40.7	112	*686	17.8	5.8	122
NO CHILD IN HSHLD	46165	9043	52.4	19.6	92	26295	54.7	57.0	96	15323	52.2	33.2	92	2040	52.9	4.4	93
CHILD(REN) UNDER 2 YRS	5325	956	5.5	18.0	84	3389	7.0	63.6	107	2119	7.2	39.8	110	**185	4.8	3.5	73
2 - 5 YEARS	14221	3310	19.2	23.3	109	8787	18.3	61.8	104	5812	19.8	40.9	113	777	20.1	5.5	115
6 - 11 YEARS	15117	3401	19.7	22.5	106	9625	20.0	63.7	107	5768	19.7	38.2	105	865	22.4	5.7	120
12 - 17 YEARS	16611	4203	24.4	25.3	119	10242	21.3	61.7	104	6746	23.0	40.6	112	902	23.4	5.4	114
RESIDENCE OWNED	55884	12546	72.7	22.5	105	34147	71.0	61.1	103	21248	72.4	38.0	105	2724	70.6	4.9	102
VALUE: \$50,000 OR MORE	31744	7103	41.2	22.4	105	20470	42.6	64.5	109	11369	38.7	35.8	99	1502	38.9	4.7	99
VALUE: UNDER \$50,000	24140	5443	31.5	22.5	106	13677	28.4	56.7	95	9879	33.7	40.9	113	1222	31.7	5.1	106

		TOTAL U.S. %000	DEL MONTE				HEINZ				HUNTS				LIBBY'S			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	17260	100.0	21.3	100	48091	100.0	59.4	100	29352	100.0	36.2	100	3859	100.0	4.8	100
MAGAZINES	QUINTILE 1	15799	3506	20.3	22.2	104	10145	21.1	64.2	108	5791	19.7	36.7	101	951	24.6	6.0	126
	QUINTILE 2	17259	3899	22.6	22.6	106	10722	22.3	62.1	105	6446	22.0	37.3	103	728	18.9	4.2	89
	QUINTILE 3	13545	3045	17.6	22.5	105	8310	17.3	61.4	103	4636	15.8	34.2	94	594	15.4	4.4	92
	QUINTILE 4	15133	3201	18.5	21.2	99	8656	18.0	57.2	96	5600	19.1	37.0	102	665	17.2	4.4	92
	QUINTILE 5	19250	3609	20.9	18.7	88	10259	21.3	53.3	90	6878	23.4	35.7	99	922	23.9	4.8	101
NEWSPAPERS	QUINTILE 1	12413	2507	14.5	20.2	95	8170	17.0	65.8	111	4270	14.5	34.4	95	*552	14.3	4.4	93
	QUINTILE 2	24116	5236	30.3	21.7	102	14850	30.9	61.6	104	8751	29.8	36.3	100	1095	28.4	4.5	95
	QUINTILE 3	11261	2851	16.5	25.3	119	6843	14.2	60.8	102	4330	14.8	38.5	106	603	15.6	5.4	112
	QUINTILE 4	20255	3937	22.8	19.4	91	11904	24.8	58.8	99	7368	25.1	36.4	100	925	24.0	4.6	96
	QUINTILE 5	12940	2728	15.8	21.1	99	6325	13.2	48.9	82	4632	15.8	35.8	99	684	17.7	5.3	111
OUTDOOR	QUINTILE 1	14852	3326	19.3	22.4	105	9429	19.6	63.5	107	5445	18.6	36.7	101	650	16.8	4.4	92
	QUINTILE 2	15725	3366	19.5	21.4	100	9513	19.8	60.5	102	5600	19.1	35.6	98	813	21.1	5.2	109
	QUINTILE 3	16330	3430	19.9	21.0	99	9882	20.5	60.5	102	5969	20.3	36.6	101	862	22.3	5.3	111
	QUINTILE 4	16744	3582	20.8	21.4	100	9585	19.9	57.2	96	6086	20.7	36.3	100	782	20.3	4.7	98
	QUINTILE 5	17334	3555	20.6	20.5	96	9682	20.1	55.9	94	6252	21.3	36.1	100	753	19.5	4.3	91
RADIO-DRIVE TIME	QUINTILE 1	15911	3406	19.7	21.4	100	9670	20.1	60.8	102	6143	20.9	38.6	107	779	20.2	4.9	103
	QUINTILE 2	14837	3246	18.8	21.9	103	9139	19.0	61.6	104	5375	18.3	36.2	100	747	19.4	5.0	106
	QUINTILE 3	15339	3386	19.6	22.1	104	9067	18.9	59.1	100	5383	18.3	35.1	97	796	20.6	5.2	109
	QUINTILE 4	16723	3467	20.1	20.7	97	10057	20.9	60.1	101	6127	20.9	36.6	101	617	16.0	3.7	77
	QUINTILE 5	18176	3755	21.8	20.7	97	10159	21.1	55.9	94	6324	21.5	34.8	96	921	23.9	5.1	106
RADIO-MID- DAY	TERCILE 1	21020	4097	23.7	19.5	91	12693	26.4	60.4	102	7689	26.2	36.6	101	968	25.1	4.6	97
	TERCILE 2	21610	5071	29.4	23.5	110	13035	27.1	60.3	102	8678	29.6	40.2	111	1179	30.6	5.5	114
	TERCILE 3	38355	8093	46.9	21.1	99	22364	46.5	58.3	98	12986	44.2	33.9	93	1713	44.4	4.5	94
RADIO-TOTAL	QUINTILE 1	15988	3541	20.5	22.1	104	9861	20.5	61.7	104	5777	19.7	36.1	100	796	20.6	5.0	104
	QUINTILE 2	15626	2890	16.7	18.5	87	9087	18.9	58.2	98	6061	20.6	38.8	107	738	19.1	4.7	99
	QUINTILE 3	16723	3795	22.0	22.7	106	10526	21.9	62.9	106	6145	20.9	36.7	101	800	20.7	4.8	100
	QUINTILE 4	16342	3835	22.2	23.5	110	9859	20.5	60.3	102	5747	19.6	35.2	97	821	21.3	5.0	105
	QUINTILE 5	16306	3200	18.5	19.6	92	8758	18.2	53.7	90	5622	19.2	34.5	95	704	18.2	4.3	91
TV-PRIME TIME	QUINTILE 1	15953	3437	19.9	21.5	101	9584	19.9	60.1	101	5973	20.3	37.4	103	923	23.9	5.8	121
	QUINTILE 2	16137	3241	18.8	20.1	94	10058	20.9	62.3	105	5927	20.2	36.7	101	680	17.6	4.2	88
	QUINTILE 3	16420	3307	19.2	20.1	94	10032	20.9	61.1	103	5470	18.6	33.3	92	562	14.6	3.4	72
	QUINTILE 4	16687	4012	23.2	24.0	113	9605	20.0	57.6	97	6328	21.6	37.9	105	1024	26.5	6.1	129
	QUINTILE 5	15789	3263	18.9	20.7	97	8813	18.3	55.8	94	5653	19.3	35.8	99	672	17.4	4.3	89
TV-DAYTIME	TERCILE 1	27736	5926	34.3	21.4	100	16094	33.5	58.0	98	10735	36.6	38.7	107	1477	38.3	5.3	112
	TERCILE 2	26489	5659	32.8	21.4	100	15742	32.7	59.4	100	9497	32.4	35.9	99	1030	26.7	3.9	82
	TERCILE 3	26761	5675	32.9	21.2	100	16255	33.8	60.7	102	9120	31.1	34.1	94	1352	35.0	5.1	106
TV-TOTAL	QUINTILE 1	16345	3610	20.9	22.1	104	9633	20.0	58.9	99	6179	21.1	37.8	104	853	22.1	5.2	110
	QUINTILE 2	16447	3381	19.6	20.6	96	9788	20.4	59.5	100	6062	20.7	36.9	102	756	19.6	4.6	96
	QUINTILE 3	15980	3021	17.5	18.9	89	9847	20.5	61.6	104	5539	18.9	34.7	96	818	21.2	5.1	107
	QUINTILE 4	15887	3725	21.6	23.4	110	9577	19.9	60.3	102	5669	19.3	35.7	98	641	16.6	4.0	85
	QUINTILE 5	16326	3523	20.4	21.6	101	9245	19.2	56.6	95	5902	20.1	36.2	100	792	20.5	4.9	102
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	4553	26.4	22.0	103	13452	28.0	64.9	109	7536	25.7	36.4	100	991	25.7	4.8	100
	NEWSPAPER IMPERATIVE	19186	4525	26.2	23.6	111	11501	23.9	59.9	101	7179	24.5	37.4	103	1011	26.2	5.3	111
	NEWSPAPER IMPERATIVE	21899	4476	25.9	20.4	96	13209	27.5	60.3	102	7784	26.5	35.5	98	930	24.1	4.2	89
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	3478	20.2	22.5	106	9970	20.7	64.5	109	5710	19.5	37.0	102	790	20.5	5.1	107
	OUTDOOR IMPERATIVE	25953	5859	33.9	22.6	106	15764	32.8	60.7	102	9336	31.8	36.0	99	1243	32.2	4.8	101
	OUTDOOR IMPERATIVE	24400	5075	29.4	20.8	98	14309	29.8	58.6	99	8505	29.0	34.9	96	1170	30.3	4.8	101
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	3848	22.3	21.3	100	11357	23.6	62.9	106	6514	22.2	36.1	100	896	23.2	5.0	104
	RADIO IMPERATIVE	23571	5549	32.1	23.5	110	14844	30.9	63.0	106	8530	29.1	36.2	100	1118	29.0	4.7	100
	RADIO IMPERATIVE	23278	4694	27.2	20.2	95	13487	28.0	57.9	98	8717	29.7	37.4	103	1073	27.8	4.6	97
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	3316	19.2	21.5	101	9682	20.1	62.6	105	5777	19.7	37.4	103	854	22.1	5.5	116
	TELEVISION IMPERATIVE	25829	5797	33.6	22.4	105	16189	33.7	62.7	106	9216	31.4	35.7	98	1212	31.4	4.7	98
	TELEVISION IMPERATIVE	26039	5449	31.6	20.9	98	14783	30.7	56.8	96	9349	31.9	35.9	99	1192	30.9	4.6	96
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	3594	20.8	21.6	102	10693	22.2	64.4	108	5787	19.7	34.9	96	793	20.5	4.8	100
	OUTDOOR IMPERATIVE	26834	5863	34.0	21.8	103	16480	34.3	61.4	103	9857	33.6	36.7	101	1218	31.6	4.5	95
	OUTDOOR IMPERATIVE	23346	5058	29.3	21.7	102	13702	28.5	58.7	99	8614	29.3	36.9	102	1243	32.2	5.3	112
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	3606	20.9	21.0	99	11012	22.9	64.3	108	6490	22.1	37.9	105	989	25.6	5.8	121
	RADIO IMPERATIVE	25892	5884	34.1	22.7	107	16039	33.4	61.9	104	9083	30.9	35.1	97	1028	26.6	4.0	83
	RADIO IMPERATIVE	23167	4811	27.9	20.8	97	13336	27.7	57.6	97	8592	29.3	37.1	102	1076	27.9	4.6	97
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	3698	21.4	21.6	101	10986	22.8	64.0	108	5998	20.4	35.0	96	855	22.2	5.0	105
	TELEVISION IMPERATIVE	26214	5813	33.7	22.2	104	16273	33.8	62.1	105	9391	32.0	35.8	99	1151	29.8	4.4	92
	TELEVISION IMPERATIVE	23412	4839	28.0	20.7	97	13060	27.2	55.8	94	8950	30.5	38.2	105	1179	30.6	5.0	106
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	3208	18.6	21.0	98	9597	20.0	62.7	106	5727	19.5	37.4	103	894	23.2	5.8	123
	RADIO IMPERATIVE	24901	5644	32.7	22.7	106	15238	31.7	61.2	103	8869	30.2	35.6	98	1190	30.8	4.8	100
	RADIO IMPERATIVE	26492	5506	31.9	20.8	98	15603	32.4	58.9	99	9679	33.0	36.5	101	1091	28.3	4.1	86
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	14794	3192	18.5	21.6	101	9270	19.3	62.7	106	5152	17.6	34.8	96	834	21.6	5.6	1

	TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	17260	100.0	21.3	100	48091	100.0	59.4	100	29352	100.0	36.2	100	3859	100.0	4.8	100
ATLANTIC MONTHLY	415	**660	0.3	14.5	55	261	0.5	62.9	106	*104	0.4	25.1	69	**19	0.5	4.6	96
BARRON'S	453	**128	0.7	28.3	133	344	0.7	75.9	128	**194	0.7	42.8	118	**73	1.9	16.1	338
BETTER HOMES & GARDENS	16256	3518	20.4	21.6	102	10314	11.4	63.4	107	6224	21.2	38.3	106	827	21.4	5.1	107
BON APPETIT	2535	540	3.1	21.3	100	1607	3.3	63.4	107	786	2.7	31.0	86	**73	1.9	2.9	60
BUSINESS WEEK	1278	275	1.6	21.5	101	730	1.5	57.1	96	412	1.4	32.2	89	**102	2.6	8.0	167
CAR AND DRIVER	378	**111	0.6	29.4	138	*174	0.4	46.0	78	**97	0.3	25.7	71	**5	0.1	1.3	28
CBS MAGAZINE NETWORK (GROSS)	1498	326	1.9	21.8	102	824	1.7	55.0	93	618	2.1	41.3	114	**99	2.6	6.6	139
CHANGING TIMES	1505	345	2.0	22.9	108	861	1.8	57.2	96	535	1.8	35.5	98	**57	1.5	3.8	79
COLONIAL HOMES	1231	314	1.8	25.5	120	697	1.4	56.6	95	450	1.5	36.6	101	**61	1.6	5.0	104
CONDE NAST MAG. PKG. (GROSS)	14146	2946	17.1	20.8	98	8749	18.2	61.8	104	4646	15.8	32.8	91	798	20.7	5.6	118
CONSUMERS DIGEST	1323	318	1.8	24.0	113	784	1.6	59.3	100	483	1.6	36.5	101	**63	1.6	4.8	100
COSMOPOLITAN	7102	1315	7.6	18.5	87	4537	9.4	63.9	108	2295	7.8	32.3	89	412	10.7	5.8	122
COUNTRY LIVING	2481	495	2.9	20.0	94	1475	3.1	59.5	100	848	2.9	34.2	94	*138	3.6	5.6	117
CUISINE	1472	340	2.0	23.1	108	913	1.9	62.0	104	461	1.6	31.3	86	**49	1.3	3.3	70
CYCLE WORLD	425	**151	0.9	35.5	167	*256	0.5	60.2	101	*237	0.8	55.8	154	**80	2.1	18.8	395
DCI:CREATIVE IDEAS FOR LIV	2510	639	3.7	25.5	119	1533	3.2	61.1	103	1164	4.0	46.4	128	**146	3.8	5.8	122
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1498	8.7	22.4	105	3807	7.9	56.9	96	3140	10.7	46.9	129	375	9.7	5.6	118
DISCOVER	894	*152	0.9	17.0	80	485	1.0	54.3	91	281	1.0	31.4	87	**60	1.6	6.7	141
EBONY	3507	744	4.3	21.2	100	1775	3.7	50.6	85	1373	4.7	39.2	108	231	6.0	6.6	138
ESQUIRE	1083	*215	1.2	19.9	93	602	1.3	55.6	94	416	1.4	38.4	106	**105	2.7	9.7	203
ESSENCE	1830	432	2.5	23.6	111	925	1.9	50.5	85	800	2.7	43.7	121	*146	3.8	8.0	167
FAMILY CIRCLE	15930	3749	21.7	23.5	110	10112	21.0	63.5	107	5848	19.9	36.7	101	780	20.2	4.9	103
THE FAMILY HANDYMAN	1126	*226	1.3	20.1	94	775	1.6	68.8	116	432	1.5	38.4	106	**52	1.3	4.6	97
FAMILY WEEKLY	11468	2598	15.1	22.7	106	7109	14.8	62.0	104	4604	15.7	40.1	111	398	10.3	3.5	73
FIELD & STREAM	2234	477	2.8	21.4	100	1275	2.7	57.1	96	901	3.1	40.3	111	**118	3.1	5.3	111
FOOD & WINE	579	*136	0.8	23.5	110	321	0.7	55.4	93	*168	0.6	29.0	80	**40	1.0	6.9	145
FORBES	728	*154	0.9	21.2	99	589	1.2	80.9	136	*238	0.8	32.7	90	**54	1.4	7.4	156
FORTUNE	906	*193	1.1	21.3	100	684	1.4	75.5	127	324	1.1	35.8	99	**92	2.4	10.2	213
GENTLEMEN'S QUARTERLY	791	*136	0.8	17.2	81	521	1.1	65.9	111	*265	0.9	33.5	92	**17	0.4	2.1	45
GLAMOUR	5265	1099	6.4	20.9	98	3272	6.8	62.1	105	1809	6.2	34.4	95	*293	7.6	5.6	117
GOLF DIGEST	636	*130	0.8	20.4	96	389	0.8	61.2	103	*262	0.9	41.2	114	**11	0.3	1.7	36
GOLF DIGEST/TENNIS (GROSS)	1186	*209	1.2	17.6	83	706	1.5	59.5	100	469	1.6	39.5	109	**43	1.1	3.6	76
GOLF MAGAZINE	441	**137	0.8	31.1	146	*262	0.5	59.4	100	**149	0.5	33.8	93	**21	0.5	4.8	100
GOLF MAGAZINE/SKI (GROSS)	922	*211	1.2	22.9	107	577	1.2	62.6	105	*276	0.9	29.9	83	**38	1.0	4.1	86
GOOD HOUSEKEEPING	16487	3760	21.8	22.8	107	10680	22.2	64.8	109	6060	20.6	36.8	101	818	21.2	5.0	104
HARPER'S BAZAAR	2423	400	2.3	16.5	77	1556	3.2	64.2	108	848	2.9	35.0	97	*162	4.2	6.7	140
HEALTH	1994	376	2.2	18.9	88	1286	2.7	64.5	109	734	2.5	36.8	102	**193	5.0	9.7	203
HEARST MAG CORP. BUY (GROSS)	44101	9328	54.0	21.2	99	27995	58.2	63.5	107	15760	53.7	35.7	99	2349	60.9	5.3	112
HEARST MAN POWER (GROSS)	1993	480	2.8	24.1	113	1246	2.6	62.5	105	756	2.6	37.9	105	**74	1.9	3.7	78
HEARST WOMAN POWER (GROSS)	31274	6755	39.1	21.6	101	20140	41.9	64.4	108	11213	38.2	35.9	99	1671	43.3	5.3	112
HOUSE BEAUTIFUL	3623	706	4.1	19.5	91	2160	4.5	59.6	100	1259	4.3	34.8	96	*172	4.5	4.7	100
INC.	283	**70	0.4	24.7	116	*205	0.4	72.4	122	**107	0.4	37.8	104	**36	0.9	12.7	267
JET	2928	672	3.9	23.0	108	1397	2.9	47.7	80	1182	4.0	40.4	111	*221	5.7	7.5	158
LADIES' HOME JOURNAL	11918	2779	16.1	23.3	109	7587	15.8	63.7	107	4454	15.2	37.4	103	618	16.0	5.2	109
LHJ FAMILY GRP COMBO(GROSS)	16764	3772	21.9	22.5	106	10717	22.3	63.9	108	6337	21.6	37.8	104	948	24.6	5.7	119
LIFE	4254	888	5.1	20.9	98	2617	5.4	61.5	104	1300	4.4	30.6	84	*150	3.9	3.5	74
L.A. TIMES HOME MAGAZINE	1145	399	2.3	34.8	164	677	1.4	59.1	100	444	1.5	38.8	107	**98	2.5	8.6	180
MADEMOISELLE	2884	704	4.1	24.4	115	1856	3.9	64.4	108	841	2.9	29.2	80	*175	4.5	6.1	127
MC CALL'S	13460	3126	18.1	23.2	109	8736	18.2	64.9	109	4997	17.0	37.1	102	787	20.4	5.8	123
MC CALL'S/WRK MOTHER (GROSS)	14606	3556	20.6	24.3	114	9526	19.8	65.2	110	5492	18.7	37.6	104	828	21.5	5.7	119
MECHANIX ILLUSTRATED	772	*179	1.0	23.2	109	469	1.0	60.8	102	358	1.2	46.4	128	**37	1.0	4.8	101
METROPOLITAN HOME	967	*166	1.0	17.2	81	639	1.3	66.1	111	304	1.0	31.4	87	**41	1.1	4.2	89
MONEY	1588	338	2.0	21.3	100	983	2.0	61.9	104	560	1.9	35.3	97	**141	3.7	8.9	186
MOTHER EARTH NEWS	1002	*247	1.4	24.7	116	570	1.2	56.9	96	348	1.2	34.7	96	**59	1.5	5.9	124
MS.	825	*123	0.7	14.9	70	478	1.0	57.9	98	289	1.0	35.0	97	**8	0.2	1.0	20
NATIONAL ENQUIRER	10336	2106	12.2	20.4	96	6072	12.6	58.7	99	3938	13.4	38.1	105	542	14.0	5.2	110
NATIONAL GEOGRAPHIC	9597	2264	13.1	23.6	111	5981	12.4	62.3	105	3499	11.9	36.5	101	455	11.8	4.7	99
NATIONAL SUNDAY MAGAZINE PKG	49558	10604	61.4	21.4	100	30780	64.0	62.1	105	17899	61.0	36.1	100	2279	59.1	4.6	97
NATURAL HISTORY	573	**97	0.6	16.9	79	367	0.8	64.0	108	*200	0.7	34.9	96	**59	1.5	10.3	216
NEW WOMAN	1699	472	2.7	27.8	130	1004	2.1	59.1	100	613	2.1	36.1	100	**72	1.9	4.2	89
NEW YORK INCLUDING CUE	443	**60	0.3	13.5	64	332	0.7	74.9	126	**85	0.3	19.2	53	**15	0.4	3.4	71
THE NEW YORKER	1270	196	1.1	15.4	72	915	1.7	70.5	119	275	0.9	21.7	60	**12	0.3	0.9	20
NEWSWEEK	6277	1195	6.9	19.0	89	3807	7.9	60.6	102	2247	7.7	35.8	99	327	8.5	5.2	109
THE N.Y. TIMES DAILY EDITION	1205	*164	1.0	13.6	64	942	2.0	78.2	132	*206	0.7	17.1	47	**26	0.7	2.2	45
THE N.Y. TIMES MAGAZINE	2081	*260	1.5	12.5	59	1551	3.2	74.5	126	437	1.5	21.0	58	**31	0.8	1.5	31
OWN	788	*161	0.9	20.4	96	461	1.0	58.5	99	247	0.8	31.3	86	**26	0.7	3.3	69
ON CABLE	1158	*188	1.1	16.2	76	816	1.7	70.5	119	270	0.9	23.3	64	**55	1.4	4.7	100
1001 HOME IDEAS	2852	617	3.6	21.6	102	1844	3.8	64.7	109	1149	3.9	40.3	111	*137	3.6	4.8	101
ORGANIC GARDENING	1658	319	1.8	19.2	90	1045	2.2	63.0	106	621	2.1	37.5	103	**70	1.8	4.2	89
OUTDOOR LIFE	896	243	1.4	27.1	127	506	1.1	56.5	95	350	1.2	39.1	108	**49	1.3	5.5	115
PARADE MAGAZINE	24275	4643	26.9	19.1	90	14868	30.9	61.2	103	8509	29.0	35.1	97	1197	31.0	4.9	103

	TOTAL U.S. '000	A '000	DEL MONTE B % ACROSS	C % ACROSS	D % ACROSS	A '000	B % ACROSS	C % ACROSS	D % ACROSS	A '000	B % ACROSS	C % ACROSS	D % ACROSS	A '000	B % ACROSS	C % ACROSS	D % ACROSS
TOTAL FEMALE HOMEMAKERS	80986	17260	100.0	21.3	100	48091	100.0	59.4	100	29352	100.0	36.2	100	3859	100.0	4.8	100
PARENTS	3845	771	4.5	20.1	94	2423	5.0	63.0	106	1618	5.5	42.1	116	*207	5.4	5.4	113
PENTHOUSE	831	**150	0.9	18.1	85	442	0.9	53.2	90	*287	1.0	34.5	95	**23	0.6	2.8	58
PEOPLE	11645	2458	14.2	21.1	99	7219	15.0	62.0	104	4073	13.9	35.0	97	664	17.2	5.7	120
PLAYBOY	2006	460	2.7	22.9	108	1150	2.4	57.3	97	656	2.2	32.7	90	*144	3.7	7.2	151
POPULAR HOT RODDING	297	**79	0.5	26.6	125	*129	0.3	43.4	73	**146	0.5	49.2	136	*17	0.4	5.7	120
POPULAR MECHANICS	1018	*256	1.5	25.1	118	665	1.4	65.3	110	347	1.2	34.1	94	**42	1.1	4.1	87
POPULAR SCIENCE	*78	*210	1.2	23.9	112	609	1.3	69.4	117	*229	0.8	26.1	72	**37	1.0	4.2	88
PREVENTION	3913	877	5.1	22.4	105	2303	4.8	58.9	99	1419	4.8	36.3	100	*233	6.0	6.0	125
PSYCHOLOGY TODAY	1710	517	3.0	30.2	142	1171	2.4	68.5	115	564	1.9	33.0	91	**102	2.6	6.0	125
READER'S DIGEST	22204	5216	30.2	23.5	110	13467	28.0	60.7	102	8461	28.8	38.1	105	1088	28.2	4.9	103
REDBOOK	7684	1681	9.7	21.9	103	4923	10.2	64.1	108	2857	9.7	37.2	103	442	11.5	5.8	121
ROAD & TRACK	410	**83	0.5	20.2	95	*247	0.5	60.2	101	**121	0.4	29.5	81	**8	0.2	2.0	41
ROLLING STONE	959	*182	1.1	18.8	88	639	1.3	65.9	111	445	1.5	45.9	127	**62	1.6	6.4	134
RUNNER'S WORLD	298	**77	0.4	25.8	121	*172	0.4	57.7	97	**106	0.4	35.6	98	**14	0.4	4.7	99
SATURDAY EVENING POST	1169	259	1.5	22.2	104	705	1.5	60.3	102	442	1.5	37.8	104	**41	1.1	3.5	74
SCIENCE 84	587	**92	0.5	15.7	74	392	0.8	66.8	112	*126	0.4	21.5	59	**14	0.4	2.4	50
SCIENCE DIGEST	482	**75	0.4	15.6	73	335	0.7	69.5	117	*136	0.5	28.2	78	**18	0.5	3.7	78
SCIENTIFIC AMERICAN	594	**86	0.5	14.5	68	404	0.8	68.0	115	*116	0.4	19.5	54	**36	0.9	6.1	127
SELF	2089	413	2.4	19.8	93	1302	2.7	62.3	105	719	2.4	34.4	95	**97	2.5	4.6	97
SEVENTEEN	2411	596	3.5	24.7	116	1415	2.9	58.7	99	888	3.0	36.8	102	**98	2.5	4.1	85
SKI	480	**74	0.4	15.4	72	315	0.7	65.6	111	**128	0.4	26.7	74	**17	0.4	3.5	74
SMITHSONIAN	2760	611	3.5	22.1	104	1613	3.4	58.4	98	929	3.2	33.7	93	**168	4.4	6.1	128
SOAP OPERA DIGEST	3013	642	3.7	21.3	100	1767	3.7	58.6	99	1219	4.2	40.5	112	*173	4.5	5.7	120
SOUTHERN LIVING	4184	859	5.0	20.5	96	2274	4.7	54.3	92	1977	6.7	47.3	130	*228	5.9	5.4	114
SPORT	559	**183	1.1	32.7	154	268	0.6	47.9	81	*199	0.7	35.6	98	**38	1.0	6.8	143
THE SPORTING NEWS	436	**90	0.5	20.6	97	*188	0.4	43.1	73	**204	0.7	46.8	129	**17	0.4	3.9	82
SPORTS AFIELD	493	*149	0.9	30.2	142	246	0.5	49.9	84	*273	0.9	55.4	153	**14	0.4	2.8	60
SPORTS ILLUSTRATED	2758	598	3.5	21.7	102	1731	3.6	62.8	106	1047	3.6	38.0	105	*150	3.9	5.4	114
STAR	7456	1632	9.5	21.9	103	4538	9.4	60.9	102	2588	8.8	34.7	96	414	10.7	5.6	117
SUNDAY	24936	5133	29.7	20.6	97	15716	32.7	63.0	106	8222	28.0	33.0	91	1148	29.7	4.6	97
SUNSET	2124	705	4.1	33.2	156	1283	2.7	60.4	102	783	2.7	36.9	102	**133	3.4	6.3	131
TV GUIDE	21661	4741	27.5	21.9	103	13165	27.4	60.8	102	7923	27.0	36.6	101	1173	30.4	5.4	114
TENNIS	550	**80	0.5	14.5	68	317	0.7	57.6	97	*207	0.7	37.6	104	**32	0.8	5.8	122
TIME	8880	1760	10.2	19.8	93	5672	11.8	63.9	108	2934	10.0	33.0	91	438	11.4	4.9	104
TOWN & COUNTRY	917	*166	1.0	18.1	85	625	1.3	68.2	115	310	1.1	33.8	93	**63	1.6	6.9	144
TRAVEL & LEISURE	972	*176	1.0	18.1	85	630	1.3	64.8	109	785	1.0	29.3	81	**26	0.7	2.7	56
TRUE STORY	3356	688	4.0	20.5	96	1867	3.9	55.6	94	1401	4.8	41.7	115	*135	3.5	4.0	84
U.S. NEWS & WORLD REPORT	3410	778	4.5	22.8	107	2212	4.6	64.9	109	1302	4.4	38.2	105	*183	4.7	5.4	113
USA TODAY	1759	317	1.8	18.0	85	1243	2.6	70.7	119	582	2.0	33.1	91	**82	2.1	4.7	98
US	1873	367	2.1	19.6	92	1223	2.5	65.3	110	656	2.4	37.2	103	**100	2.6	5.3	112
VOGUE	3909	730	4.2	18.7	88	2319	4.8	59.3	100	1278	4.4	32.7	90	*234	6.1	6.0	126
WALL STREET JOURNAL	1886	411	2.4	21.8	102	1163	2.4	61.7	104	619	2.1	32.8	91	**99	2.6	5.2	110
WEIGHT WATCHERS	2120	598	3.5	28.2	132	1356	2.8	64.0	108	914	3.1	43.1	119	**96	2.5	4.5	95
WOMAN'S DAY	14172	3428	19.9	24.2	113	9032	18.8	63.7	107	5504	18.8	38.8	107	798	20.7	5.6	118
WORKING MOTHER	1146	430	2.5	37.5	176	789	1.6	68.8	116	496	1.7	43.3	119	**41	1.1	3.6	75
WORKING WOMAN	1322	289	1.7	21.9	103	878	1.8	66.4	112	478	1.6	36.2	100	**112	2.9	8.5	178
WORLD TENNIS	*163	**26	0.2	16.0	75	**96	0.2	58.9	99	**94	0.3	57.7	159	**01	0.0	0.6	13
ZIFF-DAVIS MAG NETWK (GROSS)	2532	590	3.4	23.3	109	1494	3.1	59.0	99	938	3.2	37.0	102	**106	2.7	4.2	88
BLAIR INSERTS	43657	9042	52.4	20.7	97	27480	57.1	62.9	106	15525	52.9	35.6	98	2089	54.1	4.8	100
DAILY NEWSPAPERS																	
READ ANY	51633	11313	65.5	21.9	103	31891	66.3	61.8	104	18915	64.4	36.6	101	2385	61.8	4.6	97
READ ONE	43463	9506	55.1	21.9	103	26648	55.4	61.3	103	15952	54.3	36.7	101	1991	51.6	4.6	96
READ TWO OR MORE	8170	1808	10.5	22.1	104	5243	10.9	64.2	108	2963	10.1	36.3	100	394	10.2	4.8	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	11189	64.8	21.2	100	32802	68.2	62.3	105	18770	63.9	35.6	98	2421	62.7	4.6	96
READ ONE	46126	9886	57.3	21.4	101	28470	59.2	61.7	104	16588	56.5	36.0	99	2078	53.8	4.5	95
READ TWO OR MORE	6552	1304	7.6	19.9	93	4333	9.0	66.1	111	2183	7.4	33.3	92	343	8.9	5.2	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.77				28.49				28.03				27.49			
30 DAY REACH	71455	15318	88.7	21.4	101	42760	88.9	59.8	101	25777	87.8	36.1	100	3356	87.0	4.7	99
50 SHWG - 30 DAY AV FREQ	14.56	14.66				14.97				14.76				14.23			
30 DAY REACH	67742	14551	84.3	21.5	101	40795	84.8	60.2	101	24546	83.6	36.2	100	3244	84.1	4.8	100
25 SHWG - 30 DAY AV FREQ	7.94	7.91				8.12				8.01				7.62			
30 DAY REACH	62117	13467	78.0	21.7	102	37557	78.1	60.5	102	22595	77.0	36.4	100	3035	78.6	4.9	103
CABLE TV: HOME WIRED	32077	7337	42.5	22.9	107	20488	42.6	63.9	108	11714	39.9	36.5	101	1627	42.2	5.1	106
HOME NOT WIRED	48909	9923	57.5	20.3	95	27604	57.4	56.4	95	17638	60.1	36.1	100	2233	57.9	4.6	96
HAVE PAY CABLE	15935	3762	21.8	23.6	111	10568	22.0	66.3	112	5732	19.5	36.0	99	868	22.5	5.4	114

	TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80966	17260	100.0	21.3	100	48091	100.0	59.4	100	29352	100.0	36.2	100	3859	100.0	4.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	9521	55.2	21.7	102	26859	55.9	61.2	103	16109	54.9	36.7	101	1953	50.6	4.4	93
10:00 AM - 3:00 PM	30659	6491	37.6	21.2	99	18581	38.6	60.6	102	11742	40.0	38.3	106	1547	40.1	5.0	106
3:00 PM - 7:00 PM	31045	6615	38.3	21.3	100	19202	39.9	61.9	104	11639	39.7	37.5	103	1410	36.5	4.5	95
7:00 PM - MIDNIGHT	15767	3430	19.9	21.8	102	9559	19.9	60.6	102	5844	19.9	37.1	102	788	20.4	5.0	105
MIDNIGHT - 6:00 AM	9120	1981	11.5	21.7	102	5499	11.4	60.3	102	3304	11.3	36.2	100	365	9.5	4.0	84
6:00 AM - MIDNIGHT	58527	12623	73.1	21.6	101	35840	74.5	61.2	103	21786	74.2	37.2	103	2774	71.9	4.7	99
ENTIRE DAY	59311	12790	74.1	21.6	101	36334	75.6	61.3	103	22020	75.0	37.1	102	2811	72.8	4.7	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3328	19.3	20.6	97	10408	21.6	64.4	108	8000	20.4	37.1	102	770	20.0	4.8	100
ALL NEWS	2256	434	2.5	19.2	90	1395	2.9	61.8	104	667	2.3	29.6	82	**141	3.7	6.3	131
AOR/PROGRESSIVE	3874	939	5.4	24.2	114	2479	5.2	64.0	108	1454	5.0	37.5	104	*175	4.5	4.5	95
BEAUTIFUL MUSIC	5660	1122	6.5	19.8	93	3614	7.5	63.9	108	1975	6.7	34.9	96	*174	4.5	3.1	65
BLACK	2204	504	2.9	22.9	107	1162	2.4	52.7	89	877	3.0	39.8	110	*150	3.9	6.8	143
CLASSICAL	1418	*275	1.6	19.4	91	855	1.8	60.3	102	430	1.5	30.3	84	**66	1.7	4.7	98
CHR/ROCK	9538	2122	12.3	22.2	104	5845	12.2	61.3	103	3742	12.7	39.2	108	269	7.0	2.8	59
COUNTRY	12648	3027	17.5	23.9	112	7570	15.7	59.9	101	5099	17.4	40.3	111	672	17.4	5.3	112
GOLDEN OLDIES	1191	*194	1.1	16.3	76	694	1.4	58.3	98	516	1.8	43.3	120	**108	2.8	9.1	190
MOR/NOSTALGIA	4757	1111	6.4	23.4	110	3019	6.3	63.5	107	1674	5.7	35.2	97	*216	5.6	4.5	95
NEWS/TALK	3863	742	4.3	19.2	90	2317	4.8	60.0	101	1172	4.0	30.3	84	*186	4.8	4.8	101
RELIGIOUS	3084	747	4.3	24.2	114	1625	3.4	52.7	89	1245	4.2	40.4	111	*197	5.1	6.4	134
SOFT ROCK	521	**139	0.8	26.7	125	316	0.7	60.7	102	*240	0.8	46.1	127	**36	0.9	6.9	145
URBAN CONTEMPORARY	1585	304	1.8	19.2	90	938	2.0	59.2	100	561	1.9	35.4	98	*114	3.0	7.2	151
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	611	3.5	18.7	88	1963	4.1	60.2	101	1291	4.4	39.6	109	*144	3.7	4.4	93
ABC DIRECTION	2316	563	3.3	24.3	114	1414	2.9	61.1	103	835	2.8	36.1	99	*115	3.0	5.0	104
ABC ENTERTAINMENT	4834	1002	5.8	20.7	97	3033	6.3	62.7	106	1892	6.4	39.1	108	*281	7.3	5.8	122
ABC FM	2202	443	2.6	20.1	94	1371	2.9	62.3	105	939	3.2	42.6	118	*123	3.2	5.6	117
ABC INFORMATION	5425	1296	7.5	23.9	112	3282	6.8	60.5	102	2104	7.2	38.8	107	280	7.3	5.2	108
ABC ROCK	1677	426	2.5	25.4	119	1065	2.2	63.5	107	676	2.3	40.3	111	**65	1.7	3.9	81
CBS	4430	992	5.7	22.4	105	2876	6.0	64.9	109	1571	5.4	35.5	98	*193	5.0	4.4	91
MUTUAL	4992	1054	6.1	21.1	99	3098	6.4	62.1	105	2113	7.2	42.3	117	*281	7.3	5.6	118
NBC	4679	1209	7.0	25.8	121	2931	6.1	62.6	105	1641	5.6	35.1	97	*225	5.8	4.8	101
RADIORADIO	1994	364	2.1	18.3	86	1195	2.5	59.9	101	718	2.4	36.0	99	**92	2.4	4.6	97
RKO ONE	2298	428	2.5	18.6	87	1266	2.6	55.1	93	909	3.1	39.6	109	**71	1.8	3.1	65
RKO TWO	3311	760	4.4	23.0	108	2044	4.3	61.7	104	1150	3.9	34.7	96	*171	4.4	5.2	108
THE SOURCE	2114	492	2.9	23.3	109	1285	2.7	60.8	102	932	3.2	44.1	122	**115	3.0	5.4	114
NON-WIRED: BLAIR	8654	2008	11.6	23.2	109	5371	11.2	62.1	105	3532	12.0	40.8	113	497	12.9	5.7	121
INTERNET	12025	2714	15.7	22.6	106	7491	15.6	62.3	105	4620	15.7	38.4	106	651	16.9	5.4	114
KATZ RADIO GROUP	15359	3544	20.5	23.1	108	9905	20.6	64.5	109	5350	18.2	34.8	96	755	19.6	4.9	103
SUPERNET	10628	2265	13.1	21.3	100	6551	13.6	61.6	104	3943	13.4	37.1	102	414	10.7	3.9	82
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1852	10.7	21.4	100	5061	10.5	58.4	98	3125	10.6	36.1	100	400	10.4	4.6	97
MKDAY 9:00 AM - 1:00 PM	12163	2591	15.0	21.3	100	7018	14.6	57.7	97	4646	15.8	38.2	105	641	16.6	5.3	111
MKDAY 1:00 PM - 4:30 PM	16150	3442	19.9	21.3	100	9432	19.6	58.4	98	6201	21.1	38.4	106	849	22.0	5.3	110
MKDAY 4:30 PM - 7:30 PM	22463	4865	28.2	21.7	102	13220	27.5	58.9	99	7990	27.2	35.6	98	1094	28.3	4.9	102
MKDAY 7:30 PM - 8:00 PM	31795	6843	39.6	21.5	101	18644	38.8	58.6	99	11578	39.4	36.4	100	1535	39.8	4.8	101
MKDAY 11:00 PM - 11:30 PM	23977	5020	29.1	20.9	98	14707	30.6	61.3	103	8962	30.5	37.4	103	1397	36.2	5.8	122
MKDAY 11:30 PM - 1:00 AM	7703	1661	9.6	21.6	101	4768	9.9	61.9	104	2941	10.0	38.2	105	441	11.4	5.7	120
M-SAT 8-11 PM-SUN 7-11 PM	33800	7215	41.8	21.3	100	20451	42.5	60.5	102	12314	42.0	36.4	101	1643	42.6	4.9	102
MKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1377	8.0	21.1	99	4042	8.4	61.8	104	2529	8.6	38.7	107	430	11.1	6.6	138
ANOTHER WORLD	N 4620	922	5.3	20.0	94	2570	5.3	55.6	94	1819	6.2	39.4	109	273	7.1	5.9	124
AS THE WORLD TURNS	C 5614	1379	8.0	24.6	115	3168	6.6	56.4	95	2225	7.6	39.6	109	235	6.1	4.2	88
CAPITOL	C 3396	722	4.2	21.3	100	1869	3.9	55.0	93	1395	4.8	41.1	113	147	3.8	4.3	91
CBS MORN. NEWS 1	C 1446	262	1.5	18.1	85	761	1.6	52.6	89	538	1.8	37.2	103	**43	1.1	3.0	62
CBS MORN. NEWS 2	C 1207	207	1.2	17.1	80	639	1.3	52.9	89	387	1.3	32.1	88	**38	1.0	3.1	66
DAYS OF OUR LIVES	N 5877	1135	6.6	19.3	91	3408	7.1	58.0	98	2287	7.8	38.9	107	334	8.7	5.7	119
FACTS OF LIFE - DAYTIME	N 2290	433	2.5	18.9	89	1180	2.5	51.5	87	849	2.9	37.1	102	145	3.8	6.3	133
FAMILY FEUD	A 3023	825	4.8	27.3	128	1714	3.6	56.7	95	988	3.4	32.7	90	169	4.4	5.6	117
GENERAL HOSPITAL	A 6097	1262	7.3	20.7	97	3703	7.7	60.7	102	2224	7.6	36.5	101	323	8.4	5.3	111
GOOD MORNING, AMERICA-730	A 3515	868	5.0	24.7	116	2359	4.9	67.1	113	1332	4.5	37.9	105	179	4.6	5.1	107
GOOD MORNING, AMERICA-830	A 2818	670	3.9	23.8	112	1797	3.7	63.8	107	1030	3.5	36.6	101	139	3.6	4.9	104
GUIDING LIGHT	C 5339	1210	7.0	22.7	106	3016	6.3	56.5	95	2056	7.0	38.5	106	223	5.8	4.2	88
ONE LIFE TO LIVE	A 4478	946	5.5	21.1	99	2662	5.5	59.4	100	1821	6.2	40.7	112	269	7.0	6.0	126
PRESS YOUR LUCK	C 2244	538	3.1	24.0	112	1336	2.8	59.5	100	879	3.0	39.2	108	*90	2.3	4.0	84
PRICE IS RIGHT 1	C 4348	1010															

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	17260	100.0	21.3	100	48091	100.0	59.4	100	29352	100.0	36.2	100	3859	100.0	4.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	5454	31.6	20.9	98	15239	31.7	58.5	98	9397	32.0	36.1	99	1286	33.3	4.9	104
NETWORK AFFILIATES - LATE	20261	4300	24.9	21.2	100	12410	25.8	61.3	103	7562	25.8	37.3	103	1200	31.1	5.9	124
INDEPENDENTS - LATE	2076	462	2.7	22.3	104	1374	2.9	66.2	111	589	2.0	28.4	78	*108	2.8	5.2	109
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	10453	2196	12.7	21.0	99	6019	12.5	57.6	97	4210	14.3	40.3	111	557	14.4	5.3	112
ABC MONDAY NIGHT MOVIE	A 6412	1351	7.8	21.1	99	3895	8.1	60.7	102	2301	7.8	35.9	99	282	7.3	4.4	92
ABC SUNDAY NIGHT MOVIE	A 12407	2631	15.2	21.2	100	7783	16.2	62.7	106	4372	14.9	35.2	97	560	14.5	4.5	95
ABC WORLD NEWS TONIGHT	A 6176	1341	7.8	21.7	102	3757	7.8	60.8	102	2204	7.5	35.7	98	239	6.2	3.9	81
AFTERMASH	C 5863	1258	7.3	21.5	101	3551	7.4	60.6	102	2106	7.2	35.9	99	*285	7.4	4.9	102
ALICE	C 9594	2036	11.8	21.2	100	5541	11.5	57.8	97	3415	11.6	35.6	98	484	10.7	4.3	91
AMERICAN PARADE	C 6622	1304	7.6	19.7	92	3944	8.2	59.6	100	2336	8.0	35.3	97	306	7.9	4.6	97
BENSON	A 10886	2448	14.2	22.5	106	6403	13.3	58.8	99	3891	13.3	35.7	99	536	13.9	4.9	103
BLUE THUNDER	A 5036	1156	6.7	23.0	108	3059	6.4	60.7	102	1958	6.7	38.9	107	*228	5.9	4.5	95
CAGNEY & LACEY	C 9965	2298	13.3	23.1	108	6375	13.3	64.0	108	3825	13.0	38.4	106	488	12.6	4.9	103
CBS EVENING NEWS-DEAN	C 3491	757	4.4	21.7	102	1940	4.0	55.6	94	1049	3.6	30.0	83	*151	3.9	4.3	91
CBS EVENING NEWS-RATHER	C 7123	1689	9.8	23.7	111	4144	8.6	58.2	98	2648	9.0	37.2	103	347	9.0	4.9	102
CBS SAT. NEWS-SCHIEFFER	C 3621	775	4.5	21.4	100	1978	4.1	54.6	92	1336	4.6	36.9	102	161	4.2	4.4	93
CBS SATURDAY NIGHT MOVIE	C 5436	1130	6.5	20.8	98	3258	6.8	59.9	101	1991	6.8	36.6	101	181	4.7	3.3	70
CBS WEDNESDAY NIGHT MOVIE	C 6100	1273	7.4	20.9	98	3774	7.8	61.9	104	2165	7.4	35.5	98	230	6.0	3.8	79
CHEERS	N 8889	1797	10.4	20.2	95	5781	12.0	65.0	110	2961	10.1	33.3	92	443	11.5	5.0	105
DALLAS	C 22109	4805	27.8	21.7	102	13574	28.2	61.4	103	7896	26.9	35.7	99	1149	29.8	5.2	109
DIFF'RENT STROKES	N 6940	1542	8.9	22.2	104	4117	8.6	59.3	100	2578	8.8	37.1	102	320	8.3	4.6	97
DOUBLE TROUBLE	N 7223	1689	9.8	23.4	110	4392	9.1	60.8	102	2825	9.6	39.1	108	563	14.6	7.8	164
DUCK FACTORY	N 5595	1111	6.4	19.9	93	3521	7.3	62.9	106	1919	6.5	34.3	95	350	9.1	6.3	131
DUKES OF HAZZARD	C 5768	1255	7.3	21.8	102	3167	6.6	54.9	92	2204	7.5	38.2	105	350	9.1	6.1	127
DYNASTY	A 20053	4210	24.4	21.0	99	12076	25.1	60.2	101	7195	24.5	35.9	99	831	21.5	4.1	87
FACTS OF LIFE	N 8087	1968	11.4	24.3	114	4769	9.9	59.0	99	3251	11.1	40.2	111	597	15.5	7.4	155
FALCON CREST	C 20046	4426	25.6	22.1	104	12332	25.6	61.5	104	7338	25.0	36.6	101	1014	26.3	5.1	106
FALL GUY	A 9084	2057	11.9	22.6	106	5308	11.0	58.4	98	3787	12.9	41.7	115	486	12.6	5.4	112
FAMILY TIES	N 7964	1800	10.4	22.6	106	4932	10.3	61.9	104	2954	10.1	37.1	102	394	10.2	4.9	104
FANTASY ISLAND	A 7687	1502	8.7	19.5	92	4465	9.3	58.1	98	2802	9.5	36.5	101	313	8.1	4.1	85
FOULUPS, BLEEPES & BLUNDERS	A 8861	1975	11.4	22.3	105	5526	11.5	62.4	105	3160	10.8	35.7	98	404	10.5	4.6	96
FOUR SEASONS	C 5095	1086	6.3	21.3	100	3056	6.4	60.0	101	1836	6.3	36.0	99	*212	5.5	4.2	87
GIMME A BREAK	N 8838	2026	11.7	22.9	108	5062	10.5	57.3	96	3275	11.2	37.1	102	453	11.7	5.1	108
HART TO HART	A 8978	1912	11.1	21.3	100	5366	11.1	59.4	100	3347	11.4	37.3	103	490	12.7	5.5	115
HILL STREET BLUES	N 8590	1835	10.6	21.4	100	5315	11.1	61.9	104	3174	10.8	36.9	102	550	14.3	6.4	134
HOTEL	A 14085	2788	16.2	19.8	93	8745	18.2	62.1	105	5281	18.0	37.5	103	662	17.2	4.7	99
JEFFERSONS	C 9360	2073	12.0	22.1	104	5338	11.1	57.0	96	3444	11.7	36.8	102	427	11.1	4.6	96
JENNIFER SLEPT HERE	N 5841	1344	7.8	23.0	108	3516	7.3	60.2	101	2259	7.7	38.7	107	345	8.9	5.9	124
KATE & ALLIE	C 9206	2035	11.8	22.1	104	5622	11.7	61.1	103	3435	11.7	37.3	103	359	9.3	3.9	82
KNIGHT RIDER	N 7076	1688	9.8	23.9	112	4035	8.4	57.0	96	2869	9.8	40.5	112	272	7.0	3.8	81
LOVE BOAT	A 12219	2694	15.6	22.0	103	7061	14.7	57.8	97	4412	15.0	36.1	100	589	15.3	4.8	101
MAGNUM PI	C 11199	2473	14.3	22.1	104	6419	13.3	57.3	97	4511	15.4	40.3	111	717	18.6	6.4	134
MAMA'S FAMILY	N 6057	1232	7.1	20.3	95	3734	7.8	61.6	104	2232	7.6	36.8	102	267	6.9	4.4	93
MASTER, THE	N 3598	693	4.0	19.3	90	2180	4.5	60.6	102	1299	4.4	36.1	100	*176	4.6	4.9	103
MATT HOUSTON	A 6344	1326	7.7	20.9	98	3838	8.0	60.5	102	2463	8.4	38.8	107	406	10.5	6.4	134
NBC MONDAY NIGHT MOVIE	N 11994	2446	14.2	20.4	96	7265	15.1	60.6	102	4444	15.1	37.1	102	547	14.2	4.6	96
NBC NIGHTLY NEWS	N 5132	903	5.2	17.6	83	2895	6.0	56.4	95	1849	6.3	36.0	99	258	6.7	5.0	106
NBC NIGHTLY NEWS-SAT	N 3375	681	3.9	20.2	95	1899	3.9	56.3	95	1237	4.2	36.7	101	*141	3.7	4.2	88
NBC NIGHTLY NEWS-SUN	N 3130	621	3.6	19.8	93	1814	3.8	58.0	98	1094	3.7	35.0	96	*183	4.7	5.8	123
NBC SUNDAY NIGHT MOVIE	N 8284	1820	10.5	22.0	103	4831	10.0	58.3	98	3252	11.1	39.3	108	474	12.3	5.7	120
NEWMART	C 9240	2062	11.9	22.3	105	5774	12.0	62.5	105	3549	12.1	38.4	106	449	11.6	4.9	102
ONE DAY AT A TIME	C 7288	1568	9.1	21.5	101	4392	9.1	60.3	101	2332	7.9	32.0	88	280	7.3	3.8	81
PEOPLE ARE FUNNY	N 4855	1098	6.4	22.6	106	3126	6.5	64.4	108	1922	6.5	39.6	109	*218	5.6	4.5	94
REAL PEOPLE	N 8869	2099	12.2	23.7	111	4958	10.3	55.9	94	3402	11.6	38.4	106	471	12.2	5.3	111
REMINGTON STEELE	N 7743	1500	8.7	19.4	91	4592	9.5	59.3	100	2666	9.1	34.4	95	392	10.2	5.1	106
RIPLEY'S BELIEVE IT - NOT	A 5345	1175	6.8	22.0	103	3321	6.9	62.1	105	2047	7.0	38.3	106	234	6.1	4.4	92
RIPTIDE	N 6988	1495	8.7	21.4	100	4060	8.4	58.1	98	2859	9.7	40.9	113	458	11.9	6.6	138
SCARECROW & MRS. KING	C 10002	2211	12.8	22.1	104	5677	11.8	56.8	96	3775	12.9	37.7	104	608	15.8	6.1	128
SIMON & SIMON	C 10638	2280	13.2	21.4	101	6049	12.6	56.9	96	4610	15.7	43.3	120	603	15.6	5.7	119
60 MINUTES	C 13293	2863	16.6	21.5	101	7759	16.1	58.4	98	4809	16.4	36.2	100	549	14.2	4.1	87
ST. ELSEWHERE	N 7017	1565	9.1	22.3	105	4417	9.2	62.9	106	2702	9.2	38.5	106	434	11.2	6.2	130
THREE'S COMPANY	A 10917	2648	15.3	24.3	114	6615	13.8	60.6	102	3947	13.4	36.2	100	523	13.6	4.8	101
T.J. HOOKER	A 9204	1929	11.2	21.0	98	5167	10.7	56.1	95	3475	11.8	37.8	104	423	11.0	4.6	96
TONIGHT SHOW	N 2372	461	2.7	19.4	91	1584	3.3	66.8	112	710	2.4	29.9	83	78	2.0	3.3	69
TRAPPER JOHN, M.D.	C 9846	1874	10.9	19.0	89	5888	12.2	59.8	101	3704	12.6	37.6	104	481	12.5	4.9	103
TV BLOOPERS & PRAC. JOKES	N 9105	2038	11.8	22.4	105	5348	11.1	58.7	99	3480	11.9	38.2	105	293	7.6	3.2	68
20/20	A 9387	1897	11.0	20.2	95	5841	12.1	62.2	105	3572	12.2	38.1	105	419	10.9	4.5	94
WEBSTER	A 11067	2445	14.2	22.1	104	6552	13.6	59.2	100	3935	13.4	35.6	98	575	14.9	5.2	109
WORLD NEWS - SUN	A 3062	740	4.3	24.2	113	1699	3.5	55.5	93	1058	3.6	34.6	95	*142	3.7	4.6	97
YELLOW ROSE	N 4978	1085	6.3	21.8	102	2951	6.1	59.3	100	1954	6.7	39.3	108	267	6.9	5.4	113
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	1786	10.3	20.1	94	5890	12.2	66.3	112	3252	11.1	36.6	101	*440	11.4	5.0	104
BASKETBALL - COLLEGE GAMES	4080	993	5.8	24.3	114	2676	5.6	65.6	110	1806	6.2	44.3	122	*254	6.6	6.2	131
BASKET																	

MUSTARD

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-8

		'000	%	UNWEIGHTED						
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?										
	YES	70312	86.8	8089						
	NO	10674	13.2	1346						
		ALL		SOLE		PRIMARY		SECONDARY		
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES										
6B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?										
JAR		57422	70.9	46768	57.7	8082	10.0	2573	3.2	6570
SQUEEZE BOTTLE		22192	27.4	11538	14.2	5487	6.8	5167	6.4	2468
DO NOT KNOW		1353	1.7							193
6C. WHAT KINDS ARE USED BY YOUR HOUSEHOLD?										
SPICY/BROWN		22393	27.7	8443	10.4	8142	10.1	5808	7.2	2589
YELLOW		59085	73.0	45135	55.7	10953	13.5	2997	3.7	6668
DO NOT KNOW		2784	3.4							349
6D. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?										
ANN PAGE (A & P)		933	1.2	170	.2	507	.6	256	.3	107
FRANK'S MISTER MUSTARD		1506	1.9	613	.8	589	.7	304	.4	169
FRENCH'S		43433	53.6	25168	31.1	15698	19.4	2566	3.2	4861
GREY POUPON		12080	14.9	1873	2.3	6138	7.6	4069	5.0	1373
GULDEN'S		12496	15.4	3821	4.7	5450	6.7	3225	4.0	1493
HEINZ		8203	10.1	3036	3.7	3522	4.3	1646	2.0	965
KOSCIUSKO		1483	1.8	373	.5	704	.9	406	.5	176
KRAFT		10421	12.9	4051	5.0	3993	4.9	2377	2.9	1157
MOREHOUSE		1253	1.5	262	.3	667	.8	325	.4	126
PLOCHMAN'S/PREMIUM		4022	5.0	1072	1.3	1632	2.0	1318	1.6	481
OTHER BRANDS		9705	12.0	4276	5.3	3654	4.5	1775	2.2	1102
DO NOT KNOW		503	.6							70
		'000	%	UNWEIGHTED						
6E. ABOUT HOW MANY JARS OR SQUEEZE BOTTLES OF MUSTARD WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?										
FOUR OR MORE	H	1155	1.4	150						
THREE	H	1580	2.0	156						
TWO	H	6054	7.5	629						
ONE	M	16899	20.9	1775						
LESS THAN ONE	L	40668	50.2	4896						
NONE	L	3957	4.9	483						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	70312	100.0	86.8	100	8789	100.0	10.9	100	16899	100.0	20.9	100	44624	100.0	55.1	100
18 - 24	9282	7562	10.8	81.5	94	836	9.5	9.0	83	1854	11.0	20.0	96	4873	10.9	52.5	95
25 - 34	19072	16606	23.6	87.1	100	2147	24.4	11.3	104	3776	22.3	19.8	95	10683	23.9	56.0	102
35 - 44	14591	13193	18.8	90.4	104	2265	25.8	15.5	143	3954	23.4	27.1	130	6974	15.6	47.8	87
45 - 54	11345	10326	14.7	91.0	105	1502	17.1	13.2	122	2514	14.9	22.2	106	6310	14.1	55.6	101
55 - 64	11635	10391	14.8	89.3	103	1229	14.0	10.6	97	2130	12.6	18.3	88	7032	15.8	60.4	110
65 OR OLDER	15061	12234	17.4	81.2	94	810	9.2	5.4	50	2671	15.8	17.7	85	8753	19.6	58.1	105
18 - 34	28354	24168	34.4	85.2	98	2982	33.9	10.5	97	5630	33.3	19.9	95	15556	34.9	54.9	100
18 - 49	48339	42238	60.1	87.4	101	5882	66.9	12.2	112	10820	64.0	22.4	107	25537	57.2	52.8	96
25 - 54	45008	40125	57.1	89.2	103	5914	67.3	13.1	121	10244	60.6	22.8	109	23967	53.7	53.3	97
35 - 49	19985	18070	25.7	90.4	104	2899	33.0	14.5	134	5190	30.7	26.0	124	9981	22.4	49.9	91
50 OR OLDER	32647	28074	39.9	86.0	99	2907	33.1	8.9	82	6079	36.0	18.6	89	19088	42.8	58.5	106
GRADUATED COLLEGE	11155	9847	14.0	88.3	102	1156	13.2	10.4	95	1806	10.7	16.2	78	6886	15.4	61.7	112
ATTENDED COLLEGE	13682	12218	17.4	89.3	103	1368	15.6	10.0	92	2716	16.1	19.9	95	8134	18.2	59.5	108
GRADUATED HIGH SCHOOL	33880	29938	42.6	88.4	102	3566	40.5	10.5	97	7791	46.1	23.0	110	18591	41.7	54.9	100
DID NOT GRADUATE HIGH SCHOOL	22270	18309	26.0	82.2	95	2709	30.8	12.2	112	4587	27.1	20.6	99	11014	24.7	49.5	90
EMPLOYED	40306	35609	50.6	88.3	102	4709	53.6	11.7	108	8180	48.4	20.3	97	22720	50.9	56.4	102
EMPLOYED FULL-TIME	32850	28871	41.1	87.9	101	4053	46.1	12.3	114	6664	39.4	20.3	97	18154	40.7	55.3	100
EMPLOYED PART-TIME	7456	6737	9.6	90.4	104	656	7.5	8.8	81	1516	9.0	20.3	97	4565	10.2	61.2	111
NOT EMPLOYED	40680	34704	49.4	85.3	98	4080	46.4	10.0	92	8719	51.6	21.4	103	21905	49.1	53.8	98
PROFESSIONAL/MANAGER	10392	9158	13.0	88.1	102	1063	12.1	10.2	94	1995	11.8	19.2	92	6100	13.7	58.7	107
TECH/CLERICAL/SALES	17574	15812	22.5	90.0	104	2052	23.3	11.7	108	3638	21.5	20.7	99	10122	22.7	57.6	105
PRECISION/CRAFT	985	908	1.3	92.2	106	**104	1.2	10.6	97	**208	1.2	21.1	101	597	1.3	60.6	110
OTHER EMPLOYED	11354	9731	13.8	85.7	99	1490	17.0	13.1	121	2340	13.8	20.6	99	5901	13.2	52.0	94
SINGLE	9863	8139	11.6	82.5	95	945	10.8	9.6	88	1827	10.8	18.5	89	5367	12.0	54.4	99
MARRIED	51375	45738	65.1	89.0	103	5902	67.2	11.5	106	11581	68.5	22.5	108	28254	63.3	55.0	100
DIVORCED/SEPARATED/WIDOWED	19748	16435	23.4	83.2	96	1942	22.1	9.8	91	3491	20.7	17.7	85	11003	24.7	55.7	101
PARENTS	32590	28938	41.2	88.8	102	4795	54.6	14.7	136	8176	48.4	25.1	120	15967	35.8	49.0	89
WHITE	70416	62075	88.3	88.2	102	7180	81.7	10.2	94	14577	86.3	20.7	99	40319	90.4	57.3	104
BLACK	8778	6950	9.9	79.2	91	1423	16.2	16.2	149	2058	12.2	23.4	112	3469	7.8	39.5	72
OTHER	1791	1287	1.8	71.9	83	**187	2.1	10.4	96	**264	1.6	14.7	71	*837	1.9	46.7	85
NORTHEAST-CENSUS	17786	15959	22.7	89.7	103	2569	29.2	14.4	133	3806	22.5	21.4	103	9584	21.5	53.9	98
NORTH CENTRAL	20741	18113	25.8	87.3	101	1982	22.6	9.6	88	3955	23.4	19.1	91	12176	27.3	58.7	107
SOUTH	27775	23598	33.6	85.0	98	3136	35.7	11.3	104	6808	40.3	24.5	117	13654	30.6	49.2	89
WEST	14683	12642	18.0	86.1	99	1102	12.5	7.5	69	2330	13.8	15.9	76	9210	20.6	62.7	114
NORTHEAST-MKTG.	17961	15892	22.6	88.5	102	2563	29.2	14.3	131	4145	24.5	23.1	111	9183	20.6	51.1	93
EAST CENTRAL	11885	10716	15.2	90.2	104	1432	16.3	12.0	111	2675	15.8	22.5	108	6610	14.8	55.6	101
WEST CENTRAL	14090	12014	17.1	85.3	98	1087	12.4	7.7	71	2366	14.0	16.8	80	8561	19.2	60.8	110
SOUTH	24081	20553	29.2	85.3	98	2713	30.9	11.3	104	5608	33.2	23.3	112	12232	27.4	50.8	92
PACIFIC	12969	11137	15.8	85.9	99	995	11.3	7.7	71	2105	12.5	16.2	78	8038	18.0	62.0	112
COUNTY SIZE A	32439	27894	39.7	86.0	99	3460	39.4	10.7	98	6786	40.2	20.9	100	17648	39.5	54.4	99
COUNTY SIZE B	24915	21836	31.1	87.6	101	2827	32.2	11.3	105	5421	32.1	21.8	104	13588	30.4	54.5	99
COUNTY SIZE C	12930	11497	16.4	88.9	102	1384	15.7	10.7	99	2365	14.0	18.3	88	7748	17.4	59.9	109
COUNTY SIZE D	10703	9085	12.9	84.9	98	1118	12.7	10.4	96	2327	13.8	21.7	104	5641	12.6	52.7	96
METRO CENTRAL CITY	24518	20795	29.6	84.8	98	2800	31.9	11.4	105	5072	30.0	20.7	99	12923	29.0	52.7	96
METRO SUBURBAN	35919	31948	45.4	88.9	102	3512	40.0	9.8	90	7896	46.7	22.0	105	20540	46.0	57.2	104
NON METRO	20549	17569	25.0	85.5	98	2477	28.2	12.1	111	3931	23.3	19.1	92	11161	25.0	54.3	99
TOP 5 ADI'S	18341	15776	22.4	86.0	99	2167	24.7	11.8	109	3710	22.0	20.2	97	9899	22.2	54.0	98
TOP 10 ADI'S	25378	21878	31.1	86.2	99	2823	32.1	11.1	102	5321	31.5	21.0	100	13734	30.8	54.1	98
TOP 20 ADI'S	36488	31543	44.9	86.4	100	3883	44.2	10.6	98	7521	44.5	20.6	99	20139	45.1	55.2	100
HSHLD INC. \$50,000 OR MORE	6612	6140	8.7	92.9	107	*695	7.9	10.5	97	1390	8.2	21.0	101	4055	9.1	61.3	111
\$40,000 OR MORE	12659	11624	16.5	91.8	106	1625	18.5	12.8	118	2591	15.3	20.5	98	7409	16.6	58.5	106
\$30,000 OR MORE	24698	22423	31.9	90.8	105	2820	32.1	11.4	105	5523	32.7	22.4	107	14081	31.6	57.0	103
\$25,000 OR MORE	32077	29166	41.5	90.9	105	3736	42.5	11.6	107	6908	40.9	21.5	103	18521	41.5	57.7	105
\$20,000 - \$24,999	9144	8123	11.6	88.8	102	918	10.4	10.0	93	2355	13.9	25.8	123	4849	10.9	53.0	96
\$15,000 - \$19,999	8728	7476	10.6	85.7	99	876	10.0	10.0	92	1615	9.6	18.5	89	4984	11.2	57.1	104
\$10,000 - \$14,999	12562	10979	15.6	87.4	101	1265	14.4	10.1	93	2654	15.7	21.1	101	7060	15.8	56.2	102
UNDER \$10,000	18475	14569	20.7	78.9	91	1994	22.7	10.8	99	3366	19.9	18.2	87	9209	20.6	49.8	90
HOUSEHOLD OF 1 PERSON	11987	9478	13.5	79.1	91	570	6.5	4.8	44	1415	8.4	11.8	57	7493	16.8	62.5	113
2 PEOPLE	26577	23064	32.8	86.8	100	2157	24.5	8.1	75	4587	27.1	17.3	83	16320	36.6	61.4	111
3 OR 4 PEOPLE	30617	27276	38.8	89.1	103	3917	44.6	12.8	118	7530	44.6	24.6	118	15830	35.5	51.7	94
5 OR MORE PEOPLE	11804	10494	14.9	88.9	102	2145	24.4	18.2	167	3367	19.9	28.5	137	4982	11.2	42.2	77
NO CHILD IN HSHLD	46165	39359	56.0	85.3	98	3623	41.2	7.8	72	8115	48.0	17.6	84	27622	51.9	59.8	109
CHILD(REN) UNDER 2 YRS	5325	4538	6.5	85.2	98	*572	6.5	10.7	99	1041	6.2	19.5	94	2925	6.6	54.9	100
2 - 5 YEARS	14221	12326	17.5	86.7	100	1916	21.8	13.5	124	3447	20.4	24.2	116	6962	15.6	49.0	89
6 - 11 YEARS	15117	13483	19.2	89.2	103	2427	27.6	16.1	148	3904	23.1	25.8	124	7153	16.0	47.3	86
12 - 17 YEARS	16611	15013	21.4	90.4	104	3103	35.3	18.7	172	4460	26.4	26.8	129	7450	16.7	44.8	81
RESIDENCE OWNED	55884	49840	70.9	89.2	103	5928	67.4	10.6	98	12349	73.1	22.1	106	31563	70.7	56.5	103
VALUE: \$50,000 OR MORE	31744	28752	40.9	90.6	104	3390	38.6	10.7	98	7002	41.4	22.1	106	18360	41.1	57.8	105
VALUE: UNDER \$50,000	24140	21087	30.0	87.4	101	2538	28.9	10.5	97	5346	31.6	22.1	106	13203	29.6	54.7	99

MUSTARD: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	A	ALL B % DOWN	C ACROSS %	D INDX	A	HEAVY B % DOWN	C ACROSS %	D INDX	A	MEDIUM B % DOWN	C ACROSS %	D INDX	A	LIGHT B % DOWN	C ACROSS %	D INDX
		'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000
TOTAL FEMALE HOMEOWNERS		80986	70312	100.0	86.8	100	8789	100.0	10.9	100	16899	100.0	20.9	100	44624	100.0	55.1	100
MAGAZINES	QUINTILE 1	15799	14146	20.1	89.5	103	1970	22.4	12.5	115	3576	21.2	22.6	108	8601	19.3	54.4	99
	QUINTILE 2	17259	15456	22.0	89.6	103	2076	23.6	12.0	111	3826	22.6	22.2	106	9554	21.4	55.4	100
	QUINTILE 3	13545	12284	17.5	90.7	104	1619	18.4	12.0	110	2970	17.6	21.9	105	7694	17.2	56.8	103
	QUINTILE 4	15133	12990	18.5	85.8	99	1358	15.5	9.0	83	3072	18.2	20.3	97	8561	19.2	56.6	103
	QUINTILE 5	19250	15436	22.0	80.2	92	1766	20.1	9.2	85	3455	20.4	17.9	86	10215	22.9	53.1	96
NEWSPAPERS	QUINTILE 1	12413	11122	15.8	89.6	103	1569	17.9	12.6	116	2769	16.4	22.3	107	6784	15.2	54.7	99
	QUINTILE 2	24116	21844	31.1	90.6	104	2384	27.1	9.9	91	5638	33.4	23.4	112	13822	31.0	57.3	104
	QUINTILE 3	11261	9880	14.1	87.7	101	1435	16.3	12.7	117	2385	14.1	21.2	101	6061	13.6	53.8	98
	QUINTILE 4	20255	17110	24.3	84.5	97	2170	24.7	10.7	99	3789	22.4	18.7	90	11152	25.0	55.1	100
	QUINTILE 5	12940	10356	14.7	80.0	92	1231	14.0	9.5	88	2319	13.7	17.9	86	6806	15.3	52.6	95
OUTDOOR	QUINTILE 1	14852	13166	18.7	88.6	102	1655	18.8	11.1	103	3200	18.9	21.5	103	8312	18.6	56.0	102
	QUINTILE 2	15725	13930	19.8	88.6	102	1393	15.8	8.9	82	3462	20.5	22.0	106	9075	20.3	57.7	105
	QUINTILE 3	16330	13967	19.9	85.5	99	1891	21.5	11.6	107	3106	18.4	19.0	91	8969	20.1	54.9	100
	QUINTILE 4	16744	14319	20.4	85.5	98	2069	23.5	12.4	114	3392	20.1	20.3	97	8857	19.8	52.9	96
	QUINTILE 5	17334	14930	21.2	86.1	99	1780	20.3	10.3	95	3738	22.1	21.6	103	9412	21.1	54.3	99
RADIO-DRIVE TIME	QUINTILE 1	15911	14155	20.1	89.0	102	1928	21.9	12.1	112	3668	21.7	23.1	110	8559	19.2	53.8	98
	QUINTILE 2	14837	12949	18.4	87.3	101	1817	20.7	12.2	113	3159	18.7	21.3	102	7973	17.9	53.7	98
	QUINTILE 3	15339	13239	18.8	86.3	99	1722	19.6	11.2	103	3012	17.8	19.6	94	8505	19.1	55.4	101
	QUINTILE 4	16723	14532	20.7	86.9	100	1752	19.9	10.5	97	3695	21.9	22.1	106	9085	20.4	54.3	99
	QUINTILE 5	18176	15438	22.0	84.9	98	1569	17.9	8.6	80	3366	19.9	18.5	89	10503	23.5	57.8	105
RADIO-MID- DAY	QUINTILE 1	21020	18550	26.4	88.2	102	2562	29.2	12.2	112	4553	26.9	21.7	104	11435	25.6	54.4	99
	QUINTILE 2	21610	18832	26.8	87.1	100	2423	27.6	11.2	103	4695	27.8	21.7	104	11714	26.3	54.2	98
	QUINTILE 3	33355	32930	46.8	85.9	99	3804	43.3	9.9	91	7651	45.3	19.9	96	21476	48.1	56.0	102
	QUINTILE 4	15988	14136	20.1	88.4	102	2172	24.7	13.6	125	3542	21.0	22.2	106	8422	18.9	52.7	96
	QUINTILE 5	15626	13566	19.3	86.8	100	1783	20.3	11.4	105	3326	19.7	21.3	102	8457	19.0	54.1	98
RADIO-TOTAL	QUINTILE 1	16723	14532	20.7	87.0	100	1691	19.2	10.1	93	3496	20.7	20.9	100	9369	21.0	56.0	102
	QUINTILE 2	16342	14348	20.4	87.8	101	1701	19.4	10.4	96	3455	20.4	21.1	101	9192	20.6	56.2	102
	QUINTILE 3	16306	13707	19.5	84.1	97	1441	16.4	8.8	81	3081	18.2	18.9	91	9185	20.6	56.3	102
	QUINTILE 4	15953	14073	20.0	88.2	102	2003	22.8	12.6	116	3427	20.3	21.5	103	8643	19.4	54.2	98
	QUINTILE 5	16137	14246	20.3	88.3	102	1797	20.4	11.1	103	3422	20.2	21.2	102	9027	20.2	55.9	102
TV-PRIME TIME	QUINTILE 1	16420	14158	20.1	86.2	99	1745	19.9	10.6	98	3202	18.9	19.5	93	9211	20.6	56.1	102
	QUINTILE 2	16687	14465	20.6	86.7	100	1579	18.0	9.5	87	3735	22.1	22.4	107	9150	20.5	54.8	100
	QUINTILE 3	15789	13370	19.0	84.7	98	1664	18.9	10.5	97	3113	18.4	19.7	94	8593	19.3	54.4	99
	QUINTILE 4	27736	23912	34.0	86.2	99	3100	35.3	11.2	103	5978	35.4	21.6	103	14834	33.2	53.5	97
	QUINTILE 5	26489	22933	32.6	86.6	100	2873	32.7	10.8	100	5120	30.3	19.3	93	14941	33.5	56.4	102
TV-DAYTIME	QUINTILE 1	26761	23467	33.4	87.7	101	2817	32.1	10.5	97	5802	34.3	21.7	104	14849	33.3	55.5	101
	QUINTILE 2	16345	14092	20.0	86.2	99	2073	23.6	12.7	117	3445	20.4	21.1	101	8574	19.2	52.5	95
	QUINTILE 3	16447	14486	20.6	88.1	101	1730	19.7	10.5	97	3541	21.0	21.5	103	9215	20.7	56.0	102
	QUINTILE 4	15980	13731	19.5	85.9	99	1666	19.0	10.4	96	3239	19.2	20.3	97	8826	19.8	55.2	100
	QUINTILE 5	15887	13745	19.5	86.5	100	1775	20.2	11.2	103	3235	19.1	20.4	98	8734	19.6	55.0	100
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 1	16326	14259	20.3	87.3	101	1545	17.6	9.5	87	3439	20.4	21.1	101	9275	20.8	56.8	103
	QUINTILE 2	20721	18847	26.8	91.0	105	2398	27.3	11.6	107	4952	29.3	23.9	115	11497	25.8	55.5	101
	QUINTILE 3	19186	16933	24.1	88.3	102	2303	28.5	13.0	120	3935	23.3	20.5	98	10494	23.5	54.7	99
	QUINTILE 4	21899	19463	27.7	88.9	102	2240	25.5	10.2	94	4729	28.0	21.6	103	12494	28.0	57.1	104
	QUINTILE 5	15451	13916	19.8	90.1	104	1545	17.6	10.0	92	3633	21.5	23.5	113	8737	19.6	56.5	103
MAGAZINES-OUTDOOR: DUAL	QUINTILE 1	25953	23166	32.9	89.3	103	3405	38.7	13.1	121	5550	32.8	21.4	102	14211	31.8	54.8	99
	QUINTILE 2	24400	20801	29.6	85.3	98	2361	26.9	9.7	89	4648	27.5	19.0	91	13791	30.9	56.5	103
	QUINTILE 3	18049	16019	22.8	88.8	102	2380	27.1	13.2	122	4123	24.4	22.8	109	9516	21.3	52.7	96
	QUINTILE 4	23571	21330	30.3	90.5	104	2606	29.7	11.1	102	5204	30.8	22.1	106	13519	30.3	57.4	104
	QUINTILE 5	23278	19994	28.4	85.9	99	2456	27.9	10.6	97	4753	28.1	20.4	98	12785	28.7	54.9	100
MAGAZINES-RADIO: DUAL	QUINTILE 1	15459	13830	19.7	89.5	103	1879	21.4	12.2	112	3318	19.6	21.5	103	8633	19.3	55.8	101
	QUINTILE 2	25829	23187	33.0	89.8	103	3031	34.5	11.7	108	5890	34.9	22.8	109	14267	32.0	55.2	100
	QUINTILE 3	26039	22012	31.3	84.5	97	2646	30.1	10.2	94	5124	30.3	19.7	94	14242	31.9	54.7	99
	QUINTILE 4	15459	13830	19.7	89.5	103	1879	21.4	12.2	112	3318	19.6	21.5	103	8633	19.3	55.8	101
	QUINTILE 5	25829	23187	33.0	89.8	103	3031	34.5	11.7	108	5890	34.9	22.8	109	14267	32.0	55.2	100
MAGAZINES-TELEVISION: DUAL	QUINTILE 1	26039	22012	31.3	84.5	97	2646	30.1	10.2	94	5124	30.3	19.7	94	14242	31.9	54.7	99
	QUINTILE 2	15459	13830	19.7	89.5	103	1879	21.4	12.2	112	3318	19.6	21.5	103	8633	19.3	55.8	101
	QUINTILE 3	25829	23187	33.0	89.8	103	3031	34.5	11.7	108	5890	34.9	22.8	109	14267	32.0	55.2	100
	QUINTILE 4	26039	22012	31.3	84.5	97	2646	30.1	10.2	94	5124	30.3	19.7	94	14242	31.9	54.7	99
	QUINTILE 5	15459	13830	19.7	89.5	103	1879	21.4	12.2	112	3318	19.6	21.5	103	8633	19.3	55.8	101
NEWSPAPERS-OUTDOOR: DUAL	QUINTILE 1	16605	15005	21.3	90.4	104	1666	19.0	10.0	92	3515	20.8	21.2	101	9824	22.0	59.2	107
	QUINTILE 2	26834	23978	34.1	89.4	103	3117	35.5	11.6	107	6214	36.8	23.2	111	14647	32.8	54.6	99
	QUINTILE 3	23346	19767	28.1	84.7	98	2460	28.0	10.5	97	4645	27.5	19.9	95	12662	28.4	54.2	98
	QUINTILE 4	17133	15479	22.0	90.3	104	2174	24.7	12.7	117	4157	24.6	24.3	116	9148	20.5	53.4	97
	QUINTILE 5	25892	23229	33.0	89.7	103	2542	28.9	9.8	90	5719	33.8	22.1	106	14968	33.5	57.8	105
NEWSPAPERS-RADIO: DUAL	QUINTILE 1	23167	19625	27.9	84.7	98	2681	30.5	11.6	107	4426	26.2	19.1	92	12518	28.1	54.0	98

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	70312	100.0	86.8	100	8789	100.0	10.9	100	16899	100.0	20.9	100	44624	100.0	55.1	100
ATLANTIC MONTHLY	415	379	0.5	91.3	105	**85	1.0	20.5	189	**75	0.4	18.1	87	219	0.5	52.8	96
BARRON'S	453	413	0.6	91.2	105	**85	1.0	18.8	173	**66	0.4	14.6	70	*262	0.6	57.8	105
BETTER HOMES & GARDENS	16256	14819	21.1	91.2	105	1780	20.3	10.9	101	3900	23.1	24.0	115	9139	20.5	56.2	102
BON APPETIT	2535	2295	3.3	90.5	104	*285	3.2	11.2	104	523	3.1	20.6	99	1488	3.3	58.7	107
BUSINESS WEEK	1278	1151	1.6	90.1	104	*142	1.6	11.1	102	*297	1.8	23.2	111	712	1.6	55.7	101
CAR AND DRIVER	378	330	0.5	87.3	101	**52	0.6	13.8	127	**48	0.3	12.7	61	*230	0.5	60.8	110
CBS MAGAZINE NETWORK (GROSS)	1498	1214	1.7	81.0	93	*289	3.3	19.3	178	311	1.8	20.8	99	614	1.4	41.0	74
CHANGING TIMES	1505	1304	1.9	86.6	100	**125	1.4	8.3	77	281	1.7	18.7	89	898	2.0	59.7	108
COLONIAL HOMES	1231	1048	1.5	85.1	98	*155	1.8	12.6	116	*154	0.9	12.5	60	739	1.7	60.0	109
CONDE NAST MAG. PKG. (GROSS)	14146	12466	17.7	88.1	102	1849	21.0	13.1	120	2807	16.6	19.8	95	7809	17.5	55.2	100
CONSUMERS DIGEST	1323	1195	1.7	90.3	104	**181	2.1	13.7	126	*214	1.3	16.2	78	800	1.8	60.5	110
COSMOPOLITAN	7102	6348	9.0	89.4	103	1050	11.9	14.8	136	1395	8.3	19.6	94	3902	8.7	54.9	100
COUNTRY LIVING	2481	2271	3.2	91.5	105	*316	3.6	12.7	117	470	2.8	18.9	91	1485	3.3	59.9	109
CUISINE	1472	1369	1.9	93.0	107	*196	2.2	13.3	123	306	1.8	20.8	100	867	1.9	58.9	107
CYCLE WORLD	425	379	0.5	89.2	103	**117	1.3	27.5	254	**84	0.5	19.8	95	*178	0.4	41.9	76
DCI:CREATIVE IDEAS FOR LIV	2510	2322	3.3	92.5	107	436	5.0	17.4	160	450	2.7	17.9	86	1435	3.2	57.2	104
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6106	8.7	91.2	105	837	9.5	12.5	115	1411	8.3	21.1	101	3858	8.6	57.6	105
DISCOVER	894	724	1.0	81.0	93	*112	1.3	12.5	115	*125	0.7	14.0	67	487	1.1	54.5	99
EDMUND	3507	2950	4.2	84.1	97	620	7.1	17.7	163	902	5.3	25.7	123	1429	3.2	40.7	74
ESQUIRE	1083	958	1.4	88.5	102	*209	2.4	19.3	178	*175	1.0	16.2	77	575	1.3	53.1	96
ESSENCE	1830	1581	2.2	86.4	100	316	3.6	17.3	159	435	2.6	23.8	114	830	1.9	45.4	82
FAMILY CIRCLE	15930	14368	20.4	90.2	104	1678	19.1	10.5	97	4101	24.3	25.7	123	8589	19.2	53.9	98
THE FAMILY HANDYMAN	1126	1040	1.5	92.4	106	*148	1.7	13.1	121	*318	1.9	28.2	135	574	1.3	51.0	93
FAMILY WEEKLY	11468	10411	14.8	90.8	105	1226	13.9	10.7	99	2457	14.5	21.4	103	6728	15.1	58.7	106
FIELD & STREAM	2234	1980	2.8	88.6	102	*244	2.8	10.9	101	593	3.5	26.5	127	1143	2.6	51.2	93
FOOD & WINE	579	549	0.8	94.8	109	**55	0.6	9.5	88	*110	0.7	19.0	91	384	0.9	66.3	120
FORBES	728	658	0.9	90.4	104	**109	1.2	15.0	138	*139	0.8	19.1	92	411	0.9	56.5	102
FORTUNE	906	835	1.2	92.2	106	**132	1.5	14.6	134	*178	1.1	19.6	94	526	1.2	58.1	105
GENTLEMEN'S QUARTERLY	791	669	1.0	84.6	97	*206	2.3	26.0	240	*135	0.8	17.1	82	327	0.7	41.3	75
GLAMOUR	5265	4703	6.7	89.3	103	674	7.7	12.8	118	1076	6.4	20.4	98	2953	6.6	56.1	102
GOLF DIGEST	636	577	0.8	90.7	104	**56	0.6	8.8	81	**104	0.6	16.4	78	418	0.9	65.7	119
GOLF DIGEST/TENNIS (GROSS)	1186	1087	1.5	91.7	106	**117	1.3	9.9	91	*193	1.1	16.3	78	777	1.7	65.5	119
GOLF MAGAZINE	441	412	0.6	93.4	108	**54	0.6	12.2	113	**119	0.7	27.0	129	*239	0.5	54.2	98
GOLF MAGAZINE/SKI (GROSS)	922	846	1.2	91.8	106	**118	1.3	12.8	118	*176	1.0	19.1	91	552	1.2	59.9	109
GOOD HOUSEKEEPING	16487	14866	21.1	90.2	104	1878	21.4	11.4	105	3685	21.8	22.4	107	9303	20.8	56.4	102
HARPER'S BAZAAR	2423	2149	3.1	88.7	102	353	4.0	14.6	134	499	3.0	20.6	99	1296	2.9	53.5	97
HEALTH	1994	1857	2.6	93.1	107	*244	2.8	12.2	113	480	2.8	24.1	115	1133	2.5	56.8	103
HEARST MAG CORP. BUY (GROSS)	44101	39679	56.4	90.0	104	5543	63.1	12.6	116	9234	54.6	20.9	100	24902	55.8	56.5	102
HEARST MAN POWER (GROSS)	1933	1807	2.6	90.7	104	327	3.7	16.4	151	480	2.8	24.1	115	1000	2.2	50.2	91
HEARST WOMAN POWER (GROSS)	31274	28146	40.0	90.0	104	3808	43.3	12.2	112	6833	40.4	21.8	105	17505	39.2	56.0	102
HOUSE BEAUTIFUL	3623	3272	4.7	90.3	104	489	5.6	13.5	124	660	3.9	18.2	87	2123	4.8	58.6	106
INC.	283	240	0.3	84.8	98	**68	0.8	24.0	221	**33	0.2	11.7	56	*139	0.3	49.1	89
JET	2928	2434	3.5	83.1	96	601	6.8	20.5	189	749	4.4	25.6	123	1085	2.4	37.1	67
LADIES' HOME JOURNAL	11918	10781	15.3	90.5	104	1458	16.6	12.2	113	2746	16.2	23.0	110	6577	14.7	55.2	100
LHJ FAMILY GRP COMBO(GROSS)	16764	15276	21.7	91.1	105	2011	22.9	12.0	111	3796	22.5	22.6	109	9468	21.2	56.5	102
LIFE	4254	3719	5.3	87.4	101	506	5.8	11.9	110	906	5.4	21.3	102	2308	5.2	54.3	98
L.A. TIMES HOME MAGAZINE	1145	971	1.4	84.8	98	*120	1.4	10.5	97	*214	1.3	18.7	90	638	1.4	55.7	101
MADEMOISELLE	2884	2632	3.7	91.3	105	414	4.7	14.4	132	632	3.7	21.9	105	1586	3.6	55.0	100
MC CALL'S	13460	12000	17.1	89.2	103	1450	16.5	10.8	99	3126	18.5	23.2	111	7425	16.6	55.2	100
MC CALL'S/MRK MOTHER (GROSS)	14606	13036	18.5	89.3	103	1675	19.1	11.5	106	3450	20.4	23.6	113	7912	17.7	54.2	98
MECHANIX ILLUSTRATED	772	711	1.0	92.1	106	**117	1.3	15.2	140	**132	0.8	17.1	82	462	1.0	59.8	109
METROPOLITAN HOME	967	841	1.2	87.0	100	**105	1.2	10.9	100	*159	0.9	16.4	79	576	1.3	59.6	108
MONEY	1535	1435	2.0	90.4	104	*159	1.8	10.0	92	360	2.1	22.7	109	915	2.1	57.6	105
MOTHER EARTH NEWS	1002	917	1.3	91.5	105	*116	1.3	11.6	107	*146	0.9	14.6	70	656	1.5	65.5	119
MS.	825	709	1.0	85.9	99	**99	1.1	12.0	111	*174	1.0	21.1	101	436	1.0	52.8	96
NATIONAL ENQUIRER	10336	9125	13.0	88.3	102	1546	17.6	15.0	138	2391	14.1	23.1	111	5187	11.6	50.2	91
NATIONAL GEOGRAPHIC	9597	8563	12.2	89.2	103	1017	11.6	10.6	98	1902	11.3	19.8	95	5645	12.7	58.8	107
NATIONAL SUNDAY MAGAZINE PKG	49558	44124	62.8	89.0	103	5492	62.5	11.1	102	11093	65.6	22.4	107	27540	61.7	55.6	101
NATURAL HISTORY	573	496	0.7	86.6	100	**81	0.9	14.1	130	**86	0.5	15.0	72	329	0.7	57.4	104
NEW WOMAN	1699	1540	2.2	90.6	104	*212	2.4	12.5	115	339	2.0	20.0	96	990	2.2	58.3	106
NEW YORK INCLUDING CUE	443	402	0.6	90.7	105	**53	0.6	12.0	110	**68	0.4	15.3	74	281	0.6	63.4	115
THE NEW YORKER	1270	1111	1.6	87.5	101	**121	1.4	9.5	88	*200	1.2	15.7	75	791	1.8	62.3	113
NEWSWEEK	6277	5529	7.9	88.1	101	697	7.9	11.1	102	1299	7.7	20.7	99	3533	7.9	56.3	102
THE N.Y. TIMES DAILY EDITION	1205	1110	1.6	92.1	106	*148	1.7	12.3	113	*219	1.3	18.2	87	743	1.7	61.7	112
THE N.Y. TIMES MAGAZINE	2081	1881	2.7	90.4	104	414	4.7	19.9	183	365	2.2	17.5	84	1101	2.5	52.9	96
OWN	788	684	1.0	86.8	100	**92	1.0	11.7	108	*152	0.9	19.3	92	440	1.0	55.8	101
ON CABLE	1158	1069	1.5	92.3	106	*203	2.3	17.5	162	*259	1.5	22.4	107	607	1.4	52.4	95
1001 HOME IDEAS	2852	2638	3.8	92.5	107	310	3.5	10.9	100	570	3.4	20.0	96	1758	3.9	61.6	112
ORGANIC GARDENING	1658	1522	2.2	91.8	106	*207	2.4	12.5	115	308	1.8	18.6	89	1007	2.3	60.7	110
OUTDOOR LIFE	896	817	1.2	91.2	105	**86	1.0	9.6	88	*227	1.3	25.3	121	503	1.1	56.1	102
PARADE MAGAZINE	24275	21557	30.7	88.8	102	2973	33.8	12.2	113	5567	32.9	22.9	110	13017	29.2	53.6	97

MUSTARD: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	70312	100.0	86.8	100	8789	100.0	10.9	100	16899	100.0	20.9	100	44624	100.0	55.1	100
PARENTS	3845	3318	4.7	86.3	99	380	4.3	9.9	91	918	5.4	23.9	114	2020	4.5	52.5	95
PENHOUSE	831	685	1.0	82.4	95	*185	2.1	22.3	205	*148	0.9	17.8	85	352	0.8	42.4	77
PEOPLE	11645	10353	14.7	88.9	102	1366	15.5	11.7	108	2647	15.7	22.7	109	6340	14.2	54.4	99
PLAYBOY	2006	1772	2.5	88.3	102	337	3.8	16.8	155	374	2.2	18.6	89	1060	2.4	52.8	96
POPULAR HOT RODDING	297	269	0.4	90.6	104	**44	0.5	14.8	137	**57	0.3	19.2	92	*168	0.4	56.6	103
POPULAR MECHANICS	1018	935	1.3	91.8	105	**195	2.2	19.2	177	*255	1.5	25.0	120	*86	1.1	47.7	87
POPULAR SCIENCE	878	823	1.2	93.2	108	**83	0.9	9.5	87	**161	1.0	18.3	88	579	1.3	65.9	120
PREVENTION	3913	3606	5.1	92.2	106	244	2.8	6.2	57	925	5.5	23.6	113	2437	5.5	62.3	113
PSYCHOLOGY TODAY	1710	1573	2.2	92.0	106	*256	2.9	15.0	138	315	1.9	18.4	88	1002	2.2	58.6	106
READER'S DIGEST	22204	19827	28.2	89.3	103	2330	26.5	10.5	97	4660	27.6	21.0	101	12837	28.8	57.8	105
REDBOOK	7684	6932	9.9	90.2	104	880	10.0	11.5	106	1753	10.4	22.8	109	4299	9.6	55.9	102
ROAD & TRACK	410	341	0.5	83.2	96	**47	0.5	11.5	106	**107	0.6	26.1	125	*187	0.4	45.6	83
ROLLING STONE	969	858	1.2	88.5	102	*189	2.2	19.5	180	*228	1.3	23.5	113	442	1.0	45.6	83
RUNNER'S WORLD	298	277	0.4	93.0	107	**15	0.2	5.0	46	**57	0.3	19.1	92	*205	0.5	68.8	125
SATURDAY EVENING POST	1169	1074	1.5	91.9	106	*134	1.5	11.5	106	326	1.9	27.9	134	614	1.4	52.5	95
SCIENCE 84	587	558	0.8	95.1	109	**111	1.3	18.9	174	**96	0.6	16.4	78	351	0.8	59.8	109
SCIENCE DIGEST	482	435	0.6	90.2	104	**83	0.9	17.2	159	**53	0.3	11.0	53	299	0.7	62.0	113
SCIENTIFIC AMERICAN	594	544	0.8	91.6	105	**43	0.5	7.2	67	**110	0.7	18.5	89	391	0.9	65.8	119
SELF	2089	1754	2.5	84.0	97	*231	2.6	11.1	102	397	2.3	19.0	91	1126	2.5	53.9	98
SEVENTEEN	2411	2055	2.9	85.2	98	443	5.0	18.4	169	572	3.4	23.7	114	1039	2.3	43.1	78
SKI	480	434	0.6	90.4	104	**64	0.7	13.3	123	**58	0.3	12.1	58	312	0.7	65.0	118
SMITHSONIAN	2760	2447	3.5	88.7	102	279	3.2	10.1	93	535	3.2	19.4	93	1633	3.7	59.2	107
SOAP OPERA DIGEST	3013	2734	3.9	90.7	105	645	7.3	21.4	197	799	4.7	26.5	127	1291	2.9	42.8	78
SOUTHERN LIVING	4184	3784	5.4	90.4	104	402	4.6	9.6	89	961	5.7	23.0	110	2422	5.4	57.9	105
SPORT	559	492	0.7	88.0	101	**57	0.6	10.2	94	*128	0.8	22.9	110	*307	0.7	54.9	100
THE SPORTING NEWS	436	404	0.6	92.7	107	**64	0.7	14.7	135	**108	0.6	24.8	119	*232	0.5	53.2	97
SPORTS AFIELD	493	437	0.6	88.6	102	**50	0.6	10.1	93	*172	1.0	34.9	167	215	0.5	43.6	79
SPORTS ILLUSTRATED	2758	2494	3.5	90.4	104	313	3.6	11.3	105	634	3.8	23.0	110	1547	3.5	56.1	102
STAR	7456	6576	9.4	88.2	102	1016	11.6	13.6	126	1776	10.5	23.8	114	3783	8.5	50.7	92
SUNDAY	24936	22130	31.5	88.7	102	2719	30.9	10.9	100	5880	34.8	23.6	113	13531	30.3	54.3	98
SUNSET	2124	1962	2.8	92.4	106	**136	1.5	6.4	59	*268	1.6	12.6	60	1557	3.5	73.3	133
TV GUIDE	21661	19342	27.5	89.3	103	2789	31.7	12.9	119	5124	30.3	23.7	113	11428	25.6	52.8	96
TENNIS	550	510	0.7	92.7	107	**61	0.7	11.1	102	**90	0.5	16.4	78	359	0.8	65.3	118
TIME	8880	8018	11.4	90.3	104	1166	13.3	13.1	121	1922	11.4	21.6	104	4930	11.0	55.5	101
TOWN & COUNTRY	917	855	1.2	93.2	107	**66	0.8	7.2	66	*114	0.7	12.4	60	675	1.5	73.6	134
TRAVEL & LEISURE	972	895	1.3	92.1	106	**128	1.5	13.2	121	*110	0.7	11.3	54	657	1.5	67.6	123
TRUE STORY	3356	2976	4.2	88.7	102	593	6.7	17.7	163	855	5.1	25.5	122	1528	3.4	45.5	83
U.S. NEWS & WORLD REPORT	3410	2986	4.2	87.6	101	324	3.7	9.5	88	718	4.2	21.1	101	1944	4.4	57.0	103
USA TODAY	1759	1581	2.2	89.9	104	*267	3.0	15.2	140	308	1.8	17.5	84	1007	2.3	57.2	104
WE	1873	1658	2.4	88.5	102	*247	2.8	13.2	122	429	2.5	22.9	110	983	2.2	52.5	95
VOGUE	3909	3377	4.8	86.4	100	531	6.0	13.6	125	702	4.2	18.0	86	2144	4.8	54.8	100
WALL STREET JOURNAL	1886	1749	2.5	92.7	107	*239	2.7	12.7	117	467	2.8	24.8	119	1043	2.3	55.3	100
WEIGHT WATCHERS	2120	1916	2.7	90.4	104	*255	2.9	12.0	111	500	3.0	23.6	113	1162	2.6	54.8	99
WOMAN'S DAY	14172	12713	18.1	89.7	103	1747	19.9	12.3	114	3213	19.0	22.7	109	7753	17.4	54.7	99
WORKING MOTHER	1146	1036	1.5	90.4	104	*225	2.6	19.6	181	324	1.9	28.3	135	487	1.1	42.5	77
WORKING WOMAN	1322	1201	1.7	90.8	105	*175	2.0	13.2	122	250	1.5	18.9	91	777	1.7	58.8	107
WORLD TENNIS	*163	*154	0.2	94.5	109	**24	0.3	14.7	136	**37	0.2	22.7	109	**94	0.2	57.7	105
ZIFF-DAVIS MAG NETWORK (GROSS)	2532	2268	3.2	89.6	103	382	4.3	15.1	139	410	2.4	16.2	78	1477	3.3	58.3	106
BLAIR INSERTS	43657	38718	55.1	88.7	102	4850	55.2	11.1	102	9753	57.7	22.3	107	24116	54.0	55.2	100
DAILY NEWSPAPERS																	
READ ANY	51633	45902	65.3	88.9	102	5744	65.4	11.1	103	11340	67.1	22.0	105	28818	64.6	55.8	101
READ ONE	43463	38555	54.8	88.7	102	4794	54.5	11.0	102	9487	56.1	21.8	105	24274	54.4	55.8	101
READ TWO OR MORE	8170	7348	10.5	89.9	104	950	10.8	11.6	107	1853	11.0	22.7	109	4544	10.2	55.6	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	46926	66.7	89.1	103	5868	66.8	11.1	103	11674	69.1	22.2	106	29384	65.8	55.8	101
READ ONE	46126	41053	58.4	89.0	103	4907	55.8	10.6	98	10153	60.1	22.0	105	25992	58.2	56.3	102
READ TWO OR MORE	6552	5874	8.4	89.7	103	961	10.9	14.7	135	1521	9.0	23.2	111	3392	7.6	51.8	94
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.17				26.43				29.92				27.87			
30 DAY REACH	71455	61950	88.1	86.7	100	7730	88.0	10.8	100	14546	86.1	20.4	98	39674	88.9	55.5	101
50 SHWG - 30 DAY AV FREQ	14.56	14.86				13.72				15.70				14.77			
30 DAY REACH	67742	58886	83.7	86.9	100	7457	84.8	11.0	101	13921	82.4	20.6	98	37508	84.1	55.4	100
25 SHWG - 30 DAY AV FREQ	7.94	8.09				7.51				8.52				8.05			
30 DAY REACH	62117	54036	76.9	87.0	100	6835	77.8	11.0	101	12836	76.0	20.7	99	34365	77.0	55.3	100
CABLE TV: HOME WIRED	32077	28911	41.1	90.1	104	3656	41.6	11.4	105	7269	43.0	22.7	109	17986	40.3	56.1	102
HOME NOT WIRED	48909	41401	58.9	84.6	97	5133	58.4	10.5	97	9630	57.0	19.7	94	26639	59.7	54.5	99
HAVE PAY CABLE	15935	14593	20.8	91.6	105	2206	25.1	13.8	128	3856	22.8	24.2	116	8531	19.1	53.5	97

MUSTARD: USAGE IN LAST 30 DAYS
(FEMALE HOME MAKERS)

	TOTAL U.S. %000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOME MAKERS	80986	70312	100.0	86.8	100	8789	100.0	10.9	100	16899	100.0	20.9	100	44624	100.0	55.1	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	38813	55.2	88.4	102	5059	57.6	11.5	106	9469	56.0	21.6	103	24285	54.4	55.3	100	
10:00 AM - 3:00 PM	30659	26961	38.3	87.9	101	3461	39.4	11.3	104	6775	40.1	22.1	106	16726	37.5	54.6	99	
3:00 PM - 7:00 PM	31045	27297	38.8	87.9	101	3662	41.7	11.8	109	6674	39.5	21.5	103	16961	38.0	54.6	99	
7:00 PM - MIDNIGHT	15767	13792	19.6	87.5	101	1846	21.0	11.7	108	3268	19.3	20.7	99	8679	19.4	55.0	100	
MIDNIGHT - 6:00 AM	9120	8058	11.5	88.4	102	1159	13.2	12.7	117	1974	11.7	21.6	104	4925	11.0	54.0	98	
6:00 AM - MIDNIGHT	58527	51432	73.1	87.9	101	6687	76.1	11.4	105	12524	74.1	21.4	103	32221	72.2	55.1	100	
ENTIRE DAY	59311	52117	74.1	87.9	101	6791	77.3	11.4	106	12671	75.0	21.4	102	32655	73.2	55.1	100	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	14429	20.5	89.2	103	2010	22.9	12.4	115	3106	18.4	19.2	92	9314	20.9	57.6	105	
ALL NEWS	2256	1907	2.7	84.5	97	309	3.5	13.7	126	303	1.8	13.4	64	1295	2.9	57.4	104	
AOR/PROGRESSIVE	3874	3546	5.0	91.5	105	505	5.7	13.0	120	758	4.5	19.6	94	2283	5.1	58.9	107	
BEAUTIFUL MUSIC	5660	5111	7.3	90.3	104	731	8.3	12.9	119	1147	6.8	20.3	97	3233	7.2	57.1	104	
BLACK	2204	1844	2.6	83.7	96	373	4.2	16.9	156	502	3.0	22.8	109	969	2.2	44.0	80	
CLASSICAL	1418	1204	1.7	84.9	98	**151	1.7	10.6	98	*199	1.2	14.0	67	854	1.9	60.2	109	
CHR/ROCK	9538	8332	11.9	87.4	101	1007	11.5	10.6	97	2400	14.2	25.2	121	4925	11.0	51.6	94	
COUNTRY	12648	11233	16.0	88.8	102	1428	16.2	11.3	104	2868	17.0	22.7	109	6937	15.5	54.8	100	
GOLDEN OLDIES	1191	1054	1.5	88.5	102	*233	2.7	19.6	180	257	1.5	21.6	103	564	1.3	47.4	86	
MOR/NOSTALGIA	4757	4229	6.0	88.9	102	432	4.9	9.1	84	881	5.2	18.5	89	2915	6.5	61.3	111	
NEWS/TALK	3863	3307	4.7	85.6	99	278	3.2	7.2	66	713	4.2	18.5	88	2316	5.2	60.0	109	
RELIGIOUS	3084	2595	3.7	84.1	97	351	4.0	11.4	105	601	3.6	19.5	93	1644	3.7	53.3	97	
SOFT ROCK	521	461	0.7	88.5	102	**54	0.6	10.4	96	*118	0.7	22.6	109	288	0.6	55.3	100	
URBAN CONTEMPORARY	1585	1394	2.0	87.9	101	282	3.2	17.8	164	506	3.0	31.9	153	606	1.4	38.2	69	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2841	4.0	87.1	100	456	5.2	14.0	129	889	5.3	27.3	131	1495	3.4	45.8	83	
ABC DIRECTION	2316	2083	3.0	89.9	104	341	3.9	14.7	136	510	3.0	22.0	106	1232	2.8	53.2	97	
ABC ENTERTAINMENT	4834	4331	6.2	89.6	103	485	5.5	10.0	92	1180	7.0	24.4	117	2665	6.0	55.1	100	
ABC FM	2202	1845	2.6	83.8	97	280	3.2	12.7	117	517	3.1	23.5	113	1048	2.3	47.6	86	
ABC INFORMATION	5425	4876	6.9	89.9	104	508	5.8	9.4	86	898	5.3	16.6	79	3470	7.8	64.0	116	
ABC ROCK	1677	1523	2.2	90.8	105	*246	2.8	14.7	135	422	2.5	25.2	121	856	1.9	51.0	93	
CBS	4430	3867	5.5	87.3	101	384	4.4	8.7	80	671	4.0	15.1	73	2811	6.3	63.5	115	
MUTUAL	4992	4462	6.3	89.4	103	624	7.1	12.5	115	1105	6.5	22.1	106	2732	6.1	54.7	99	
NBC	4679	4160	5.9	88.9	102	518	5.9	11.1	102	767	4.5	16.4	79	2876	6.4	61.5	112	
RADIORADIO	1994	1770	2.5	88.8	102	*228	2.6	11.4	105	494	2.9	24.8	119	1048	2.3	52.6	95	
RKO ONE	2298	2025	2.9	88.1	101	*258	2.9	11.2	103	590	3.5	25.7	123	1178	2.6	51.3	93	
RKO TWO	3311	2829	4.0	85.4	98	371	4.2	11.2	103	857	5.1	25.9	124	1601	3.6	48.4	88	
THE SOURCE	2114	1910	2.7	90.4	104	*339	3.9	16.0	148	425	2.5	20.1	96	1147	2.6	54.3	98	
NON-WIRED: BLAIR	8654	7782	11.1	89.9	104	951	10.8	11.0	101	2075	12.3	24.0	115	4756	10.7	55.0	100	
INTERNET	12025	10705	15.2	89.0	103	1386	15.8	11.5	106	2453	14.5	20.4	98	6867	15.4	57.1	104	
KATZ RADIO GROUP	15359	13645	19.4	88.8	102	1684	19.2	11.0	101	3245	19.2	21.1	101	8716	19.5	56.7	103	
SUPERNET	10628	9219	13.1	86.7	100	1123	12.8	10.6	97	2287	13.5	21.5	103	5809	13.0	54.7	99	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	7398	10.5	85.4	98	872	9.9	10.1	93	1742	10.3	20.1	96	4784	10.7	55.2	100	
WKDAY 9:00 AM - 1:00 PM	12163	10409	14.8	85.6	99	1466	16.7	12.1	111	2628	15.6	21.6	104	6316	14.2	51.9	94	
WKDAY 1:00 PM - 4:30 PM	16150	13870	19.7	85.9	99	1965	22.4	12.2	112	3449	20.4	21.4	102	8457	19.0	52.4	95	
WKDAY 4:30 PM - 7:30 PM	22463	19509	27.7	86.8	100	2577	29.3	11.5	106	4693	27.8	20.9	100	12239	27.4	54.5	99	
WKDAY 7:30 PM - 8:00 PM	31795	27576	39.2	86.7	100	3463	39.4	10.9	100	6788	40.2	21.3	102	17325	38.8	54.5	99	
WKDAY 11:00 PM - 11:30 PM	23977	20953	29.8	87.4	101	2845	32.4	11.9	109	5047	29.9	21.0	101	13061	29.3	54.5	99	
WKDAY 11:30 PM - 1:00 AM	7703	6734	9.6	87.4	101	886	10.1	11.5	106	1696	10.0	22.0	106	4152	9.3	53.9	98	
M-SAT 8-11 PM+SUN 7-11 PM	33800	29564	42.0	87.5	101	3870	44.0	11.4	106	7110	42.1	21.0	101	18585	41.6	55.0	100	
WKDY DAYTIME NTKW 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	5645	8.0	86.3	99	1058	12.0	16.2	149	1369	8.1	20.9	100	3218	7.2	49.2	89
ANOTHER WORLD	N	4620	4061	5.8	87.9	101	623	7.1	13.5	124	993	5.9	21.5	103	2446	5.5	52.9	96
AS THE WORLD TURNS	C	5614	4762	6.8	84.8	98	560	6.4	10.0	92	1274	7.5	22.7	109	2928	6.6	52.2	95
CAPITOL	C	3396	2833	4.0	83.4	96	419	4.8	12.3	114	732	4.3	21.6	103	1682	3.8	49.5	90
CBS MORN. NEWS 1	C	1446	1094	1.6	75.7	87	136	1.5	9.4	87	236	1.4	16.3	78	721	1.6	49.9	90
CBS MORN. NEWS 2	C	1207	927	1.3	76.8	88	*105	1.2	8.7	80	155	0.9	12.8	62	667	1.5	55.3	100
DAYS OF OUR LIVES	N	5877	5155	7.3	87.7	101	710	8.1	12.1	111	1127	6.7	19.2	92	3317	7.4	56.4	102
FACTS OF LIFE - DAYTIME	N	2290	1876	2.7	81.9	94	261	3.0	11.4	105	449	2.7	19.6	94	1166	2.6	50.9	92
FAMILY FEUD	A	3023	2502	3.6	82.8	95	350	4.0	11.6	107	613	3.6	20.3	97	1540	3.5	50.9	92
GENERAL HOSPITAL	A	6097	5242	7.5	86.0	99	811	9.2	13.3	123	1288	7.6	21.1	101	3143	7.0	51.5	94
GOOD MORNING, AMERICA-730 A	A	3515	3116	4.4	88.6	102	376	4.3	10.7	99	676	4.0	19.2	92	2064	4.6	58.7	107
GOOD MORNING, AMERICA-830 A	A	2818	2591	3.7	91.9	106	372	4.2	13.2	122	646	3.8	22.9	110	1573	3.5	55.8	101
GUIDING LIGHT	C	5339	4497	6.4	84.2	97	592	6.7	11.1	102	1157	6.8	21.7	104	2747	6.2	51.5	93
ONE LIFE TO LIVE	A	4478	3792	5.4	84.7													

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	TOTAL U.S. '000	JAR				SQUEEZE BOTTLE				SPICY/BROWNM				YELLOW			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	57422	100.0	70.9	100	22192	100.0	27.4	100	22393	100.0	27.7	100	59085	100.0	73.0	100
18 - 24	9282	5667	9.9	61.1	86	3135	14.1	33.8	123	2091	9.3	22.5	81	6699	11.3	72.2	99
25 - 34	19072	13280	23.1	69.6	98	6689	30.1	35.1	128	5563	24.8	29.2	105	14536	24.6	76.2	104
35 - 44	14591	10459	18.2	71.7	101	5196	23.4	35.6	130	4522	20.2	31.0	112	11564	19.6	79.3	109
45 - 54	11345	8752	15.2	77.1	109	2591	11.7	22.8	83	3601	16.1	31.7	115	8492	14.4	74.9	103
55 - 64	11635	8990	15.7	77.3	109	2242	10.1	19.3	70	3677	16.4	31.6	114	8273	14.0	71.1	97
65 OR OLDER	15061	10274	17.9	68.2	96	2339	10.5	15.5	57	2940	13.1	19.5	71	9521	16.1	63.2	87
18 - 34	28354	18947	33.0	66.8	94	9824	44.3	34.6	126	7653	34.2	27.0	98	21235	35.9	74.9	103
18 - 49	48339	33485	58.3	69.3	98	16434	74.1	34.0	124	13797	61.6	28.5	103	37033	62.7	76.6	105
25 - 54	45008	32491	56.6	72.2	102	14476	65.2	32.2	117	13685	61.1	30.4	110	34592	58.5	76.9	105
35 - 49	19985	14538	25.3	72.7	103	6610	29.8	33.1	121	6144	27.4	30.7	111	15798	26.7	79.0	108
50 OR OLDER	32647	23937	41.7	73.3	103	5758	25.9	17.6	64	8596	38.4	26.3	95	22052	37.3	67.5	93
GRADUATED COLLEGE	11155	8372	14.6	75.1	106	2991	13.5	26.8	98	4617	20.6	41.4	150	7771	13.2	69.7	95
ATTENDED COLLEGE	13682	10096	17.6	73.8	104	4075	18.4	29.8	109	4515	20.2	33.0	119	10396	17.6	76.0	104
GRADUATED HIGH SCHOOL	33880	24186	42.1	71.4	101	10291	46.4	30.4	111	9580	42.5	28.1	101	25643	43.4	75.7	104
DID NOT GRADUATE HIGH SCHOOL	22270	14768	25.7	66.3	94	4835	21.8	21.7	79	3754	16.8	16.9	61	15275	25.9	68.6	94
EMPLOYED	40306	28712	50.0	71.2	100	12050	54.3	29.9	109	12568	56.1	31.2	113	30521	51.7	75.7	104
EMPLOYED FULL-TIME	32850	23303	40.6	70.9	100	9697	43.7	29.5	108	10126	45.2	30.8	111	24790	42.0	75.5	103
EMPLOYED PART-TIME	7456	5409	9.4	72.5	102	2354	10.6	31.6	115	2442	10.9	32.8	118	5731	9.7	76.9	105
NOT EMPLOYED	40680	28710	50.0	70.6	100	10142	45.7	24.9	91	9825	43.9	24.2	87	28565	48.3	70.2	96
PROFESSIONAL/MANAGER	10392	7536	13.1	72.5	102	2931	13.2	28.2	103	4285	19.1	41.2	149	7499	12.7	72.2	99
TECH/CLERICAL/SALES	17574	12868	22.4	73.2	103	5411	24.4	30.8	112	5640	25.2	32.1	116	13814	23.4	78.6	108
PRECISION/CRAFT	985	687	1.2	69.7	98	*349	1.6	35.4	129	*262	1.2	26.6	96	831	1.4	84.4	116
OTHER EMPLOYED	11354	7621	13.3	67.1	95	3360	15.1	29.6	108	2382	10.6	21.0	76	8377	14.2	73.8	101
SINGLE	9863	6476	11.3	65.7	93	2850	12.8	28.9	105	2749	12.3	27.9	101	6636	11.2	67.3	92
MARRIED	51375	37540	65.4	73.1	103	15194	68.5	29.6	108	15272	68.2	29.7	108	38888	65.8	75.7	104
DIVORCED/SEPARATED/WIDOWED	19748	13406	23.3	67.9	96	4148	18.7	21.0	77	4373	19.5	22.1	80	13562	23.0	68.7	94
PARENTS	32590	22893	39.9	70.2	99	11755	53.0	36.1	132	8873	39.6	27.2	98	25877	43.8	79.4	109
WHITE	70416	50633	88.2	71.9	101	19615	88.4	27.9	102	20818	93.0	29.6	107	51945	87.9	73.8	101
BLACK	8778	5699	9.9	64.9	92	2024	9.1	23.1	84	1147	5.1	13.1	47	6034	10.2	68.7	94
OTHER	1791	1090	1.9	60.9	86	*553	2.5	30.9	113	**428	1.9	23.9	86	1106	1.9	61.8	85
NORTHEAST-CENSUS	17786	14162	24.7	79.6	112	3666	16.5	20.6	75	8807	39.3	49.5	179	10883	18.4	61.2	84
NORTH CENTRAL	20741	13478	23.5	65.0	92	7453	33.6	35.9	131	4597	20.5	22.2	80	16255	27.5	78.4	104
SOUTH	27775	19296	33.6	69.5	98	7084	31.9	25.5	93	4630	20.7	16.7	60	21119	35.7	76.0	104
WEST	14683	10486	18.3	71.4	101	3989	18.0	27.2	99	4359	19.5	29.7	107	10828	18.3	73.7	101
NORTHEAST-MKTG.	17961	13731	23.9	76.4	108	3838	17.3	21.4	78	8451	37.7	47.1	170	11039	18.7	61.5	84
EAST CENTRAL	11885	8625	15.0	72.6	102	3701	16.7	31.1	114	3331	14.9	28.0	101	9141	15.5	76.9	105
WEST CENTRAL	14090	8888	15.5	63.1	89	5111	23.0	36.3	132	3103	13.9	22.0	80	10778	18.2	76.5	105
SOUTH	24081	16937	29.5	70.3	99	6142	27.7	25.5	93	3664	16.4	15.2	55	18631	31.5	77.4	106
PACIFIC	12969	9241	16.1	71.3	100	3400	15.3	26.2	96	3845	17.2	29.6	107	9496	16.1	73.2	100
COUNTY SIZE A	32439	22759	39.6	70.2	99	8815	39.7	27.2	99	11143	49.8	34.4	124	22316	37.8	68.8	94
COUNTY SIZE B	24915	17851	31.1	71.6	101	7159	32.3	28.7	105	6434	28.7	25.8	93	18819	31.9	75.5	104
COUNTY SIZE C	12930	9676	16.9	74.8	106	3189	14.4	24.7	90	3416	15.3	26.4	96	9627	16.3	74.5	102
COUNTY SIZE D	10703	7137	12.4	66.7	94	3029	13.6	28.3	103	1400	6.3	13.1	47	8323	14.1	77.8	107
METRO CENTRAL CITY	24518	16790	29.2	68.5	97	6579	29.6	26.8	98	6559	29.3	26.8	97	17140	29.0	69.9	96
METRO SUBURBAN	35919	26339	45.9	73.3	103	10224	46.1	28.5	104	11777	52.6	32.8	119	26447	44.8	73.6	101
NON METRO	20549	14293	24.9	69.6	98	5389	24.3	26.2	96	4057	18.1	19.7	71	15498	26.2	75.4	103
TOP 5 ADI'S	18341	13038	22.7	71.1	100	4623	20.8	25.2	92	7391	33.0	40.3	146	11811	20.0	64.4	88
TOP 10 ADI'S	25378	18205	31.7	71.7	101	6248	28.2	24.6	90	9169	40.9	36.1	131	16999	28.8	67.0	92
TOP 20 ADI'S	36488	25687	44.7	70.4	99	9779	44.1	26.8	98	12307	55.0	33.7	122	25249	42.7	69.2	95
HSHLD INC. \$50,000 OR MORE	6612	5033	8.8	76.1	107	2090	9.4	31.6	115	2956	13.2	44.7	162	5017	8.5	75.9	104
\$40,000 OR MORE	12659	9712	16.9	76.7	108	3735	16.8	29.5	108	5537	24.7	43.7	158	9493	16.1	75.0	103
\$30,000 OR MORE	24698	18467	32.2	74.8	105	7441	33.5	30.1	110	9288	41.5	37.6	136	18773	31.8	76.0	104
\$25,000 OR MORE	32077	23946	41.7	74.7	105	9679	43.6	30.2	110	12008	53.6	37.4	135	24220	41.0	75.5	103
\$20,000 - \$24,999	9144	6472	11.3	70.8	100	2982	13.4	32.6	119	2703	12.1	29.6	107	6994	11.8	76.5	105
\$15,000 - \$19,999	8728	6309	11.0	72.3	102	2322	10.5	26.6	97	2411	10.8	27.6	100	6371	10.8	73.0	100
\$10,000 - \$14,999	12562	9077	15.8	72.3	102	3359	15.1	26.7	98	2519	11.2	20.1	73	9374	15.9	74.6	102
UNDER \$10,000	18475	11619	20.2	62.9	89	3851	17.4	20.8	76	2752	12.3	14.9	54	12127	20.5	65.6	90
HOUSEHOLD OF 1 PERSON	11987	7742	13.5	64.6	91	2054	9.3	17.1	63	2760	12.3	23.0	83	7241	12.3	60.4	83
2 PEOPLE	26577	19244	33.5	72.4	102	6217	28.0	23.4	85	7690	34.3	28.9	105	18822	31.9	70.8	97
3 OR 4 PEOPLE	30617	21835	38.0	71.3	101	9947	44.8	32.5	119	8656	38.7	28.3	102	23594	39.9	77.1	106
5 OR MORE PEOPLE	11804	8602	15.0	72.9	103	3974	17.9	33.7	123	3288	14.7	27.9	101	9427	16.0	79.9	109
NO CHILD IN HSHLD	46165	32923	57.3	71.3	101	9790	44.1	21.2	77	12973	57.9	28.1	102	31401	53.1	68.0	93
CHILD(REN) UNDER 2 YRS	5325	3484	6.1	65.4	92	1972	8.9	37.0	135	1255	5.6	23.6	85	4064	6.9	76.3	105
2 - 5 YEARS	14221	9579	16.7	67.4	95	5142	23.2	36.2	132	3543	15.8	24.9	90	10939	18.5	76.9	105
6 - 11 YEARS	15117	10495	18.3	69.4	98	5705	25.7	37.7	138	3732	16.7	24.7	89	12164	20.6	80.5	110
12 - 17 YEARS	16611	12239	21.3	73.7	104	5727	25.8	34.5	126	4966	22.2	29.9	108	13372	22.6	80.5	110
RESIDENCE OWNED	55884	41231	71.8	73.8	104	15166	68.3	27.1	99	16495	73.7	29.5	107	41788	70.7	74.8	102
VALUE: \$50,000 OR MORE	31744	23932	41.7	75.4	106	8960	40.4	28.2	103	11576	51.7	36.5	132	23580	39.9	74.3	102
VALUE: UNDER \$50,000	24140	17299	30.1	71.7	101	6207	28.0	25.7	94	4919	22.0	20.4	74	18209	30.8	75.4	103

MUSTARD - TYPES OF CONTAINERS & KINDS OF MUSTARD
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	57422	100.0	70.9	100	22192	100.0	27.4	100	22393	100.0	27.7	100	59085	100.0	73.0	100
MAGAZINES	QUINTILE 1	15799	11671	20.3	73.9	104	4808	21.7	30.4	111	5803	25.9	36.7	133	11799	20.0	74.7	102
	QUINTILE 2	17259	13014	22.7	75.4	106	4383	19.8	25.4	93	5470	24.4	31.7	115	12813	21.7	74.2	102
	QUINTILE 3	13545	9852	17.2	72.7	103	3953	17.8	29.2	107	4021	18.0	29.7	107	10247	17.3	75.7	104
	QUINTILE 4	15133	10332	18.0	68.3	96	4318	19.5	28.5	104	3448	15.4	22.8	82	11115	18.8	73.4	101
	QUINTILE 5	19250	12554	21.9	65.2	92	4731	21.3	24.6	90	3651	16.3	19.0	69	13110	22.2	68.1	93
NEWSPAPERS	QUINTILE 1	12413	9611	16.7	77.4	109	2862	12.9	23.1	84	4942	22.1	39.8	144	8623	14.6	69.5	95
	QUINTILE 2	24116	17620	30.7	73.1	103	6851	30.9	28.4	104	7388	33.0	30.6	111	18239	30.9	75.6	104
	QUINTILE 3	11261	8121	14.1	72.1	102	3220	14.5	28.6	104	3142	14.0	27.9	101	8506	14.4	75.5	104
	QUINTILE 4	20255	13767	24.0	68.0	96	5820	26.2	28.7	105	4908	21.9	24.2	88	14601	24.7	72.1	99
	QUINTILE 5	12940	8303	14.5	64.2	90	3439	15.5	26.6	97	2014	9.0	15.6	56	9117	15.4	70.5	97
OUTDOOR	QUINTILE 1	14852	10474	18.2	70.5	99	4544	20.5	30.6	112	4417	19.7	29.7	108	11275	19.1	75.9	104
	QUINTILE 2	15725	11236	19.6	71.5	101	4728	21.3	30.1	110	4525	20.2	28.8	104	11632	19.7	74.0	101
	QUINTILE 3	16330	11592	20.2	71.0	100	4457	20.1	27.3	100	4725	21.1	28.9	105	11846	20.0	72.5	99
	QUINTILE 4	16744	11753	20.5	70.2	99	4282	19.3	25.6	93	4379	19.6	26.2	95	11705	19.8	69.9	96
	QUINTILE 5	17334	12367	21.5	71.3	101	4181	18.8	24.1	88	4348	19.4	25.1	91	12628	21.4	72.9	100
RADIO-DRIVE TIME	QUINTILE 1	15911	11551	20.1	72.6	102	4654	21.0	29.3	107	4557	20.4	28.6	104	12073	20.4	75.9	104
	QUINTILE 2	14837	10422	18.1	70.2	99	4192	18.9	28.3	103	4322	19.3	29.1	105	10831	18.3	73.0	100
	QUINTILE 3	15339	10916	19.0	71.2	100	4378	19.7	28.5	104	4621	20.6	30.1	109	11187	18.9	72.9	100
	QUINTILE 4	16723	11918	20.8	71.3	101	4641	20.9	27.8	101	4434	19.8	26.5	96	12414	21.0	74.2	102
	QUINTILE 5	18176	12615	22.0	69.4	98	4328	19.5	23.8	87	4460	19.9	24.5	89	12581	21.3	69.2	95
RADIO-MID- DAY	TERCILE 1	21020	15001	26.1	71.4	101	6520	29.4	31.0	113	6072	27.1	28.9	104	15702	26.6	74.7	102
	TERCILE 2	21610	15657	27.3	72.5	102	5915	26.7	27.4	100	6162	27.5	28.5	103	16064	27.2	74.3	102
	TERCILE 3	38355	26764	46.6	69.8	98	9758	44.0	25.4	93	10159	45.4	26.5	96	27319	46.2	71.2	98
RADIO-TOTAL	QUINTILE 1	15988	11380	19.8	71.2	100	4851	21.9	30.3	111	4434	19.8	27.7	100	12136	20.5	75.9	104
	QUINTILE 2	15626	11288	19.7	72.2	102	4313	19.4	27.6	101	4713	21.0	30.2	109	11475	19.4	73.4	101
	QUINTILE 3	16723	11715	20.4	70.1	99	5028	22.7	30.1	110	4909	21.9	29.4	106	12076	20.4	72.2	99
	QUINTILE 4	16342	11842	20.6	72.5	102	4233	19.1	25.9	95	4491	20.1	27.5	99	12241	20.7	74.9	103
	QUINTILE 5	16306	11198	19.5	68.7	97	3767	17.0	23.1	84	3847	17.2	23.6	85	11157	18.9	68.4	94
TV-PRIME TIME	QUINTILE 1	15953	11413	19.9	71.5	101	4498	20.3	28.2	103	4354	19.4	27.3	99	11610	19.6	72.8	100
	QUINTILE 2	16137	11644	20.3	72.2	102	4497	20.3	27.9	102	4804	21.5	29.8	108	11899	20.1	73.7	101
	QUINTILE 3	16420	11791	20.5	71.8	101	4305	19.4	26.2	96	5043	22.5	30.7	111	11991	20.3	73.0	100
	QUINTILE 4	16687	11644	20.3	69.8	98	4742	21.4	28.4	104	4499	20.1	27.0	98	12328	20.9	73.9	101
	QUINTILE 5	15789	10930	19.0	69.2	98	4150	18.7	26.3	96	3693	16.5	23.4	85	11258	19.1	71.3	98
TV-DAYTIME	TERCILE 1	27736	19444	33.9	70.1	99	7502	33.8	27.0	99	6487	29.0	23.4	85	20333	34.4	73.3	100
	TERCILE 2	26489	18525	32.3	69.9	99	7776	35.0	29.4	107	7532	33.6	28.4	103	19143	32.4	72.3	99
	TERCILE 3	26761	19453	33.9	72.7	103	6915	31.2	25.8	94	8374	37.4	31.3	113	19610	33.2	73.3	100
TV-TOTAL	QUINTILE 1	16345	11508	20.0	70.4	99	4338	19.5	26.5	97	3833	17.1	23.5	85	11772	19.9	72.0	99
	QUINTILE 2	16447	11677	20.3	71.0	100	4679	21.1	28.4	104	4590	20.5	27.9	101	12108	20.5	73.6	101
	QUINTILE 3	15980	11159	19.4	69.8	98	4400	19.8	27.5	100	4649	20.8	29.1	105	11381	19.3	71.2	98
	QUINTILE 4	15887	11298	19.7	71.1	100	4126	18.6	26.0	95	4888	21.8	30.8	111	11583	19.6	72.9	100
	QUINTILE 5	16326	11780	20.5	72.2	102	4649	20.9	28.5	104	4433	19.8	27.2	98	12242	20.7	75.0	103
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	16076	28.0	77.6	109	5222	23.5	25.2	92	7706	34.4	37.2	134	15431	26.1	74.5	102
	NEWSPAPER IMPERATIVE	19186	13591	23.7	70.8	100	5957	26.8	31.0	113	5369	24.0	28.0	101	14535	24.6	75.8	104
	MAGAZINE IMPERATIVE	21899	15624	27.2	71.3	101	6192	27.9	28.3	103	6231	27.8	28.5	103	15976	27.0	73.0	100
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	11260	19.6	72.9	103	4656	21.0	30.1	110	5339	23.8	34.6	125	11733	19.9	75.9	104
	OUTDOOR IMPERATIVE	25953	19435	33.8	74.9	106	6850	30.9	26.4	96	8290	37.0	31.9	116	19160	32.4	73.8	101
	OUTDOOR IMPERATIVE	24400	16657	29.0	68.3	96	6968	31.4	28.6	104	5760	25.7	23.6	85	17681	29.9	72.5	99
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	13035	22.7	72.2	102	5362	24.2	29.7	108	5910	26.4	32.7	118	13483	22.8	74.7	102
	RADIO IMPERATIVE	23571	17806	31.0	75.5	107	6287	28.3	26.7	97	7757	34.6	32.9	119	17554	29.7	74.5	102
	RADIO IMPERATIVE	23278	16098	28.0	69.2	98	6906	31.1	29.7	108	5671	25.3	24.4	88	17148	29.0	73.7	101
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	11324	19.7	73.3	103	4317	19.5	27.9	102	4803	21.4	31.1	112	11383	19.3	73.6	101
	TELEVISION IMPERATIVE	25829	19185	33.4	74.3	105	7450	33.6	28.8	105	8934	39.9	34.6	125	19453	32.9	75.3	103
	TELEVISION IMPERATIVE	26039	17605	30.7	67.6	95	7062	31.8	27.1	99	5645	25.2	21.7	78	18556	31.4	71.3	98
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	12079	21.0	72.7	103	4898	22.1	29.5	108	5791	25.9	34.9	126	12436	21.0	74.9	103
	OUTDOOR IMPERATIVE	26834	20072	35.0	74.8	105	6794	30.6	25.3	92	8465	37.8	31.5	114	19589	33.2	73.0	100
	OUTDOOR IMPERATIVE	23346	15952	27.8	68.3	96	6870	31.0	29.4	107	5433	24.3	23.3	84	17135	29.0	73.4	101
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	12682	22.1	74.0	104	4954	22.3	28.9	106	6007	26.8	35.1	127	12806	21.7	74.7	102
	RADIO IMPERATIVE	25892	19184	33.4	74.1	104	6653	30.0	25.7	94	8150	36.4	31.5	114	18975	32.1	73.3	100
	RADIO IMPERATIVE	23167	15878	27.7	68.5	97	6975	31.4	30.1	110	5305	23.7	22.9	83	17127	29.0	73.9	101
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	12871	22.4	75.0	106	4519	20.4	26.3	96	5350	23.9	31.2	113	12609	21.3	73.5	101
	TELEVISION IMPERATIVE	26214	19251	33.5	73.4	104	7137	32.2	27.2	99	8950	40.0	34.1	123	19316	32.7	73.7	101
	TELEVISION IMPERATIVE	23412	15412	26.8	65.8	93	6770	30.5	28.9	106	4867	21.						

MUSTARD - TYPES OF CONTAINERS & KINDS OF MUSTARD
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	JAR				SQUEEZE BOTTLE				SPICY/BROWN				YELLOW			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	57422	100.0	70.9	100	22192	100.0	27.4	100	22393	100.0	27.7	100	59085	100.0	73.0	100
ATLANTIC MONTHLY	415	322	0.6	77.6	109	**85	0.4	20.5	75	*173	0.8	41.7	151	285	0.5	68.7	94
BARRON'S	453	361	0.6	79.7	112	**133	0.6	29.4	107	*254	1.1	56.1	203	*315	0.5	69.5	95
BETTER HOMES & GARDENS	16256	12085	21.0	74.3	105	4773	21.5	29.4	107	5154	23.7	32.7	118	12533	21.2	77.1	106
BON APPETIT	2535	1891	3.3	74.6	105	673	3.0	26.5	97	1115	5.0	44.0	159	1719	2.9	67.8	93
BUSINESS WEEK	1278	976	1.7	76.4	108	319	1.4	25.0	91	509	2.3	39.8	144	934	1.6	73.1	100
CAR AND DRIVER	378	*242	0.4	64.0	90	**125	0.6	33.1	121	**128	0.6	33.9	122	*281	0.5	74.3	102
CBS MAGAZINE NETWORK (GROSS)	1498	1023	1.8	68.3	96	422	1.9	28.2	103	539	2.4	36.0	130	1011	1.7	67.5	93
CHANGING TIMES	1505	1175	2.0	78.1	110	262	1.2	17.4	64	578	2.6	38.4	130	1067	1.8	70.9	97
COLONIAL HOMES	1231	856	1.5	69.5	98	340	1.5	27.6	101	415	1.9	33.7	122	895	1.5	72.7	100
CONDE NAST MAG. PKG. (GROSS)	14146	10243	17.8	72.4	102	4168	18.8	29.5	108	4927	22.0	34.8	126	10405	17.6	73.6	101
CONSUMERS DIGEST	1323	1020	1.8	77.1	109	339	1.5	25.6	94	502	2.2	37.9	137	964	1.6	72.9	100
COSMOPOLITAN	7102	5078	8.8	71.5	101	2391	10.8	33.7	123	2450	10.9	34.5	125	5421	9.2	76.3	105
COUNTRY LIVING	2481	1832	3.2	73.8	104	839	3.8	33.8	123	890	4.0	35.9	130	1961	3.3	79.0	108
CUISINE	1472	1127	2.0	76.6	108	372	1.7	25.3	92	645	2.9	43.8	158	1030	1.7	70.0	96
CYCLE WORLD	425	*335	0.6	78.8	111	**139	0.6	32.7	119	**184	0.8	43.3	157	*341	0.6	80.2	110
DCI:CREATIVE IDEAS FOR LIV	2510	1898	3.3	75.6	107	777	3.5	31.0	113	840	3.8	33.5	121	1992	3.4	79.4	109
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5053	8.8	75.5	106	1801	8.1	26.9	98	2044	9.1	30.5	110	5276	8.9	78.8	108
DISCOVER	894	637	1.1	71.3	100	239	1.1	26.7	98	364	1.6	40.7	147	600	1.0	67.1	92
EBONY	3507	2388	4.2	68.1	96	935	4.2	26.7	97	542	2.4	15.5	56	2550	4.3	72.7	100
ESQUIRE	1083	723	1.3	66.8	94	348	1.6	32.1	117	268	1.2	24.7	89	804	1.4	74.2	102
ESSENCE	1830	1329	2.3	72.6	102	496	2.2	27.1	99	263	1.2	14.4	52	1390	2.4	76.0	104
FAMILY CIRCLE	15930	11850	20.6	74.4	105	4700	21.2	29.5	108	5337	23.8	33.5	121	12232	20.7	76.8	105
THE FAMILY HANDYMAN	1126	819	1.4	72.7	103	423	1.9	37.6	137	437	2.0	38.8	140	933	1.6	82.9	114
FAMILY WEEKLY	11468	8980	15.6	78.3	110	2945	13.3	25.7	94	3002	13.4	26.2	95	9004	15.2	78.5	108
FIELD & STREAM	2234	1513	2.6	67.7	96	707	3.2	31.6	115	638	2.8	28.6	103	1671	2.8	74.8	103
FOOD & WINE	579	401	0.7	69.3	98	263	1.2	45.4	166	214	1.0	37.0	134	419	0.7	72.4	99
FORBES	728	581	1.0	79.8	113	*195	0.9	26.8	98	417	1.9	57.3	207	479	0.8	65.8	90
FORTUNE	906	660	1.1	72.8	103	321	1.4	35.4	129	542	2.4	59.8	216	641	1.1	70.8	97
GENTLEMEN'S QUARTERLY	791	566	1.0	71.6	101	*258	1.2	32.6	119	316	1.4	39.9	144	554	0.9	70.0	96
GLAMOUR	5265	3869	6.7	73.5	104	1665	7.5	31.6	115	1730	7.7	32.9	119	4037	6.8	76.7	105
GOLF DIGEST	636	517	0.9	81.3	115	*181	0.8	28.5	104	*244	1.1	38.4	139	541	0.9	85.1	117
GOLF DIGEST/TENNIS (GROSS)	1186	961	1.7	81.0	114	298	1.3	25.1	92	427	1.9	36.0	130	958	1.6	80.8	111
GOLF MAGAZINE	441	366	0.6	83.0	117	**90	0.4	20.4	74	*196	0.9	44.4	161	373	0.6	84.6	116
GOLF MAGAZINE/SKI (GROSS)	922	731	1.3	79.3	112	269	1.2	29.2	106	411	1.8	44.6	161	731	1.2	79.3	109
GOOD HOUSEKEEPING	16487	12003	20.9	72.8	103	4951	22.3	30.0	110	5207	23.3	31.6	114	12452	21.1	75.5	104
HARPER'S BAZAAR	2423	1779	3.1	73.4	104	716	3.2	29.6	108	834	3.7	34.4	124	1722	2.9	71.1	97
HEALTH	1994	1503	2.6	75.4	106	644	2.9	32.3	118	630	2.8	31.6	114	1465	2.5	73.5	101
HEARST MAG CORP. BUY (GROSS)	44101	31930	55.6	72.4	102	13912	62.7	31.5	115	14517	64.8	32.9	119	33597	56.9	76.2	104
HEARST MAN POWER (GROSS)	1993	1443	2.5	72.4	102	630	2.8	31.6	115	749	3.3	37.6	136	1590	2.7	79.8	109
HEARST WOMAN POWER (GROSS)	31274	22575	39.3	72.2	102	9999	45.1	32.0	117	10064	44.9	32.2	116	23930	40.5	76.5	105
HOUSE BEAUTIFUL	3623	2610	4.5	72.0	102	1092	4.9	30.1	110	1147	5.1	31.7	114	2680	4.5	74.0	101
INC.	283	*200	0.3	70.7	100	**90	0.4	31.8	116	*96	0.4	33.9	123	*207	0.4	73.1	100
JET	2928	1952	3.4	66.7	94	856	3.9	29.2	107	387	1.7	13.2	48	2137	3.6	73.0	100
LADIES' HOME JOURNAL	11918	8922	15.5	74.9	106	3623	16.3	30.4	111	3755	16.8	31.5	114	9171	15.5	77.0	105
LHJ FAMILY GRP COMBO(GROSS)	16764	12504	21.8	74.6	105	5278	23.8	31.5	115	5459	24.4	32.6	118	12809	21.7	76.4	105
LIFE	4254	3072	5.3	72.2	102	1274	5.7	29.9	109	1499	6.7	35.2	127	3102	5.3	72.9	100
L.A. TIMES HOME MAGAZINE	1145	891	1.6	77.8	110	252	1.1	22.0	80	475	2.1	41.5	150	773	1.3	67.5	93
MADEMOISELLE	2884	2203	3.8	76.4	108	878	4.0	30.4	111	1027	4.6	35.6	129	2138	3.6	74.1	102
MC CALL'S	13460	10012	17.4	74.4	105	3975	17.9	29.5	108	3979	17.8	29.6	107	10492	17.8	77.9	107
MC CALL'S/MRK MOTHER (GROSS)	14606	10887	19.0	74.5	105	4403	19.8	30.1	110	4380	19.6	30.0	108	11381	19.3	77.9	107
MECHANIX ILLUSTRATED	772	619	1.1	80.2	113	*273	1.2	35.4	129	349	1.6	45.2	163	584	1.0	75.6	104
METROPOLITAN HOME	967	716	1.2	74.0	104	*241	1.1	24.9	91	419	1.9	43.3	157	685	1.2	70.8	97
MONEY	1588	1221	2.1	76.9	108	381	1.7	24.0	88	579	2.6	36.5	132	1188	2.0	74.8	103
MOTHER EARTH NEWS	1002	802	1.4	80.0	113	290	1.3	28.9	106	426	1.9	42.5	154	800	1.4	79.8	109
MS.	825	615	1.1	74.5	105	*223	1.0	27.0	99	291	1.3	35.3	128	617	1.0	74.8	103
NATIONAL ENQUIRER	10336	7348	12.8	71.1	100	2988	13.5	28.9	105	2626	11.7	25.4	92	7684	13.0	74.3	102
NATIONAL GEOGRAPHIC	9597	7280	12.7	75.9	107	2444	11.0	25.5	93	3817	17.0	39.8	144	6966	11.8	72.6	99
NATIONAL SUNDAY MAGAZINE PKG	49558	36268	63.2	73.2	103	13612	61.3	27.5	100	15601	69.7	31.5	114	36576	61.9	73.8	101
NATURAL HISTORY	573	457	0.8	79.8	112	**125	0.6	21.8	80	310	1.4	54.1	196	379	0.6	66.1	91
NEW WOMAN	1699	1221	2.1	71.9	101	545	2.5	32.1	117	459	2.0	27.0	98	1353	2.3	79.6	109
NEW YORK INCLUDING CUE	443	309	0.5	69.8	98	*129	0.6	29.1	106	272	1.2	61.4	222	240	0.4	54.2	74
THE NEW YORKER	1270	976	1.7	76.9	108	230	1.0	18.1	66	642	2.9	50.6	183	777	1.3	61.2	84
NEWSWEEK	6277	4610	8.0	73.4	104	1677	7.6	26.7	97	2516	11.2	40.1	145	4357	7.4	69.4	95
THE N.Y. TIMES DAILY EDITION	1205	983	1.7	81.6	115	*204	0.9	16.9	62	753	3.4	62.5	226	682	1.2	56.6	78
THE N.Y. TIMES MAGAZINE	2081	1776	3.1	85.3	120	289	1.3	13.9	51	1309	5.8	62.9	227	1118	1.9	53.7	74
OMNI	788	594	1.0	75.4	106	*215	1.0	27.3	100	332	1.5	42.1	152	553	0.9	70.2	96
ON CABLE	1158	822	1.4	71.0	100	465	2.1	40.2	147	292	1.3	25.2	91	995	1.7	85.9	118
1001 HOME IDEAS	2852	2079	3.6	72.9	103	1012	4.6	35.5	129	1074	4.8	37.7	136	2173	3.7	76.2	104
ORGANIC GARDENING	1658	1286	2.2	77.6	109	406	1.8	24.5	89	649	2.9	39.1	142	1199	2.0	72.3	99
OUTDOOR LIFE	896	593	1.0	66.2	93	329	1.5	36.7	134	257	1.1	28.7	104	686	1.2	76.6	105
PARADE MAGAZINE	24275	17640	30.7	72.7	102	6590	29.7	27.1	99	8015	35.8	33.0	119	17511	29.6	72.1	99

	TOTAL U.S. '000	JAR				SQUEEZE BOTTLE				SPICY/BROWN				YELLOW			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	57422	100.0	70.9	100	22192	100.0	27.4	100	22393	100.0	27.7	100	59085	100.0	73.0	100
PARENTS	3845	2603	4.5	67.7	95	1386	6.2	36.0	132	1053	4.7	27.4	99	2930	5.0	76.2	104
PENTHOUSE	831	597	1.0	71.8	101	*275	1.2	33.1	121	*227	1.0	27.3	99	573	1.0	69.0	95
PEOPLE	11645	8373	14.6	71.9	101	3518	15.9	30.2	110	3839	17.1	33.0	119	8700	14.7	74.7	102
PLAYBOY	2006	1507	2.6	75.1	106	546	2.5	27.2	99	691	3.1	34.4	125	1446	2.4	72.1	99
POPULAR HOT RODDING	297	*180	0.3	60.6	85	*124	0.6	41.8	152	**71	0.3	23.9	86	*245	0.4	82.5	113
POPULAR MECHANICS	1018	724	1.3	71.1	100	351	1.6	34.5	126	416	1.9	40.9	148	800	1.4	78.6	108
POPULAR SCIENCE	878	639	1.1	72.8	103	312	1.4	35.5	130	305	1.4	34.7	126	708	1.2	80.6	111
PREVENTION	3913	2971	5.2	75.9	107	889	4.0	22.7	83	1456	6.5	37.2	135	2721	4.6	69.5	95
PSYCHOLOGY TODAY	1710	1306	2.3	76.4	108	435	2.0	25.4	93	677	3.0	39.6	143	1305	2.2	76.3	105
READER'S DIGEST	22204	16497	28.7	74.3	105	5880	26.5	26.5	97	6778	30.3	30.5	110	16478	27.9	74.2	102
REDBOOK	7684	5495	9.6	71.5	101	2658	12.0	34.6	126	2407	10.7	31.3	113	6057	10.3	78.8	108
ROAD & TRACK	410	*270	0.5	65.9	93	*127	0.6	31.0	113	*167	0.7	40.7	147	*268	0.5	65.4	90
ROLLING STONE	969	770	1.3	79.5	112	279	1.3	28.8	105	414	1.8	42.7	155	724	1.2	74.7	102
RUNNER'S WORLD	298	239	0.4	80.2	113	*96	0.4	32.2	118	*139	0.6	46.6	169	*221	0.4	74.2	102
SATURDAY EVENING POST	1169	792	1.4	67.8	96	389	1.8	33.3	121	385	1.7	32.9	119	829	1.4	70.9	97
SCIENCE 84	587	511	0.9	87.1	123	*140	0.6	23.9	87	341	1.5	58.1	210	452	0.8	77.0	106
SCIENCE DIGEST	482	371	0.6	77.0	109	*133	0.6	27.6	101	*206	0.9	42.7	155	380	0.6	78.8	108
SCIENTIFIC AMERICAN	594	496	0.9	83.5	118	*121	0.5	20.4	74	340	1.5	57.2	207	407	0.7	68.5	94
SELF	2089	1375	2.4	65.8	93	677	3.1	32.4	118	622	2.8	29.8	108	1493	2.5	71.5	98
SEVENTEEN	2411	1597	2.8	66.2	93	751	3.4	31.1	114	791	3.5	32.8	119	1727	2.9	71.6	98
SKI	480	365	0.6	76.0	107	*179	0.8	37.3	136	*215	1.0	44.8	162	359	0.6	74.8	103
SMITHSONIAN	2760	2087	3.6	75.6	107	685	3.1	24.8	91	1234	5.5	44.7	162	1872	3.2	67.8	93
SOAP OPERA DIGEST	3013	2311	4.0	76.7	108	1006	4.5	33.4	122	899	4.0	29.8	108	2252	3.8	74.7	102
SOUTHERN LIVING	4184	3155	5.5	75.4	106	1024	4.6	24.5	89	1204	5.4	28.8	104	3284	5.6	78.5	108
SPORT	559	355	0.6	63.5	90	*210	0.9	37.6	137	*163	0.7	29.2	105	410	0.7	73.3	101
THE SPORTING NEWS	436	*275	0.5	63.1	89	**183	0.8	42.0	153	**152	0.7	34.9	126	*363	0.6	83.3	114
SPORTS AFIELD	493	348	0.6	70.6	100	*147	0.7	29.8	109	*127	0.6	25.8	93	410	0.7	83.2	114
SPORTS ILLUSTRATED	2758	2091	3.6	75.8	107	840	3.8	30.5	111	1049	4.7	38.0	138	2152	3.6	78.0	107
STAR	7456	5313	9.3	71.3	100	2178	9.8	29.2	107	2096	9.4	28.1	102	5486	9.3	73.6	101
SUNDAY	24936	17951	31.3	72.0	102	7060	31.8	28.3	103	8462	37.8	33.9	123	18100	30.6	72.6	99
SUNSET	2124	1774	3.1	83.5	118	*591	2.7	27.8	102	811	3.6	38.2	138	1640	2.8	77.2	106
TV GUIDE	21661	15680	27.3	72.4	102	6420	28.9	29.6	108	6375	28.5	29.4	106	16273	27.5	75.1	103
TENNIS	550	444	0.8	80.7	114	*117	0.5	21.3	78	*183	0.8	33.3	120	418	0.7	76.0	104
TIME	8880	6722	11.7	75.7	107	2356	10.6	26.5	97	3425	15.3	38.6	139	6445	10.9	72.6	99
TOWN & COUNTRY	917	729	1.3	79.5	112	249	1.1	27.2	99	357	1.6	38.9	141	713	1.2	77.8	107
TRAVEL & LEISURE	972	843	1.5	86.7	122	*191	0.9	19.7	72	400	1.8	41.2	149	721	1.2	74.2	102
TRUE STORY	3356	2457	4.3	73.2	103	994	4.5	29.6	108	733	3.3	21.8	79	2600	4.4	77.5	106
U.S. NEWS & WORLD REPORT	3410	2585	4.5	75.8	107	763	3.4	22.4	82	1282	5.7	37.6	136	2447	4.1	71.8	98
USA TODAY	1759	1381	2.4	78.5	111	374	1.7	21.3	78	741	3.3	42.1	152	1262	2.1	71.7	98
US	1873	1439	2.5	76.8	108	649	2.9	34.7	126	600	2.7	32.0	116	1375	2.3	73.4	101
VOGUE	3909	2796	4.9	71.5	101	948	4.3	24.3	89	1548	6.9	39.6	143	2738	4.6	70.0	96
WALL STREET JOURNAL	1886	1543	2.7	81.8	115	438	2.0	23.2	85	827	3.7	43.8	159	1456	2.5	77.2	106
WEIGHT WATCHERS	2120	1538	2.7	72.5	102	703	3.2	33.2	121	639	2.9	30.1	109	1668	2.8	78.7	108
WOMAN'S DAY	14172	10570	18.4	74.6	105	3974	17.9	28.0	102	4590	20.5	32.4	117	10794	18.3	76.2	104
WORKING MOTHER	1146	875	1.5	76.4	108	428	1.9	37.3	136	401	1.8	35.0	127	889	1.5	77.6	106
WORKING WOMAN	1322	1025	1.8	77.5	109	346	1.6	26.2	96	453	2.0	34.3	124	1026	1.7	77.6	106
WORLD TENNIS	*163	*133	0.2	81.6	115	*41	0.2	25.2	92	**22	0.1	13.5	49	*141	0.2	86.5	119
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1749	3.0	69.1	97	861	3.9	34.0	124	841	3.8	33.2	120	1938	3.3	76.5	105
BLAIR INSERTS	43657	31646	55.1	72.5	102	12095	54.5	27.7	101	14591	65.2	33.4	121	31662	53.6	72.5	99
DAILY NEWSPAPERS																	
READ ANY	51633	37789	65.8	73.2	103	13899	62.6	26.9	98	15904	71.0	30.8	111	38105	64.5	73.8	101
READ ONE	43463	31401	54.7	72.2	102	12062	54.4	27.8	101	12738	56.9	29.3	106	32296	54.7	74.3	102
READ TWO OR MORE	8170	6388	11.1	78.2	110	1837	8.3	22.5	82	3166	14.1	38.8	140	5808	9.8	71.1	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	38547	67.1	73.2	103	14514	65.4	27.6	101	16756	74.8	31.8	115	38783	65.6	73.6	101
READ ONE	46126	33441	58.2	72.5	102	13017	58.7	28.2	103	13999	62.5	30.3	110	34162	57.8	74.1	102
READ TWO OR MORE	6552	5107	8.9	77.9	110	1498	6.8	22.9	83	2757	12.3	42.1	152	4622	7.8	70.5	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.49				30.69				29.31				28.44			
30 DAY REACH	71455	50546	88.0	70.7	100	19799	89.2	27.7	101	19788	88.4	27.7	100	52049	88.1	72.8	100
50 SHWG - 30 DAY AV FREQ	14.56	14.50				16.13				15.40				15.02			
30 DAY REACH	67742	48049	83.7	70.9	100	18873	85.0	27.9	102	18894	84.4	27.9	101	49419	83.6	73.0	100
25 SHWG - 30 DAY AV FREQ	7.94	7.91				8.69				8.30				8.17			
30 DAY REACH	62117	43980	76.6	70.8	100	17532	79.0	28.2	103	17548	78.4	28.2	102	45384	76.8	73.1	100
CABLE TV: HOME WIRED	32077	24055	41.9	75.0	106	8910	40.1	27.8	101	9887	44.2	30.8	111	24415	41.3	76.1	104
HOME NOT WIRED	48909	33367	58.1	68.2	96	13282	59.9	27.2	99	12506	55.8	25.6	92	34670	58.7	70.9	97
HAVE PAY CABLE	15935	12078	21.0	75.8	107	4905	22.1	30.8	112	5259	23.5	33.0	119	12752	21.6	80.0	110

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	57422	100.0	70.9	100	22192	100.0	27.4	100	22393	100.0	27.7	100	59085	100.0	73.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	31926	55.6	72.7	103	12272	55.3	27.9	102	13292	59.4	30.3	109	32686	55.3	74.4	102
10:00 AM - 3:00 PM	30659	21983	38.3	71.7	101	9145	41.2	29.8	109	8851	39.5	28.9	104	22861	38.7	74.6	102
3:00 PM - 7:00 PM	31045	21995	38.3	70.8	100	9459	42.6	30.5	111	8806	39.3	28.4	103	23438	39.7	75.5	103
7:00 PM - MIDNIGHT	15767	11079	19.3	70.3	99	4715	21.2	29.9	109	4254	19.0	27.0	98	11856	20.1	75.2	103
MIDNIGHT - 6:00 AM	9120	6764	11.8	74.2	105	2343	10.6	25.7	94	2706	12.1	29.7	107	6831	11.6	74.9	103
6:00 AM - MIDNIGHT	58527	42036	73.2	71.8	101	16883	76.1	28.8	105	17011	76.0	29.1	105	43612	73.8	74.5	102
ENTIRE DAY	59311	42608	74.2	71.8	101	17060	76.9	28.8	105	17231	76.9	29.1	105	44175	74.8	74.5	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	11530	20.1	71.3	101	5131	23.1	31.7	116	5025	22.4	31.1	112	12275	20.8	75.9	104
ALL NEWS	2256	1631	2.8	72.3	102	433	2.0	19.2	70	968	4.3	42.9	155	1312	2.2	58.2	80
AOR/PROGRESSIVE	3874	2968	5.2	76.6	108	1236	5.6	31.9	116	1548	6.9	40.0	145	2869	4.9	74.1	102
BEAUTIFUL MUSIC	5660	4077	7.1	72.0	102	1678	7.6	29.6	108	1761	7.9	31.1	113	4199	7.1	74.2	102
BLACK	2204	1444	2.5	65.5	92	651	2.9	29.5	108	386	1.7	17.5	63	1600	2.7	72.6	100
CLASSICAL	1418	1005	1.8	70.9	100	373	1.7	26.3	96	508	2.3	35.8	130	999	1.7	70.5	97
CHR/ROCK	9538	6774	11.8	71.0	100	2926	13.2	30.7	112	2954	13.2	31.0	112	7145	12.1	74.9	103
COUNTRY	12648	9238	16.1	73.0	103	3712	16.7	29.3	107	2799	12.5	22.1	80	10116	17.1	80.0	110
GOLDEN OLDIES	1191	837	1.5	70.3	99	471	2.1	39.5	144	379	1.7	31.8	115	892	1.5	74.9	103
MOR/NOSTALGIA	4757	3451	6.0	72.5	102	1388	6.3	29.2	106	1389	6.2	29.2	106	3614	6.1	76.0	104
NEWS/TALK	3863	2724	4.7	70.5	99	803	3.6	20.8	76	1380	6.2	35.7	129	2562	4.3	66.3	91
RELIGIOUS	3084	2130	3.7	69.1	97	715	3.2	23.2	85	639	2.9	20.7	75	2313	3.9	75.0	103
SOFT ROCK	521	329	0.6	63.1	89	*212	1.0	40.7	148	*161	0.7	30.9	112	374	0.6	71.8	98
URBAN CONTEMPORARY	1585	1116	1.9	70.4	99	511	2.3	32.2	118	432	1.9	27.3	99	1110	1.9	70.0	96
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2319	4.0	71.1	100	963	4.3	29.5	108	1024	4.6	31.4	114	2443	4.1	74.9	103
ABC DIRECTION	2316	1763	3.1	76.1	107	614	2.8	26.5	97	696	3.1	30.1	109	1702	2.9	73.5	101
ABC ENTERTAINMENT	4834	3480	6.1	72.0	102	1495	6.7	30.9	113	1370	6.1	28.3	102	3682	6.2	76.2	104
ABC FM	2202	1435	2.5	65.2	92	773	3.5	35.1	128	557	2.5	25.3	91	1608	2.7	73.0	100
ABC INFORMATION	5425	4104	7.1	75.6	107	1388	6.3	25.6	93	1607	7.2	29.6	107	4156	7.0	76.6	105
ABC ROCK	1677	1249	2.2	74.5	105	628	2.8	37.4	137	779	3.5	46.5	168	1212	2.1	72.3	99
CBS	4430	3239	5.6	73.1	103	1003	4.5	22.6	83	1371	6.1	30.9	112	3078	5.2	69.5	95
MUTUAL	4992	3445	6.0	69.0	97	1645	7.4	33.0	120	1678	7.5	33.6	122	3605	6.1	72.2	99
NBC	4679	3418	6.0	73.0	103	1306	5.9	27.9	102	1565	7.0	33.4	121	3462	5.9	74.0	101
RADIO RADIO	1994	1434	2.5	71.9	101	573	2.6	28.7	105	596	2.7	29.9	108	1499	2.5	75.2	103
RKO ONE	2298	1625	2.8	70.7	100	687	3.1	29.9	109	585	2.6	25.5	92	1729	2.9	75.2	103
RKO TWO	3311	2321	4.0	70.1	99	921	4.2	27.8	102	932	4.2	28.1	102	2440	4.1	73.7	101
THE SOURCE	2114	1589	2.8	75.2	106	597	2.7	28.2	103	697	3.1	33.0	119	1566	2.7	74.1	102
NON-WIRED: BLAIR	8654	6601	11.5	76.3	108	2391	10.8	27.6	101	2428	10.8	28.1	101	6709	11.4	77.5	106
INTERNET	12025	8619	15.0	71.7	101	3797	17.1	31.6	115	3755	16.8	31.2	113	9011	15.3	74.9	103
KATZ RADIO GROUP	15359	11166	19.4	72.7	103	4492	20.2	29.2	107	5140	23.0	33.5	121	11281	19.1	73.4	101
SUPERNET	10628	7560	13.2	71.1	100	3011	13.6	28.3	103	2768	12.4	26.0	94	7921	13.4	74.5	102
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	6034	10.5	69.7	98	2249	10.1	26.0	95	2147	9.6	24.8	90	6063	10.3	70.0	96
MKDAY 9:00 AM - 1:00 PM	12163	8372	14.6	68.8	97	3348	15.1	27.5	100	2778	12.4	22.8	83	8820	14.9	72.5	99
MKDAY 1:00 PM - 4:30 PM	16150	11254	19.6	69.7	98	4394	19.8	27.2	99	3817	17.0	23.6	85	11800	20.0	73.1	100
MKDAY 4:30 PM - 7:30 PM	22463	15899	27.7	70.8	100	5777	26.0	25.7	94	5978	26.7	26.6	96	16035	27.1	71.4	98
MKDAY 7:30 PM - 8:00 PM	31795	22695	39.5	71.4	101	8250	37.2	25.9	95	8603	38.4	27.1	98	22813	38.6	71.8	98
MKDAY 11:00 PM - 11:30 PM	23977	17105	29.8	71.3	101	6833	30.8	28.5	104	6583	29.4	27.5	99	17824	30.2	74.3	102
MKDAY 11:30 PM - 1:00 AM	7703	5488	9.6	71.2	100	2348	10.6	30.5	111	2018	9.0	26.2	95	5806	9.8	75.4	103
M-SAT 8-11 PM-SUN 7-11 PM	33800	24179	42.1	71.5	101	9365	42.2	27.7	101	9666	43.2	28.6	103	24729	41.9	73.2	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4525	7.9	69.2	98	2001	9.0	30.6	112	1734	7.7	26.5	96	4856	8.2	74.3	102
ANOTHER WORLD	N 4620	3381	5.9	73.2	103	1169	5.3	25.3	92	1138	5.1	24.6	89	3542	6.0	76.7	105
AS THE WORLD TURNS	C 5614	3916	6.8	69.8	98	1395	6.3	24.8	91	961	4.3	17.1	62	4107	7.0	73.2	100
CAPITOL	C 3396	2270	4.0	66.8	94	910	4.1	26.8	98	588	2.6	17.3	63	2424	4.1	71.4	98
CBS MORN. NEWS 1	C 1446	916	1.6	63.3	89	302	1.4	20.9	76	296	1.3	20.5	74	896	1.5	62.0	85
CBS MORN. NEWS 2	C 1207	792	1.4	65.6	93	254	1.1	21.0	77	245	1.1	20.3	73	763	1.3	63.2	87
DAYS OF OUR LIVES	N 5877	4264	7.4	72.6	102	1571	7.1	26.7	98	1586	7.1	27.0	98	4423	7.5	75.3	103
FACTS OF LIFE - DAYTIME	N 2290	1488	2.6	65.0	92	622	2.8	27.2	99	390	1.7	17.0	62	1648	2.8	72.0	99
FAMILY FEUD	A 3023	1998	3.5	66.1	93	730	3.3	24.1	88	620	2.8	20.5	74	2063	3.5	68.2	94
GENERAL HOSPITAL	A 6097	4051	7.1	66.4	94	1924	8.7	31.6	115	1636	7.3	26.8	97	4417	7.5	72.4	99
GOOD MORNING, AMERICA-730A	A 3515	2579	4.5	73.4	103	899	4.1	25.6	93	877	3.9	25.0	90	2601	4.4	74.0	101
GOOD MORNING, AMERICA-830A	A 2818	2067	3.6	73.3	103	806	3.6	28.6	104	770	3.4	27.3	99	2108	3.6	74.8	103
GUIDING LIGHT	C 5339	3733	6.5	69.9	99	1264	5.7	23.7	86	1052	4.7	19.7	71	3790	6.4	71.0	97
ONE LIFE TO LIVE	A 4478	2898	5.0	64.7	91	1381	6.2	30.8	113	1028	4.6	23.0	83	3262	5.5		

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	TOTAL U.S. '000	FRENCH'S				GREY POUPON				GULDEN'S				HEINZ			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	43433	100.0	53.6	100	12080	100.0	14.9	100	12496	100.0	15.4	100	8203	100.0	10.1	100
18 - 24	9282	4357	10.0	46.9	88	894	7.4	9.6	65	1035	8.3	11.2	72	1251	15.3	13.5	133
25 - 34	19072	10763	24.8	56.4	105	2910	24.1	15.3	102	3049	24.4	16.0	104	1749	21.3	9.2	91
35 - 44	14591	8253	19.0	56.6	105	2098	17.4	14.4	96	2450	19.6	16.8	109	1533	18.7	10.5	104
45 - 54	11345	6354	14.6	56.0	104	2001	16.6	17.6	118	1905	15.2	16.8	109	1026	12.5	9.0	89
55 - 64	11635	6430	14.8	55.3	103	2210	18.3	19.0	127	1991	15.9	17.1	111	1125	13.7	9.7	95
65 OR OLDER	15061	7276	16.8	48.3	90	1968	16.3	13.1	88	2066	16.5	13.7	89	1519	18.5	10.1	100
18 - 34	28354	15120	34.8	53.3	99	3804	31.5	13.4	90	4084	32.7	14.4	93	3000	36.6	10.6	104
18 - 49	48339	26351	60.7	54.5	102	6807	56.3	14.1	94	7387	59.1	15.3	99	5052	61.6	10.5	103
25 - 54	45008	25370	58.4	56.4	105	7008	58.0	15.6	104	7404	59.3	16.5	107	4308	52.5	9.6	94
35 - 49	19985	11231	25.9	56.2	105	3003	24.9	15.0	101	3302	26.4	16.5	107	2052	25.0	10.3	101
50 OR OLDER	32647	17082	39.3	52.3	98	5274	43.7	16.2	108	5109	40.9	15.6	101	3151	38.4	9.7	95
GRADUATED COLLEGE	11155	5813	13.4	52.1	97	3053	25.3	27.4	183	2287	18.3	20.5	133	902	11.0	8.1	80
ATTENDED COLLEGE	13682	7990	18.4	58.4	109	3045	25.2	22.3	149	2254	18.0	16.5	107	1271	15.5	9.3	92
GRADUATED HIGH SCHOOL	33880	18526	42.7	54.7	102	4303	35.6	12.7	85	5657	45.3	16.7	108	3733	45.5	11.0	109
DID NOT GRADUATE HIGH SCHOOL	22270	11104	25.6	49.9	93	1679	13.9	7.5	51	2298	18.4	10.3	67	2297	28.0	10.3	102
EMPLOYED	40306	22356	51.5	55.5	103	7253	60.0	18.0	121	6708	53.7	16.6	108	4017	49.0	10.0	98
EMPLOYED FULL-TIME	32850	18121	41.7	55.2	103	5993	49.6	18.2	122	5420	43.4	16.5	107	3313	40.4	10.1	100
EMPLOYED PART-TIME	7456	4236	9.8	56.8	106	1260	10.4	16.9	113	1288	10.3	17.3	112	704	8.6	9.4	93
NOT EMPLOYED	40680	21076	48.5	51.8	97	4827	40.0	11.9	80	5787	46.3	14.2	92	4186	51.0	10.3	102
PROFESSIONAL/MANAGER	10392	5605	12.9	53.9	101	2995	24.8	28.8	193	2091	16.7	20.1	130	676	8.2	6.5	64
TECH/CLERICAL/SALES	17574	10198	23.5	58.0	108	3144	26.0	17.9	120	3028	24.2	17.2	112	1752	21.4	10.0	98
PRECISION/CRAFT	985	536	1.2	54.4	101	**133	1.1	13.5	91	**168	1.3	17.1	111	**123	1.5	12.5	123
OTHER EMPLOYED	11354	6018	13.9	53.0	99	981	8.1	8.6	58	1421	11.4	12.5	81	1466	17.9	12.9	127
SINGLE	9863	4806	11.1	48.7	91	1588	13.1	16.1	108	1546	12.4	15.7	102	1092	13.3	11.1	109
MARRIED	51375	28425	65.4	55.3	103	7932	65.7	15.4	104	8315	66.5	16.2	105	5264	64.2	10.2	101
DIVORCED/SEPARATED/WIDOWED	19748	10202	23.5	51.7	96	2560	21.2	13.0	87	2635	21.1	13.3	86	1847	22.5	9.4	92
PARENTS	32590	18385	42.3	56.4	105	3972	32.9	12.2	82	4805	38.5	14.7	96	3436	41.9	10.5	104
WHITE	70416	38450	88.5	54.6	102	11335	93.8	16.1	108	11596	92.8	16.5	107	6907	84.2	9.8	97
BLACK	8778	4188	9.6	47.7	89	439	3.6	5.0	34	697	5.6	7.9	51	1144	13.9	13.0	129
OTHER	1791	*795	1.8	44.4	83	**306	2.5	17.1	115	**203	1.6	11.3	73	**152	1.9	8.5	84
NORTHEAST-CENSUS	17786	8622	19.9	48.5	90	3449	28.6	19.4	130	6425	51.4	36.1	234	2001	24.4	11.3	111
NORTH CENTRAL	20741	11287	26.0	54.4	101	2722	22.5	13.1	88	1541	12.3	7.4	48	2169	26.4	10.5	103
SOUTH	27775	15360	35.4	55.3	103	2858	23.7	10.3	69	2297	18.4	8.3	54	2710	33.0	9.8	96
WEST	14683	8163	18.8	55.6	104	3051	25.3	20.8	139	2233	17.9	15.2	99	1323	16.1	9.0	89
NORTHEAST-MKTG.	17961	8482	19.5	47.2	88	3291	27.2	18.3	123	6370	51.0	35.5	230	1686	20.6	9.4	93
EAST CENTRAL	11885	6480	14.9	54.5	102	1670	13.8	14.1	94	1531	12.3	12.9	83	1552	18.9	13.1	129
WEST CENTRAL	14090	7433	17.1	52.8	98	1937	16.0	13.7	92	878	7.0	6.2	40	1579	19.2	11.2	111
SOUTH	24081	13928	32.1	57.8	108	2445	20.2	10.2	68	1705	13.6	7.1	46	2258	27.5	9.4	93
PACIFIC	12969	7110	16.4	54.8	102	2738	22.7	21.1	142	2012	16.1	15.5	101	1129	13.8	8.7	86
COUNTY SIZE A	32439	15829	36.4	48.8	91	6059	50.2	18.7	125	6904	55.2	21.3	138	2953	36.0	9.1	90
COUNTY SIZE B	24915	14187	32.7	56.9	106	3599	29.8	14.4	97	3325	26.6	13.3	86	2820	34.4	11.3	112
COUNTY SIZE C	12930	7641	17.6	59.1	110	1766	14.6	13.7	92	1705	13.6	13.2	85	1352	16.5	10.5	103
COUNTY SIZE D	10703	5777	13.3	54.0	101	657	5.4	6.1	41	563	4.5	5.3	34	1077	13.1	10.1	99
METRO CENTRAL CITY	24518	12608	29.0	51.4	96	3776	31.3	15.4	103	3654	29.2	14.9	97	2614	31.9	10.7	105
METRO SUBURBAN	35919	19691	45.3	54.8	102	6224	51.5	17.3	116	6862	54.9	19.1	124	3439	41.9	9.6	95
NON METRO	20549	11134	25.6	54.2	101	2081	17.2	10.1	68	1980	15.8	9.6	62	2150	26.2	10.5	103
TOP 5 ADI'S	18341	8874	20.4	48.4	90	3664	30.3	20.0	134	5094	40.8	27.8	180	1512	18.4	8.2	81
TOP 10 ADI'S	25378	12314	28.4	48.5	90	4793	39.7	18.9	127	6044	48.4	23.8	154	2008	24.5	7.9	78
TOP 20 ADI'S	36488	18342	42.2	50.3	94	6570	54.4	18.0	121	7780	62.3	21.3	138	3425	41.8	9.4	93
HSHLD INC. \$50,000 OR MORE	6612	3496	8.0	52.9	99	2003	16.6	30.3	203	1663	13.3	25.2	163	*590	7.2	8.9	88
\$40,000 OR MORE	12659	6990	16.1	55.2	103	3500	29.0	27.6	185	3031	24.3	23.9	155	1093	13.3	8.6	85
\$30,000 OR MORE	24698	13637	31.4	55.2	103	5753	47.6	23.3	156	4943	39.6	20.0	130	2401	29.3	9.7	96
\$25,000 OR MORE	32077	17569	40.5	54.8	102	7015	58.1	21.9	147	6282	50.3	19.6	127	3168	38.6	9.9	98
\$20,000 - \$24,999	9144	5517	12.7	60.3	113	1501	12.4	16.4	110	1531	12.3	16.7	109	861	10.5	9.4	93
\$15,000 - \$19,999	8728	4638	10.7	53.1	99	981	8.1	11.2	75	1591	12.7	18.2	118	706	8.6	8.1	80
\$10,000 - \$14,999	12562	7032	16.2	56.0	104	1231	10.2	9.8	66	1515	12.1	12.1	78	1526	18.6	12.1	120
UNDER \$10,000	18475	8676	20.0	47.0	88	1352	11.2	7.3	49	1576	12.6	8.5	55	1942	23.7	10.5	104
HOUSEHOLD OF 1 PERSON	11987	5634	13.0	47.0	88	1808	15.0	15.1	101	1674	13.4	14.0	91	1055	12.9	8.8	87
2 PEOPLE	26577	13568	31.2	51.1	95	4802	39.8	18.1	121	4347	34.8	16.4	106	2674	32.6	10.1	99
3 OR 4 PEOPLE	30617	17204	39.6	56.2	105	4271	35.4	13.9	94	4592	36.7	15.0	97	3252	39.6	10.6	105
5 OR MORE PEOPLE	11804	7027	16.2	59.5	111	1199	9.9	10.2	68	1883	15.1	16.0	103	1223	14.9	10.4	102
NO CHILD IN HSHLD	46165	23622	54.4	51.2	95	7825	64.8	17.0	114	7406	59.3	16.0	104	4537	55.3	9.8	97
CHILD(REN) UNDER 2 YRS	5325	2928	6.7	55.0	103	*425	3.5	8.0	54	571	4.6	10.7	69	*560	6.8	10.5	104
2 - 5 YEARS	14221	7794	17.9	54.8	102	1386	11.5	9.7	65	1775	14.2	12.5	81	1469	17.9	10.3	102
6 - 11 YEARS	15117	8707	20.0	57.6	107	1621	13.4	10.7	72	2133	17.1	14.1	91	1641	20.0	10.9	107
12 - 17 YEARS	16611	9625	22.2	57.9	108	2259	18.7	13.6	91	2799	22.4	16.9	109	1767	21.5	10.6	105
RESIDENCE OWNED	55884	31357	72.2	56.1	105	9393	77.8	16.8	113	8704	69.7	15.6	101	5676	69.2	10.2	100
VALUE: \$50,000 OR MORE	31744	17712	40.8	55.8	104	6830	56.5	21.5	144	6152	49.2	19.4	126	2982	36.4	9.4	93
VALUE: UNDER \$50,000	24140	13645	31.4	56.5	105	2563	21.2	10.6	71	2551	20.4	10.6	68	2694	32.8	11.2	110

		TOTAL U.S. '000	FRENCH'S				GREY POUPOON				GULDEN'S				HEINZ			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS		80986	43433	100.0	53.6	100	12080	100.0	14.9	100	12496	100.0	15.4	100	8203	100.0	10.1	100
MAGAZINES	QUINTILE 1	15799	8712	20.1	55.1	103	3581	29.6	22.7	152	3057	24.5	19.3	125	1795	21.9	11.4	112
	QUINTILE 2	17259	9708	22.4	56.2	105	3215	26.6	18.6	125	3050	24.4	17.7	115	1711	20.9	9.9	98
	QUINTILE 3	13545	7617	17.5	56.2	105	1969	16.3	14.5	97	2149	17.2	15.9	103	1125	13.7	8.3	82
	QUINTILE 4	15133	8277	19.1	54.7	102	1741	14.4	11.5	77	1979	15.8	13.1	85	1378	16.8	9.1	90
	QUINTILE 5	19250	9118	21.0	47.4	88	1574	13.0	8.2	55	2261	18.1	11.7	76	2194	26.7	11.4	113
NEWSPAPERS	QUINTILE 1	12413	6654	15.3	53.6	100	2594	21.5	20.9	140	2760	22.1	22.2	144	1327	16.2	10.7	106
	QUINTILE 2	24116	14048	32.3	58.3	109	4265	35.3	17.7	119	4054	32.4	16.8	109	2215	27.0	9.2	91
	QUINTILE 3	11261	6293	14.5	55.9	104	1709	14.1	15.2	102	1870	15.0	16.6	108	1118	13.6	9.9	98
	QUINTILE 4	20255	10305	23.7	50.9	95	2449	20.3	12.1	81	2553	20.4	12.6	82	2139	26.1	10.6	104
	QUINTILE 5	12940	6133	14.1	47.4	88	1064	8.8	8.2	55	1258	10.1	9.7	63	1404	17.1	10.9	107
OUTDOOR	QUINTILE 1	14852	8276	19.1	55.7	104	2491	20.6	16.8	112	2482	19.9	16.7	108	1525	18.6	10.3	101
	QUINTILE 2	15725	8167	18.8	51.9	97	2387	19.8	15.2	102	2461	19.7	15.7	101	1708	20.8	10.9	107
	QUINTILE 3	16330	8618	19.8	52.8	98	2572	21.3	15.8	106	2774	22.2	17.0	110	1673	20.4	10.2	101
	QUINTILE 4	16744	8859	20.4	52.9	99	2435	20.2	14.5	97	2542	20.3	15.2	98	1634	19.9	9.8	96
	QUINTILE 5	17334	9513	21.9	54.9	102	2195	18.2	12.7	85	2236	17.9	12.9	84	1663	20.3	9.6	95
RADIO-DRIVE TIME	QUINTILE 1	15911	9054	20.8	56.9	106	2658	22.0	16.7	112	2330	18.6	14.6	95	1689	20.6	10.6	105
	QUINTILE 2	14837	8120	18.7	54.7	102	1988	16.5	13.4	90	2330	18.6	15.7	102	1392	17.0	9.4	93
	QUINTILE 3	15339	7806	18.0	50.9	95	2407	19.9	15.7	105	2615	20.9	17.0	110	1477	18.0	9.6	95
	QUINTILE 4	16723	9215	21.2	55.1	103	2507	20.8	15.0	101	2600	20.8	15.5	101	1653	20.2	9.9	98
	QUINTILE 5	18176	9238	21.3	50.8	95	2520	20.9	13.9	93	2621	21.0	14.4	93	1992	24.3	11.0	108
RADIO-MID- DAY	TERCILE 1	21020	11553	26.6	55.0	102	2909	24.1	13.8	93	3227	25.8	15.4	99	1920	23.4	9.1	90
	TERCILE 2	21610	11759	27.1	54.4	101	3182	26.3	14.7	99	3582	28.7	16.6	107	2090	25.5	9.7	95
	TERCILE 3	38355	20121	46.3	52.5	98	5989	49.6	15.6	105	5686	45.5	14.8	96	4193	51.1	10.9	108
RADIO-TOTAL	QUINTILE 1	15988	8829	20.3	55.2	103	2452	20.3	15.3	103	2238	17.9	14.0	91	1614	19.7	10.1	100
	QUINTILE 2	15626	8349	19.2	53.4	100	2354	19.5	15.1	101	2717	21.7	17.4	113	1566	19.1	10.0	99
	QUINTILE 3	16723	8995	20.7	53.8	100	2662	22.0	15.9	107	2798	22.4	16.7	108	1623	19.8	9.7	96
	QUINTILE 4	16342	9024	20.8	55.2	103	2492	20.6	15.2	102	2491	19.9	15.2	99	1698	20.7	10.4	103
	QUINTILE 5	16306	8235	19.0	50.5	94	2121	17.6	13.0	87	2251	18.0	13.8	89	1701	20.7	10.4	103
TV-PRIME TIME	QUINTILE 1	15953	8591	19.8	53.9	100	2181	18.1	13.7	92	2591	20.7	16.2	105	1933	23.6	12.1	120
	QUINTILE 2	16137	8926	20.6	55.3	103	2529	20.9	15.7	105	2751	22.0	17.0	110	1455	17.7	9.0	89
	QUINTILE 3	16420	9090	20.9	55.4	103	2754	22.8	16.8	112	2794	22.4	17.0	110	1755	21.4	10.7	106
	QUINTILE 4	16687	8888	20.5	53.3	99	2373	19.6	14.2	95	2572	20.6	15.4	100	1398	17.0	8.4	83
	QUINTILE 5	15789	7937	18.3	50.3	94	2243	18.6	14.2	95	1788	14.3	11.3	73	1662	20.3	10.5	104
TV-DAYTIME	TERCILE 1	27736	14765	34.0	53.2	99	3460	28.6	12.5	84	3833	30.7	13.8	90	3100	37.8	11.2	110
	TERCILE 2	26489	14281	32.9	53.9	101	3700	30.6	14.0	94	4566	36.5	17.2	112	2498	30.5	9.4	93
	TERCILE 3	26761	14386	33.1	53.8	100	4920	40.7	18.4	123	4097	32.8	15.3	99	2605	31.8	9.7	96
TV-TOTAL	QUINTILE 1	16345	8644	19.9	52.9	99	1980	16.4	12.1	81	2470	19.8	15.1	98	1983	24.2	12.1	120
	QUINTILE 2	16447	8875	20.4	54.0	101	2454	20.3	14.9	100	2570	20.6	15.6	101	1674	20.4	10.2	100
	QUINTILE 3	15980	8664	19.9	54.2	101	2324	19.2	14.5	97	2479	19.8	15.5	101	1493	18.2	9.3	92
	QUINTILE 4	15887	8715	20.1	54.9	102	2757	22.8	17.4	116	2736	21.9	17.2	112	1458	17.8	9.2	91
	QUINTILE 5	16326	8536	19.7	52.3	97	2567	21.3	15.7	105	2240	17.9	13.7	89	1596	19.5	9.8	97
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	11990	27.6	57.9	108	4619	38.2	22.3	149	4295	34.4	20.7	134	2079	25.3	10.0	99
	NEWSPAPER IMPERATIVE	19186	10352	23.8	54.0	101	2952	24.4	15.4	103	2822	22.6	14.7	95	2068	25.2	10.8	106
	NEWSPAPER IMPERATIVE	21899	12079	27.8	55.2	103	3019	25.0	13.8	92	3518	28.2	16.1	104	2019	24.6	9.2	91
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	8754	20.2	56.7	106	3440	28.5	22.3	149	2950	23.6	19.1	124	1457	17.8	9.4	93
	OUTDOOR IMPERATIVE	25953	14386	33.1	55.4	103	4563	37.8	17.6	118	4312	34.5	16.6	108	2738	33.4	10.5	104
	OUTDOOR IMPERATIVE	24400	12447	28.7	51.0	95	2567	21.3	10.5	71	3385	27.1	13.9	90	2639	32.2	10.8	107
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	9747	22.4	54.0	101	3414	28.3	18.9	127	3233	25.9	17.9	116	1716	20.9	9.5	94
	RADIO IMPERATIVE	23571	13427	30.9	57.0	106	4588	38.0	19.5	130	4277	34.2	18.1	118	2503	30.5	10.6	105
	RADIO IMPERATIVE	23278	12616	29.0	54.2	101	2620	21.7	11.3	75	3108	24.9	13.4	87	2308	28.1	9.9	98
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	8535	19.7	55.2	103	2679	22.2	17.3	116	2903	23.2	18.8	122	1769	21.6	11.4	113
	TELEVISION IMPERATIVE	25829	14572	33.6	56.4	105	5308	43.9	20.6	138	4568	36.6	17.7	115	2346	28.6	9.1	90
	TELEVISION IMPERATIVE	26039	13545	31.2	52.0	97	2591	21.4	10.0	67	3206	25.7	12.3	80	2603	31.7	10.0	99
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	9360	21.6	56.4	105	3341	27.7	20.1	135	3045	24.4	18.3	119	1501	18.3	9.0	89
	NEWSPAPER IMPERATIVE	26834	15265	35.1	56.9	106	4600	38.1	17.1	115	4814	38.5	17.9	116	2678	32.6	10.0	99
	OUTDOOR IMPERATIVE	23346	11815	27.2	50.6	94	2800	23.2	12.0	80	3193	25.6	13.7	89	2732	33.3	11.7	116
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	9533	21.9	55.6	104	3307	27.4	19.3	129	3151	25.2	18.4	119	1754	21.4	10.2	101
	NEWSPAPER IMPERATIVE	25892	14752	34.0	57.0	106	4603	38.1	17.8	119	4746	38.0	18.3	119	2456	29.9	9.5	94
	RADIO IMPERATIVE	23167	12159	28.0	52.5	98	2720	22.5	11.7	79	3092	24.7	13.3	86	2341	28.5	10.1	100
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	9442	21.7	55.0	103	2930	24.3	17.1	114	3154	25.2	18.4	119	1950	23.8	11.4	112
	NEWSPAPER IMPERATIVE	26214	14877	34.3	56.8	106	5019	41.5	19.1	128	4752	38.0	18.1	117	2185	26.6	8.3	82
	TELEVISION IMPERATIVE	23412	11808	27.2	50.4	94	2310	19.1	9.9	66	2791	22.3	11.9	77	2540	31.0	10.8	107
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	8374	19.3	54.7	102	2447	20.3	16.0	107	2496	20.0	16.3	106	1622	19.8	10.6	105
	OUTDOOR IMPERATIVE	24901																

	TOTAL U.S. '000	FRENCH'S				GREY POUPON				GULDEN'S				HEINZ			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	43433	100.0	53.6	100	12080	100.0	14.9	100	12496	100.0	15.4	100	8203	100.0	10.1	100
ATLANTIC MONTHLY	415	*247	0.6	59.5	111	*162	1.3	39.0	262	**67	0.5	16.1	105	**15	0.2	3.6	36
BARRON'S	453	*252	0.6	55.6	104	*199	1.6	43.9	295	**152	1.2	33.6	217	**41	0.5	9.1	89
BETTER HOMES & GARDENS	16256	9146	21.1	56.3	105	3264	27.0	20.1	135	2284	22.7	17.4	113	1803	22.0	11.1	110
BON APPETIT	2535	1421	3.3	56.1	105	884	7.2	34.3	230	527	4.2	20.8	135	*187	2.3	7.4	73
BUSINESS WEEK	1278	695	1.6	54.4	101	378	3.1	29.6	198	289	2.3	22.6	147	*144	1.8	11.3	111
CAR AND DRIVER	378	*203	0.5	53.7	100	**75	0.6	19.8	133	**58	0.5	15.3	99	**69	0.8	18.3	180
CBS MAGAZINE NETWORK (GROSS)	1498	822	1.6	45.5	85	402	3.3	26.8	180	*284	2.3	19.0	123	*137	1.7	9.1	90
CHANGING TIMES	1505	826	1.9	54.9	102	383	3.2	25.4	171	293	2.3	19.5	126	*137	1.7	9.1	90
COLONIAL HOMES	1231	662	1.5	53.8	100	295	2.4	24.0	161	272	2.2	22.1	143	*97	1.2	7.9	78
CONDE NAST MAG. PKG. (GROSS)	14146	7589	17.5	53.6	100	3154	26.1	22.3	149	2649	21.2	18.7	121	1531	18.7	10.8	107
CONSUMERS DIGEST	1323	739	1.7	55.9	104	313	2.6	23.7	159	355	2.8	26.8	174	**123	1.5	9.3	92
COSMOPOLITAN	7102	3919	9.0	55.2	103	1417	11.7	20.0	134	1445	11.6	20.3	132	838	10.2	11.8	116
COUNTRY LIVING	2481	1278	2.9	51.5	96	609	5.0	24.5	165	382	3.1	15.4	100	*245	3.0	9.9	97
CUISINE	1472	781	1.8	53.1	99	488	4.0	33.2	222	346	2.8	23.5	152	**184	2.2	12.5	123
CYCLE WORLD	425	*170	0.4	40.0	75	**137	1.1	32.2	216	**104	0.8	24.5	159	**27	0.3	6.4	63
DCI:CREATIVE IDEAS FOR LIV	2510	1348	3.1	53.7	100	575	4.8	22.9	154	474	3.8	18.9	122	*261	3.2	10.4	103
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3847	8.9	57.5	107	1476	12.2	22.0	148	1009	8.1	15.1	98	563	6.9	8.4	83
DISCOVER	894	427	1.0	47.8	89	225	1.9	25.2	169	*217	1.7	24.3	157	**69	0.8	7.7	76
EBONY	3507	1754	4.0	50.0	93	176	1.5	5.0	34	380	3.0	10.8	70	516	6.3	14.7	145
ESQUIRE	1083	584	1.2	46.6	87	*155	1.3	14.3	96	*230	1.8	21.2	138	*128	1.6	11.8	117
ESSENCE	1830	962	2.2	52.6	98	**78	0.6	4.3	29	198	1.6	10.8	70	233	2.8	12.7	126
FAMILY CIRCLE	15930	8972	20.7	56.3	105	2943	24.4	18.5	124	2921	23.4	18.3	119	1610	19.6	10.1	100
THE FAMILY HANDYMAN	1126	588	1.6	61.1	114	*183	1.5	16.3	109	*227	1.8	20.2	131	*135	1.6	12.0	118
FAMILY WEEKLY	11468	6912	15.9	60.3	112	1619	13.4	14.1	95	1498	12.0	13.1	85	1283	15.6	11.2	110
FIELD & STREAM	2234	1417	3.3	63.4	118	293	2.4	13.1	88	351	2.8	15.7	102	*183	2.2	8.2	81
FOOD & WINE	579	327	0.8	56.5	105	*101	0.8	17.4	117	*162	1.3	28.0	181	**34	0.4	5.9	58
FORBES	728	351	0.8	48.2	90	299	2.5	41.1	275	*244	2.0	33.5	217	**65	0.8	8.9	88
FORTUNE	906	457	1.1	50.4	94	418	3.5	46.1	309	*321	2.6	35.4	230	**119	1.5	13.1	130
GENTLEMEN'S QUARTERLY	791	359	0.8	45.4	85	*169	1.4	21.4	143	*173	1.4	21.9	142	**96	1.2	12.1	120
GLAMOUR	5265	3076	7.1	58.4	109	1228	10.2	23.3	156	1011	8.1	19.2	124	565	6.9	10.7	106
GOLF DIGEST	636	311	0.9	59.9	112	*170	1.4	26.7	179	**143	1.1	22.5	146	**12	0.1	1.9	19
GOLF DIGEST/TENNIS (GROSS)	1186	707	1.6	59.6	111	328	2.7	27.7	185	**183	1.5	15.4	100	**45	0.5	3.8	37
GOLF MAGAZINE	441	*280	0.6	63.5	118	**155	1.3	35.1	236	*147	1.2	33.3	216	**45	0.7	12.7	125
GOLF MAGAZINE/SKI (GROSS)	922	535	1.2	58.0	108	*266	2.2	28.9	193	*239	1.9	25.9	168	**107	1.3	11.6	115
GOOD HOUSEKEEPING	16487	9371	21.6	56.8	106	2995	24.8	18.2	122	2851	22.8	17.3	112	1628	19.8	9.9	97
HARPER'S BAZAAR	2423	1284	3.0	53.0	99	592	4.9	24.4	164	467	3.7	19.3	125	223	2.7	9.2	91
HEALTH	1994	1162	2.7	58.3	109	362	3.0	18.2	122	311	2.5	15.6	101	*279	3.4	14.0	138
HEARST MAG CORP. BUY (GROSS)	44101	24712	56.9	56.0	104	8978	74.3	20.4	136	7857	62.9	17.8	115	4633	56.5	10.5	104
HEARST MAN POWER (GROSS)	1993	1162	2.7	58.3	109	461	3.8	23.1	155	361	2.9	18.1	117	288	3.5	14.5	143
HEARST WOMAN POWER (GROSS)	31274	17769	40.9	56.8	106	5865	48.6	18.8	126	5508	44.1	17.6	114	3373	41.1	10.8	106
HOUSE BEAUTIFUL	3623	1941	4.5	53.6	100	786	6.5	21.7	145	689	5.5	19.0	123	290	3.5	8.0	79
INC.	283	*202	0.5	71.4	133	**74	0.6	26.1	175	**53	0.4	18.7	121	**21	0.3	7.4	73
JET	2928	1450	3.3	49.5	92	*138	1.1	4.7	32	282	2.3	9.6	62	372	4.5	12.7	125
LADIES' HOME JOURNAL	11918	7074	16.3	59.4	111	2290	19.0	19.2	129	2038	16.3	17.1	111	1219	14.9	10.2	101
LHJ FAMILY GRP COMBO(GROSS)	16764	9878	22.7	58.9	110	3261	27.0	19.5	130	2935	23.5	17.5	113	1836	22.4	11.0	108
LIFE	4254	2196	5.1	51.6	96	797	6.6	18.7	126	1005	8.0	23.6	153	405	4.9	9.5	94
L.A. TIMES HOME MAGAZINE	1145	667	1.5	58.3	109	435	3.6	38.0	255	*291	2.3	25.4	165	**154	1.9	13.4	133
MADEMOISELLE	2884	1650	3.8	57.2	107	611	5.1	21.2	142	567	4.5	19.7	127	245	3.0	8.5	84
MC CALL'S	13460	8000	18.4	59.4	111	2523	20.9	18.7	126	2271	18.2	16.9	109	1419	17.3	10.5	104
MC CALL'S/WRK MOTHER (GROSS)	14606	8594	19.8	58.8	110	2798	23.2	19.2	128	2557	20.5	17.5	113	1589	19.4	10.9	107
MECHANIX ILLUSTRATED	772	413	1.0	53.5	100	*180	1.5	23.3	156	**154	1.2	19.9	129	**109	1.3	14.1	139
METROPOLITAN HOME	967	541	1.2	55.9	104	333	2.8	34.4	231	*253	2.0	26.2	170	**87	1.1	9.0	89
MONEY	1588	891	2.1	56.1	105	445	3.7	28.0	188	302	2.4	19.0	123	*129	1.6	8.1	80
MOTHER EARTH NEWS	1002	542	1.2	54.1	101	*271	2.2	27.0	181	*155	1.2	15.5	100	**71	0.9	7.1	70
MS.	825	402	0.9	48.7	91	169	1.4	20.5	137	*186	1.5	22.5	146	*103	1.3	12.5	123
NATIONAL ENQUIRER	10336	5711	13.1	55.3	103	1378	11.4	13.3	89	1259	10.1	12.2	79	1232	15.0	11.9	118
NATIONAL GEOGRAPHIC	9597	5263	12.1	54.8	102	2466	20.4	25.7	172	1881	15.1	19.6	127	811	9.9	8.5	83
NATIONAL SUNDAY MAGAZINE PKG	49558	27728	63.8	56.0	104	8658	71.7	17.5	117	8601	68.8	17.4	112	4856	59.2	9.8	97
NATURAL HISTORY	573	*169	0.4	29.5	55	*215	1.8	37.5	252	*185	1.5	32.3	209	**46	0.6	8.0	79
NEW WOMAN	1699	851	2.0	50.1	93	296	2.5	17.4	117	*149	1.2	8.8	57	*263	3.2	15.5	153
NEW YORK INCLUDING CUE	443	*163	0.4	36.8	69	*149	1.2	33.6	225	*131	1.0	29.6	192	**37	0.5	8.4	82
THE NEW YORKER	1270	460	1.1	36.2	68	465	3.8	36.6	245	366	2.9	28.8	187	*136	1.7	10.7	106
NEWSWEEK	6277	3277	7.5	52.2	97	1676	13.9	26.7	179	1321	10.6	21.0	136	539	6.6	8.6	85
THE N.Y. TIMES DAILY EDITION	1205	448	1.0	37.2	69	447	3.7	37.1	249	541	4.3	44.9	291	**104	1.3	8.6	85
THE N.Y. TIMES MAGAZINE	2081	795	1.8	38.2	71	758	6.3	36.4	244	889	7.1	42.7	277	*168	2.0	8.1	80
OMNI	788	353	0.8	44.8	84	*137	1.1	17.4	117	*207	1.7	26.3	170	**112	1.4	14.2	140
ON CABLE	1158	696	1.6	60.1	112	*136	1.1	11.7	79	*181	1.4	15.6	101	*133	1.6	11.5	113
1001 HOME IDEAS	2852	1643	3.8	57.6	107	609	5.0	21.4	143	586	4.7	20.5	133	338	4.1	11.9	117
ORGANIC GARDENING	1658	920	2.1	55.5	103	390	3.2	23.5	158	*236	1.9	14.2	92	*184	2.2	11.1	110
OUTDOOR LIFE	896	539	1.2	60.2	112	**102	0.8	11.4	76	**90	0.7	10.0	65	**126	1.5	14.1	131
PARADE MAGAZINE	24275	13324	30.7	54.9	102	4418	36.6	18.2	122	4545	36.4	18.7	121	2398	29.2	9.9	98

	TOTAL U.S. '000	FRENCH'S				GREY POUPOON				GULDEN'S				HEINZ			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	43433	100.0	53.6	100	12080	100.0	14.9	100	12496	100.0	15.4	100	8203	100.0	10.1	100
PARENTS	3845	2087	4.8	54.3	101	495	4.1	12.9	86	615	4.9	16.0	104	382	4.7	9.9	98
PENTHOUSE	831	455	1.0	54.8	102	*146	1.2	17.6	118	**105	0.8	12.6	82	**74	0.9	8.9	88
PEOPLE	11645	6358	14.6	54.6	102	2105	17.4	18.1	121	2162	17.3	18.6	120	1233	15.0	10.6	105
PLAYBOY	2006	1038	2.4	51.7	96	355	2.9	17.7	119	364	2.9	18.1	118	*209	2.5	10.4	103
POPULAR HOT RODDING	297	*166	0.4	55.9	104	**28	0.2	9.4	63	**53	0.4	17.8	116	**15	0.2	5.1	50
POPULAR MECHANICS	1018	631	1.5	62.0	116	*286	2.4	28.1	188	*190	1.5	18.7	121	*159	1.9	15.6	154
POPULAR SCIENCE	878	544	1.3	62.0	116	*198	1.6	22.6	151	*139	1.1	15.8	103	**129	1.6	14.7	145
PREVENTION	3913	2323	5.3	59.4	111	833	6.9	21.3	143	688	5.5	17.6	114	363	4.4	9.3	92
PSYCHOLOGY TODAY	1710	1000	2.3	58.5	109	382	3.2	22.3	150	390	3.1	22.8	148	*200	2.4	11.7	115
READER'S DIGEST	22204	12558	28.9	56.6	105	3891	32.2	17.5	117	3638	29.1	16.4	106	2101	25.6	9.5	93
REDBOOK	7684	4479	10.3	58.3	109	1453	12.0	18.9	127	1212	9.7	15.8	102	907	11.1	11.8	117
ROAD & TRACK	410	*162	0.4	39.5	74	**114	0.9	27.8	186	**81	0.6	19.8	128	**38	0.5	9.3	92
ROLLING STONE	969	529	1.2	54.6	102	203	1.7	20.9	140	*173	1.4	17.9	116	**134	1.6	13.8	137
RUNNER'S WORLD	298	*181	0.4	60.7	113	**95	0.8	31.9	214	**57	0.5	19.1	124	*226	0.3	8.7	86
SATURDAY EVENING POST	1169	660	1.5	56.5	105	*224	1.9	19.2	128	*262	2.1	22.4	145	*140	0.7	12.0	118
SCIENCE 84	587	329	0.8	56.0	105	*241	2.0	41.1	275	**133	1.1	22.7	147	**79	1.0	13.5	133
SCIENCE DIGEST	482	230	0.5	47.7	89	*111	0.9	23.0	154	**86	0.7	17.8	116	**44	0.5	9.1	90
SCIENTIFIC AMERICAN	594	204	0.5	34.3	64	*234	1.9	39.4	264	*150	1.2	25.3	164	**87	1.1	14.6	145
SELF	2089	999	2.3	47.8	89	322	2.7	15.4	103	311	2.5	14.9	96	*253	3.1	12.1	120
SEVENTEEN	2411	1144	2.6	47.4	88	459	3.8	19.0	128	388	3.1	16.1	104	271	3.3	11.2	111
SKI	480	*255	0.6	53.1	99	**112	0.9	23.3	156	**92	0.7	19.2	124	**51	0.6	10.6	105
SMITHSONIAN	2760	1356	3.1	49.1	92	893	7.4	32.4	217	600	4.8	21.7	141	*187	2.3	6.8	67
SOAP OPERA DIGEST	3013	1762	4.1	58.5	109	*280	2.3	9.3	62	540	4.3	17.9	116	322	3.9	10.7	106
SOUTHERN LIVING	4184	2499	5.8	59.7	111	901	7.5	21.5	144	536	4.3	12.8	83	303	3.7	7.2	71
SPORT	559	335	0.8	59.9	112	**57	0.5	10.2	68	**57	0.5	10.2	66	**51	0.6	9.1	90
THE SPORTING NEWS	436	*215	0.5	49.3	92	**31	0.3	7.1	48	**71	0.6	16.3	106	**97	1.2	22.2	220
SPORTS AFIELD	493	302	0.7	61.3	114	**63	0.5	12.8	86	**85	0.7	17.2	112	**85	1.0	17.2	170
SPORTS ILLUSTRATED	2758	1485	3.4	53.8	100	473	3.9	17.2	115	462	3.7	16.8	109	*306	3.7	11.1	110
STAR	7456	4042	9.3	54.2	101	1014	8.4	13.6	91	1165	9.3	15.6	101	902	11.0	12.1	119
SUNDAY	24936	13252	30.5	53.1	99	4778	39.6	19.2	128	4509	36.1	18.1	117	2459	30.0	9.9	97
SUNSET	2124	1234	2.8	58.1	108	630	5.2	29.7	199	359	2.9	16.9	110	*207	2.5	9.7	96
TV GUIDE	21661	12243	28.2	56.5	105	3271	27.1	15.1	101	3713	29.7	17.1	111	2228	27.2	10.3	102
TENNIS	550	326	0.8	59.3	111	*157	1.3	28.5	191	**41	0.3	7.5	48	**32	0.4	5.8	57
TIME	8880	4909	11.3	55.3	103	2171	18.0	24.4	164	1867	14.9	21.0	136	805	9.8	9.1	89
TOWN & COUNTRY	917	545	1.3	59.4	111	306	2.5	33.4	224	*142	1.1	15.5	100	**111	1.4	12.1	120
TRAVEL & LEISURE	972	507	1.2	52.2	97	273	2.3	28.1	188	243	1.9	25.0	162	**89	1.1	9.2	90
TRUE STORY	3356	1910	4.4	56.9	106	*280	2.3	8.3	56	387	3.1	11.5	75	458	5.6	13.6	135
U.S. NEWS & WORLD REPORT	3410	1875	4.3	55.0	103	960	7.9	28.2	189	735	5.9	21.6	140	392	4.8	11.5	113
USA TODAY	1759	1000	2.3	56.9	106	483	4.0	27.5	184	381	3.0	21.7	140	*258	3.1	14.7	145
US	1873	1104	2.5	58.9	110	260	2.2	13.9	93	344	2.8	18.4	119	244	3.0	13.0	129
VOGUE	3909	1864	4.3	47.7	89	993	8.2	25.4	170	760	6.1	19.4	126	468	5.7	12.0	118
WALL STREET JOURNAL	1886	1105	2.5	58.6	109	574	4.8	30.4	204	365	2.9	19.4	125	*206	2.5	10.9	108
WEIGHT WATCHERS	2120	1249	2.9	58.9	110	411	3.4	19.4	130	336	2.7	15.8	103	*214	2.6	10.1	100
WOMAN'S DAY	14172	8118	18.7	57.3	107	2576	21.3	18.2	122	2555	20.4	18.0	117	1254	15.3	8.8	87
WORKING MOTHER	1146	594	1.4	51.8	97	*275	2.3	24.0	161	*286	2.3	25.0	162	**170	2.1	14.8	146
WORKING WOMAN	1322	739	1.7	55.9	104	359	3.0	27.2	182	271	2.2	20.5	133	*130	1.6	9.8	97
WORLD TENNIS	*163	**115	0.3	70.6	132	**32	0.3	19.6	132	**2	0.0	1.2	8	**14	0.2	8.6	85
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1354	3.1	53.5	100	560	4.6	22.1	148	486	3.9	19.2	124	268	3.3	10.6	104
BLAIR INSERTS	43657	23959	55.2	54.9	102	8267	68.4	18.9	127	8080	64.7	18.5	120	4235	51.6	9.7	96
DAILY NEWSPAPERS																	
READ ANY	51633	28937	66.6	56.0	104	8694	72.0	16.8	113	8902	71.2	17.2	112	5032	61.3	9.7	96
READ ONE	43463	24382	56.1	56.1	105	6975	57.7	16.0	108	7158	57.3	16.5	107	4208	51.3	9.7	96
READ TWO OR MORE	8170	4555	10.5	55.8	104	1720	14.2	21.1	141	1744	14.0	21.3	138	824	10.0	10.1	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	29247	67.3	55.5	104	9197	76.1	17.5	117	9213	73.7	17.5	113	5163	62.9	9.8	97
READ ONE	46126	25759	59.3	55.8	104	7608	63.0	16.5	111	7700	61.6	16.7	108	4328	52.8	9.4	93
READ TWO OR MORE	6552	3488	8.0	53.2	99	1589	13.2	24.3	163	1512	12.1	23.1	150	835	10.2	12.7	126
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.35				29.35				28.04				27.71			
30 DAY REACH	71455	38037	87.6	53.2	99	10836	89.7	15.2	102	11275	90.2	15.8	102	7317	89.2	10.2	101
50 SHWG - 30 DAY AV FREQ	14.56	14.96				15.38				14.73				14.51			
30 DAY REACH	67742	36137	83.2	53.3	99	10384	86.0	15.3	103	10747	86.0	15.9	103	7005	85.4	10.3	102
25 SHWG - 30 DAY AV FREQ	7.94	8.17				8.23				7.87				7.90			
30 DAY REACH	62117	33065	76.1	53.2	99	9716	80.4	15.6	105	10047	80.4	16.2	105	6405	78.1	10.3	102
CABLE TV: HOME WIRED	32077	18632	42.9	58.1	108	5577	46.2	17.4	117	5289	42.3	16.5	107	3334	40.6	10.4	103
HOME NOT WIRED	48909	24801	57.1	50.7	95	6504	53.8	13.3	89	7207	57.7	14.7	96	4869	59.4	10.0	98
HAVE PAY CABLE	15935	9830	22.6	61.7	115	3081	25.5	19.3	130	2813	22.5	17.7	114	1530	18.7	9.6	95

	TOTAL U.S. '000	FRENCH'S				GREY POUPON				GULDEN'S				HEINZ				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	
TOTAL FEMALE HOME MAKERS	80986	43433	100.0	53.6	100	12080	100.0	14.9	100	12496	100.0	15.4	100	8203	100.0	10.1	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	24340	56.0	55.4	103	7176	59.4	16.3	110	6950	55.6	15.8	103	4401	53.7	10.0	99	
10:00 AM - 3:00 PM	30659	16853	38.8	55.0	102	4411	36.5	14.4	96	4725	37.8	15.4	100	2946	35.9	9.6	95	
3:00 PM - 7:00 PM	31045	17316	39.9	55.8	104	4816	39.9	15.5	104	4731	37.9	15.2	99	3031	36.9	9.8	96	
7:00 PM - MIDNIGHT	15767	8696	20.0	55.2	103	2488	20.6	15.8	106	2034	16.3	12.9	84	1694	20.7	10.7	106	
MIDNIGHT - 6:00 AM	9120	4948	11.4	54.3	101	1699	14.1	18.6	125	1478	11.8	16.2	105	1092	13.3	12.0	118	
6:00 AM - MIDNIGHT	58527	32256	74.3	55.1	103	9172	75.9	15.7	105	9099	72.8	15.5	101	5889	71.8	10.1	99	
ENTIRE DAY	59311	32689	75.3	55.1	103	9316	77.1	15.7	105	9268	74.2	15.6	101	6000	73.1	10.1	100	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	9189	21.2	56.8	106	2572	21.3	15.9	107	2420	19.4	15.0	97	1766	21.5	10.9	108	
ALL NEWS	2256	943	2.2	41.8	78	543	4.5	24.1	161	666	5.3	29.5	191	*146	1.8	6.5	64	
AOR/PROGRESSIVE	3874	2185	5.0	56.4	105	679	5.6	17.5	118	895	7.2	23.1	150	383	4.7	9.9	98	
BEAUTIFUL MUSIC	5660	3107	7.2	54.9	102	1093	9.0	19.3	129	967	7.7	17.1	111	620	7.6	11.0	108	
BLACK	2204	1237	2.8	56.1	105	*154	1.3	7.0	47	222	1.8	10.1	65	283	3.4	12.8	127	
CLASSICAL	1418	655	1.5	46.2	86	436	3.6	30.7	206	*263	2.1	18.5	120	*125	1.5	8.8	87	
CHR/ROCK	9538	5491	12.6	57.6	107	1359	11.3	14.2	96	1698	13.6	17.8	115	839	10.2	8.8	87	
COUNTRY	12648	7308	16.8	57.8	108	1669	13.8	13.2	88	1293	10.3	10.2	66	1272	15.5	10.1	99	
GOLDEN OLDIES	1191	656	1.5	55.1	103	*173	1.4	14.5	97	*202	1.6	17.0	110	*124	1.5	10.4	103	
MOR/NOSTALGIA	4757	2668	6.1	56.1	105	930	7.7	19.6	131	795	6.4	16.7	108	496	6.0	10.4	103	
NEWS/TALK	3863	1878	4.3	48.6	91	880	7.3	22.8	153	704	5.6	18.2	118	324	3.9	8.4	83	
RELIGIOUS	3084	1698	3.9	55.1	103	374	3.1	12.1	81	344	2.8	11.2	72	245	3.0	7.9	78	
SOFT ROCK	521	*220	0.5	42.2	79	*111	0.5	11.7	78	*310	0.9	21.1	137	*176	0.9	14.6	144	
URBAN CONTEMPORARY	1585	831	1.9	52.4	98	*131	1.1	8.3	55	323	2.6	20.4	132	245	3.0	15.5	153	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	1757	4.0	53.9	100	418	3.5	12.8	86	568	4.5	17.4	113	430	5.2	13.2	130	
ABC DIRECTION	2316	1263	2.9	54.5	102	391	3.2	16.9	113	409	3.3	17.7	114	200	2.4	8.6	85	
ABC ENTERTAINMENT	4834	2811	6.5	58.2	108	654	5.4	13.5	91	768	6.1	15.9	103	416	5.1	8.6	85	
ABC FM	2202	1191	2.7	54.1	101	*232	1.9	10.5	71	353	2.8	16.0	104	313	3.8	14.2	140	
ABC INFORMATION	5425	3048	7.0	56.2	105	998	8.3	18.4	123	870	7.0	16.0	104	597	7.3	11.0	109	
ABC ROCK	1677	940	2.2	56.1	105	*222	1.8	13.2	89	388	3.1	23.1	150	*209	2.5	12.5	123	
CBS	4430	2240	5.2	50.6	94	863	7.1	19.5	131	669	5.4	15.1	98	450	5.5	10.2	100	
MUTUAL	4992	2739	6.3	54.9	102	1006	8.3	20.2	135	800	6.4	16.0	104	550	6.7	11.0	109	
NBC	4679	2562	5.9	54.8	102	906	7.5	19.4	130	894	7.2	19.1	124	506	6.2	10.8	107	
RADIORADIO	1994	1149	2.6	57.6	107	*240	2.0	12.0	81	317	2.5	15.9	103	*152	1.9	7.6	75	
RKO ONE	2298	1425	3.3	62.0	116	318	2.6	13.8	93	271	2.2	11.8	76	*179	2.2	7.8	77	
RKO TWO	3311	1849	4.3	55.8	104	423	3.5	12.8	86	435	3.5	13.1	85	267	3.3	8.1	80	
THE SOURCE	2114	1171	2.7	55.4	103	344	2.8	16.3	109	420	3.4	19.9	129	*246	3.0	11.6	115	
NON-WIRED: BLAIR	8654	5185	11.9	59.9	112	1289	10.7	14.9	100	1175	9.4	13.6	88	821	10.0	9.5	94	
INTERNET	12025	6661	15.3	55.4	103	2071	17.1	17.2	115	2060	16.5	17.1	111	1246	15.2	10.4	102	
KATZ RADIO GROUP	15359	8390	19.3	54.6	102	2868	23.7	18.7	125	2746	22.0	17.9	116	1489	18.2	9.7	96	
SUPERNET	10628	5899	13.6	55.5	103	1458	12.1	13.7	92	1501	12.0	14.1	92	1117	13.6	10.5	104	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	4427	10.2	51.1	95	1206	10.0	13.9	93	1275	10.2	14.7	95	939	11.4	10.8	107	
MKDAY 9:00 AM - 1:00 PM	12163	6440	14.8	52.9	99	1387	11.5	11.4	76	1774	14.2	14.6	95	1309	16.0	10.8	106	
MKDAY 1:00 PM - 4:30 PM	16150	8513	19.6	52.7	98	1849	15.3	11.4	77	2229	17.8	13.8	89	1847	22.5	11.4	113	
MKDAY 4:30 PM - 7:30 PM	22463	11903	27.4	53.0	99	3141	26.0	14.0	94	3476	27.8	15.5	100	2428	29.6	10.8	107	
MKDAY 7:30 PM - 8:00 PM	31795	16995	39.1	53.5	100	4597	38.1	14.5	97	5041	40.3	15.9	103	3171	38.7	10.0	98	
MKDAY 11:00 PM - 11:30 PM	23977	13023	30.0	54.3	101	3631	30.1	15.1	102	3713	29.7	15.5	100	2733	33.3	11.4	113	
MKDAY 11:30 PM - 1:00 AM	7703	4141	9.5	53.8	100	1192	9.9	15.5	104	1061	8.5	13.8	89	887	10.8	11.5	114	
M-SAT 8-11 PM-SUN 7-11 PM	33800	18378	42.3	54.4	101	5067	41.9	15.0	101	5593	44.8	16.5	107	3520	42.9	10.4	103	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	3479	8.0	53.2	99	831	6.9	12.7	85	1059	8.5	16.2	105	670	8.2	10.2	101
ANOTHER WORLD	N	4620	2650	6.1	57.4	107	600	5.0	13.0	87	653	5.2	14.1	92	474	5.8	10.3	101
AS THE WORLD TURNS	C	5614	2885	6.6	51.4	96	538	4.5	9.6	64	555	4.4	9.9	64	684	8.3	12.2	120
CAPITOL	C	3396	1688	3.9	49.7	93	313	2.6	9.2	62	344	2.8	10.1	66	431	5.3	12.7	125
CBS MORN. NEWS 1	C	1446	637	1.5	44.1	82	179	1.5	12.4	83	188	1.5	13.0	84	119	1.5	8.2	81
CBS MORN. NEWS 2	C	1207	563	1.3	46.6	87	134	1.1	11.1	74	159	1.3	13.2	85	*107	1.3	8.9	88
DAYS OF OUR LIVES	N	5877	3368	7.8	57.3	107	788	6.5	13.4	90	910	7.3	15.5	100	594	7.2	10.1	100
FACTS OF LIFE - DAYTIME	N	2290	1172	2.7	51.2	95	238	2.0	10.4	70	239	1.9	10.4	68	281	3.4	12.3	121
FAMILY FEUD	A	6097	3124	7.2	51.2	96	645	5.3	10.6	71	931	7.5	15.3	99	756	9.2	12.4	122
GENERAL HOSPITAL	A	3515	1947	4.5	55.4	103	433	3.6	12.3	83	536	4.3	15.2	99	386	4.7	11.0	108
GOOD MORNING, AMERICA-730A	A	2818	1577	3.6	56.0	104	432	3.6	15.3	103	533	4.3	18.9	123	277	3.4	9.8	97
GUIDING LIGHT	C	5339	2747	6.3	51.5	96	579	4.8	10.8	73	644	5.2	12.1	78	602	7.3	11.3	111
ONE LIFE TO LIVE	A	4478	2314	5.3	51.7	96	385	3.2	8.6	58	609	4.9	13.6	88	405	4.9	9.0	89
PRESS YOUR LUCK	C	2244	1158	2.7	51.6	96	268	2.2	11.9	80	358	2.9	16.0	103				

	TOTAL U.S. '000	FRENCH'S				GREY POUPON				GULDEN'S				HEINZ			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	43433	100.0	53.6	100	12080	100.0	14.9	100	12496	100.0	15.4	100	8203	100.0	10.1	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	13854	31.9	53.2	99	3692	30.6	14.2	95	3724	29.8	14.3	93	2629	32.0	10.1	100
NETWORK AFFILIATES - LATE	20261	11187	25.8	55.2	103	3090	25.6	15.3	102	2987	23.9	14.7	96	2311	28.2	11.4	113
INDEPENDENTS - LATE	2076	1055	2.4	50.8	95	473	3.9	22.8	153	538	4.3	25.9	168	234	2.9	11.3	111
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	6001	13.8	57.4	107	1241	10.3	11.9	80	1538	12.3	14.7	95	1177	14.3	11.3	111
ABC MONDAY NIGHT MOVIE	A 6412	3475	8.0	54.2	101	1001	8.3	15.6	105	1005	8.0	15.7	102	630	7.7	9.8	97
ABC SUNDAY NIGHT MOVIE	A 12407	6607	15.2	53.3	99	2024	16.8	16.3	109	2057	16.5	16.6	107	1251	15.3	10.1	100
ABC WORLD NEWS TONIGHT	A 6176	3364	7.7	54.5	102	893	7.4	14.5	97	1010	8.1	16.4	106	703	8.6	11.4	112
AFTERMASH	C 5863	3089	7.1	52.7	98	973	8.1	16.6	111	943	7.5	16.1	104	530	6.5	9.0	89
ALICE	C 9594	5295	12.2	55.2	103	1297	10.7	13.5	91	1609	12.9	16.8	109	998	12.2	10.4	103
AMERICAN PARADE	C 6622	3358	7.7	50.7	95	939	7.8	14.2	95	850	6.8	12.8	83	678	8.3	10.2	101
BENSON	A 10886	5786	13.3	53.2	99	1459	12.1	13.4	90	1916	15.3	17.6	114	1331	16.2	12.2	121
BLUE THUNDER	A 5036	2731	6.3	54.2	101	653	5.4	13.0	87	730	5.8	14.5	94	560	6.8	11.1	110
CAGNEY & LACEY	C 9965	5729	13.2	57.5	107	1255	10.4	12.6	84	1549	12.4	15.5	101	998	12.2	10.0	99
CBS EVENING NEWS-DEAN	C 3491	1798	4.1	51.5	96	620	5.1	17.8	119	604	4.8	17.3	112	390	4.8	11.2	110
CBS EVENING NEWS-RATHER	C 7123	3709	8.5	52.1	97	1198	9.9	16.8	113	979	7.8	13.7	89	628	7.7	8.8	87
CBS SAT. NEWS-SCHIEFFER	C 3621	1941	4.5	53.6	100	591	4.9	16.3	109	522	4.2	14.4	93	380	4.6	10.5	104
CBS SATURDAY NIGHT MOVIE	C 5436	3039	7.0	55.9	104	818	6.8	15.0	101	848	6.8	15.6	101	513	6.3	9.4	93
CBS WEDNESDAY NIGHT MOVIE	C 6100	3097	7.1	50.8	95	907	7.5	14.9	100	939	7.5	15.4	100	683	8.3	11.2	111
CHEERS	N 8889	4775	11.0	53.7	100	1666	13.8	18.7	126	1661	13.3	18.7	121	980	11.9	11.0	109
DALLAS	C 22109	11976	27.6	54.2	101	3161	26.2	14.3	96	3481	27.9	15.7	102	2157	26.3	9.8	96
DIFF'RENT STROKES	N 6940	3910	9.0	56.3	105	879	7.3	12.7	85	1147	9.2	16.5	107	707	8.6	10.2	101
DOUBLE TROUBLE	N 7223	4232	9.7	58.6	109	933	7.7	12.9	87	994	8.0	13.8	89	872	10.6	12.1	119
DUCK FACTORY	N 5595	3069	7.1	54.9	102	961	8.0	17.2	115	978	7.8	17.5	113	675	8.2	12.1	119
DUKES OF HAZZARD	C 5768	3211	7.4	55.7	104	696	5.8	12.1	81	607	4.9	10.5	68	561	6.8	9.7	96
DYNASTY	A 20053	10614	24.4	52.9	99	2806	23.2	14.0	94	3056	24.5	15.2	99	2061	25.1	10.3	101
FACTS OF LIFE	N 8087	4825	11.1	59.7	111	1015	8.4	12.6	84	1065	8.5	13.2	85	852	10.4	10.5	104
FALCON CREST	C 20046	11044	25.4	55.1	103	2799	23.2	14.0	94	3055	24.4	15.2	99	1930	23.5	9.6	95
FALL GUY	A 9084	5016	11.5	55.2	103	1130	9.4	14.4	83	1203	9.6	13.2	86	1158	14.1	12.7	126
FAMILY TIES	N 7964	4460	10.3	56.0	104	1087	9.0	13.6	92	1265	10.1	15.9	103	966	11.8	12.1	120
FANTASY ISLAND	A 7687	3931	9.1	51.1	95	1032	8.5	13.4	90	1328	10.6	17.3	112	688	8.4	9.0	88
FOUR UPS, BLEEPS & BLUNDERS	A 8861	4731	10.9	53.4	100	1252	10.4	14.1	95	1430	11.4	16.1	105	977	11.9	11.0	109
FOUR SEASONS	C 5095	2905	6.7	57.0	106	872	7.2	17.1	115	965	7.7	18.9	123	424	5.2	8.3	82
GIMME A BREAK	N 8838	4769	11.0	54.0	101	1126	9.3	12.7	85	1344	10.8	15.2	99	1013	12.3	11.5	113
HART TO HART	A 8978	4948	11.4	55.1	103	1279	10.6	14.2	96	1410	11.3	15.7	102	937	11.4	10.4	103
HILL STREET BLUES	N 8590	4473	10.3	52.1	97	1442	11.9	16.8	113	1542	12.3	18.0	116	831	10.1	9.7	96
HOTEL	A 14085	7728	17.8	54.9	102	1942	16.1	13.8	92	2308	18.5	16.4	106	1603	19.5	11.4	112
JEFFERSONS	C 9360	5198	12.0	55.5	104	1310	10.8	14.0	94	1521	12.2	16.3	105	977	11.9	10.4	103
JENNIFER SLEPT HERE	N 5841	3199	7.4	54.8	102	794	6.6	13.6	91	891	7.1	15.3	99	601	7.3	10.3	102
KATE & ALLIE	C 9206	5182	11.9	56.3	105	1505	12.5	16.3	110	1682	13.5	18.8	118	840	10.2	9.1	90
KNIGHT RIDER	N 7076	4143	9.5	58.6	109	782	6.5	11.1	74	1019	8.2	14.4	93	735	9.0	10.4	103
LOVE BOAT	A 12219	6453	14.9	52.8	98	1625	13.5	13.3	89	1887	15.1	15.4	100	1086	13.2	8.9	88
MAGNUM PI	C 11199	6427	14.8	57.4	107	1544	12.8	13.8	92	1526	12.2	13.6	88	1207	14.7	10.8	106
MAMA'S FAMILY	N 6057	3247	7.5	53.6	100	896	7.4	14.8	99	874	7.0	14.4	94	701	8.5	11.6	114
MASTER, THE	N 3598	1929	4.4	53.6	100	430	3.6	12.0	80	596	4.8	16.6	107	418	5.1	11.6	115
MATT HOUSTON	A 6344	3358	7.7	52.9	99	819	6.8	12.9	87	1123	9.0	17.7	115	857	10.4	13.5	133
NBC MONDAY NIGHT MOVIE	N 11994	6443	14.8	53.7	100	1582	13.1	13.2	88	1773	14.2	14.8	96	1263	15.4	10.5	104
NBC NIGHTLY NEWS	N 5132	2484	5.7	48.4	90	762	6.3	14.8	100	777	6.2	15.1	98	548	6.7	10.7	105
NBC NIGHTLY NEWS-SAT	N 3375	1631	3.8	48.3	90	482	4.0	14.3	96	497	4.0	14.7	95	300	3.7	8.9	88
NBC NIGHTLY NEWS-SUN	N 3130	1504	3.5	48.1	90	419	3.5	13.4	90	454	3.6	14.5	94	224	2.7	7.2	71
NBC SUNDAY NIGHT MOVIE	N 8284	4434	10.2	53.5	100	1143	9.5	13.8	93	1397	11.2	16.9	109	972	11.8	11.7	116
NEWHART	C 9240	5289	12.2	57.2	107	1338	11.1	14.5	97	1607	12.9	17.4	113	963	11.7	10.4	103
ONE DAY AT A TIME	C 7288	3790	8.7	52.0	97	840	7.0	11.5	77	1062	8.5	14.6	94	770	9.4	10.6	104
PEOPLE ARE FUNNY	N 4855	2696	6.2	55.5	104	766	6.3	15.8	106	677	5.4	13.9	90	620	7.6	12.8	126
REAL PEOPLE	N 8869	5124	11.8	57.8	108	1198	9.9	13.5	91	1246	10.0	14.0	91	741	9.0	8.4	82
REMINGTON STEELE	N 7743	3895	9.0	50.3	94	1051	8.7	13.6	91	1272	10.2	16.4	106	803	9.8	10.4	102
RIPLEY'S BELIEVE IT - NOT	A 5345	3017	6.9	56.4	105	791	6.5	14.8	99	888	7.1	16.6	108	604	7.4	11.3	112
RIPTIDE	N 6988	3776	8.7	54.0	101	920	7.6	13.2	88	1115	8.9	16.0	103	774	9.4	11.1	109
SCARECROW & MRS. KING	C 10002	5516	12.7	55.1	103	1304	10.8	13.0	87	1316	10.5	13.2	85	1051	12.8	10.5	104
SIMON & SIMON	C 10638	6163	14.2	57.9	108	1203	10.0	11.3	76	1235	9.9	11.6	75	1180	14.4	11.1	110
60 MINUTES	C 13293	7104	16.4	53.4	100	2169	18.0	16.3	109	2083	16.7	15.7	102	1132	13.8	8.5	84
ST. ELSEWHERE	N 7017	4027	9.3	57.4	107	1095	9.1	15.6	105	1061	8.5	15.1	98	727	8.9	10.4	102
THREE'S COMPANY	A 10917	6236	14.4	57.1	107	1452	12.0	13.3	89	1522	12.2	13.9	90	1004	12.2	9.2	91
T.J. HOOKER	A 9204	4966	11.4	54.0	101	1145	9.5	12.4	83	1163	9.3	12.6	82	871	10.6	9.5	93
TONIGHT SHOW	N 2372	1248	2.9	52.6	98	525	4.3	22.1	148	386	3.1	16.3	105	269	3.3	11.3	112
TRAPPER JOHN, M.D.	C 9846	5086	11.7	51.7	96	1371	11.3	13.9	93	1661	13.3	16.9	109	1077	13.1	10.9	108
TV BLOOPERS & PRAC. JOKES	N 9105	4794	11.0	52.7	98	1354	11.2	14.9	100	1496	12.0	16.4	106	866	10.6	9.5	94
20/20	A 9387	5383	12.4	57.3	107	1656	13.7	17.6	118	1430	11.4	15.2	99	997	12.2	10.6	105
WEBSTER	A 11067	5971	13.7	54.0	101	1395	11.5	12.6	85	1841	14.7	16.6	108	1374	16.7	12.4	123
WORLD NEWS - SUN	A 3062	1828	4.2	59.7	111	509	4.2	16.6	111	491	3.9	16.0	104	294	3.6	9.6	95
YELLOW ROSE	N 4978	2736	6.3	55.0	102	665	5.5	13.4	90	626	5.0	12.6	82	514	6.3	10.3	102
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	5138	11.8	57.9	108	1620	13.4	18.2	122	1545	12.4	17.4	113	937	11.4	10.6	

	TOTAL U.S. '000	KRAFT				PLOCHMAN'S/PREMIUM				A				B				C				D			
		'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS
TOTAL FEMALE HOMEMAKERS	80986	10421	100.0	12.9	100	4022	100.0	5.0	100																
18 - 24	9282	1385	13.3	14.9	116	*329	8.2	3.5	71																
25 - 34	19072	2606	25.0	13.7	106	1161	28.9	6.1	123																
35 - 44	14591	1821	17.5	12.5	97	877	21.8	6.0	121																
45 - 54	11345	1557	14.9	13.7	107	632	15.7	5.6	112																
55 - 64	11635	1354	13.0	11.6	90	*524	13.0	4.5	91																
65 OR OLDER	15061	1698	16.3	11.3	88	500	12.4	3.3	67																
18 - 34	28354	3991	38.3	14.1	109	1490	37.0	5.3	106																
18 - 49	48339	6674	64.0	13.8	107	2680	66.6	5.5	112																
25 - 54	45008	5984	57.4	13.3	103	2670	66.4	5.9	119																
35 - 49	19985	2684	25.8	13.4	104	1191	29.6	6.0	120																
50 OR OLDER	32647	3747	36.0	11.5	89	1342	33.4	4.1	83																
GRADUATED COLLEGE	11155	1235	11.9	11.1	86	712	17.7	6.4	129																
ATTENDED COLLEGE	13682	1570	15.1	11.5	89	688	17.1	5.0	101																
GRADUATED HIGH SCHOOL	33880	4646	44.6	13.7	107	1916	47.6	5.7	114																
DID NOT GRADUATE HIGH SCHOOL	22270	2970	28.5	13.3	104	706	17.6	3.2	64																
EMPLOYED	40306	4918	47.2	12.2	95	1956	48.6	4.9	98																
EMPLOYED FULL-TIME	32850	4064	39.0	12.4	96	1560	38.8	4.7	96																
EMPLOYED PART-TIME	7456	854	8.2	11.5	89	*396	9.8	5.3	107																
NOT EMPLOYED	40680	5503	52.8	13.5	105	2066	51.4	5.1	102																
PROFESSIONAL/MANAGER	10392	1049	10.1	10.1	78	*547	13.6	5.3	106																
TECH/CLERICAL/SALES	17574	2251	21.6	12.8	100	932	23.2	5.3	107																
PRECISION/CRAFT	985	**144	1.4	14.6	114	**78	1.9	7.9	159																
OTHER EMPLOYED	11354	1474	14.1	13.0	101	*399	9.9	3.5	71																
SINGLE	9863	1056	10.1	10.7	83	*370	9.2	3.8	76																
MARRIED	51375	7184	68.9	14.0	109	2875	71.5	5.6	113																
DIVORCED/SEPARATED/WIDOWED	19748	2181	20.9	11.0	86	778	19.3	3.9	79																
PARENTS	32590	4722	45.3	14.5	113	1863	46.3	5.7	115																
WHITE	70416	9013	86.5	12.8	99	3808	94.7	5.4	109																
BLACK	8778	1259	12.1	14.3	111	*214	5.3	2.4	49																
OTHER	1791	**149	1.4	8.3	65	**0	0.0	0.0	0																
NORTHEAST-CENSUS	17786	835	8.0	4.7	36	768	19.1	4.3	87																
NORTH CENTRAL	20741	3612	34.7	17.4	135	2198	54.6	10.6	213																
SOUTH	27775	4504	43.2	16.2	126	763	19.0	2.7	55																
WEST	14683	1470	14.1	10.0	78	**293	7.3	2.0	40																
NORTHEAST-MKTG.	17961	930	8.9	5.2	40	738	18.3	4.1	83																
EAST CENTRAL	11885	1666	16.0	14.0	109	940	23.4	7.9	159																
WEST CENTRAL	14090	2650	25.4	18.8	146	1433	35.6	10.2	205																
SOUTH	24081	3976	38.2	16.5	128	650	16.2	2.7	54																
PACIFIC	12969	1199	11.5	9.2	72	**261	6.5	2.0	41																
COUNTY SIZE A	32439	3219	30.9	9.9	77	1709	42.5	5.3	106																
COUNTY SIZE B	24915	3287	31.5	13.2	103	1165	29.0	4.7	94																
COUNTY SIZE C	12930	1741	16.7	13.5	105	514	12.8	4.0	80																
COUNTY SIZE D	10703	2174	20.9	20.3	158	635	15.8	5.9	119																
METRO CENTRAL CITY	24518	2712	26.0	11.1	86	1070	26.6	4.4	88																
METRO SUBURBAN	35919	3956	38.0	11.0	86	1987	49.4	5.5	111																
NON METRO	20549	3754	36.0	18.3	142	966	24.0	4.7	95																
TOP 5 ADI'S	18341	1244	11.9	6.8	53	851	21.2	4.6	93																
TOP 10 ADI'S	25378	2205	21.2	8.7	68	1192	29.6	4.7	95																
TOP 20 ADI'S	36488	3579	34.3	9.8	76	1806	44.9	4.9	100																
MSHLD INC. \$50,000 OR MORE	6612	740	7.1	11.2	87	**283	7.0	4.3	86																
\$40,000 OR MORE	12659	1401	13.4	11.1	86	623	15.5	4.9	99																
\$30,000 OR MORE	24698	2969	28.5	12.0	93	1444	35.9	5.8	118																
\$25,000 OR MORE	32077	3902	37.4	12.2	95	2082	51.8	6.5	131																
\$20,000 - \$24,999	9144	1149	11.0	12.6	98	*479	11.9	5.2	105																
\$15,000 - \$19,999	8728	1383	13.3	15.8	123	*437	10.9	5.0	101																
\$10,000 - \$14,999	12562	1739	16.7	13.8	108	545	13.6	4.3	87																
UNDER \$10,000	18475	2247	21.6	12.2	95	480	11.9	2.6	52																
HOUSEHOLD OF 1 PERSON	11987	1089	10.5	9.1	71	340	8.5	2.8	57																
2 PEOPLE	26577	3504	33.6	13.2	102	1322	32.9	5.0	100																
3 OR 4 PEOPLE	30617	4081	39.2	13.3	104	1771	44.0	5.8	116																
5 OR MORE PEOPLE	11804	1747	16.8	14.8	115	*589	14.6	5.0	100																
NO CHILD IN MSHLD	46165	5454	52.3	11.8	92	2097	52.1	4.5	91																
CHILD(REN) UNDER 2 YRS	5325	730	7.0	13.7	107	**260	6.5	4.9	98																
2 - 5 YEARS	14221	2376	22.8	16.7	130	880	21.9	6.2	125																
6 - 11 YEARS	15117	2174	20.9	14.4	112	752	18.7	5.0	100																
12 - 17 YEARS	16611	2276	21.8	13.7	106	823	20.5	5.0	100																
RESIDENCE OWNED	55884	7576	72.7	13.6	105	3005	74.7	5.4	108																
VALUE: \$50,000 OR MORE	31744	3920	37.6	12.3	96	1842	45.8	5.8	117																
VALUE: UNDER \$50,000	24140	3656	35.1	15.1	118	1163	28.9	4.8	97																

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	PLOCHMAN'S/PREMIUM															
							A '000	B % DOWN	C % ACROSS	D % INDX					A '000	B % DOWN	C % ACROSS	D % INDX				
TOTAL FEMALE HOMEMAKERS		80986	10421	100.0	12.9	100	4022	100.0	5.0	100												
MAGAZINES	QUINTILE 1	15799	2411	23.1	15.3	119	837	20.8	5.3	107												
	QUINTILE 2	17259	2027	19.5	11.7	91	1006	25.0	5.8	117												
	QUINTILE 3	13545	1397	13.4	10.3	80	768	19.1	5.7	114												
	QUINTILE 4	15133	1990	19.1	13.2	102	718	17.9	4.7	96												
	QUINTILE 5	19250	2596	24.9	13.5	105	694	17.3	3.6	73												
NEWSPAPERS	QUINTILE 1	12413	1139	10.9	9.2	71	590	14.7	4.8	96												
	QUINTILE 2	24116	3119	29.9	12.9	101	1607	40.0	6.7	134												
	QUINTILE 3	11261	1361	13.1	12.1	94	541	13.5	4.8	97												
	QUINTILE 4	20255	2679	25.7	13.2	103	928	23.1	4.6	92												
	QUINTILE 5	12940	2123	20.4	16.4	128	357	8.9	2.8	56												
OUTDOOR	QUINTILE 1	14852	2031	19.5	13.7	106	921	22.9	6.2	125												
	QUINTILE 2	15725	2012	19.3	12.8	99	807	20.1	5.1	103												
	QUINTILE 3	16330	2127	20.4	13.0	101	851	21.2	5.2	105												
	QUINTILE 4	16744	2036	19.5	12.2	94	681	16.9	4.1	82												
	QUINTILE 5	17334	2215	21.3	12.8	99	763	19.0	4.4	89												
RADIO-DRIVE TIME	QUINTILE 1	15911	2184	21.0	13.7	107	1004	25.0	6.3	127												
	QUINTILE 2	14837	1815	17.4	12.2	95	880	21.9	5.9	119												
	QUINTILE 3	15339	2050	19.7	13.4	104	698	17.4	4.6	92												
	QUINTILE 4	16723	2168	20.8	13.0	101	717	17.8	4.3	86												
	QUINTILE 5	18176	2204	21.1	12.1	94	723	18.0	4.0	80												
RADIO-MID- DAY	TERCILE 1	21020	3029	29.1	14.4	112	1223	30.4	5.8	117												
	TERCILE 2	21610	2925	28.1	13.5	105	1182	29.4	5.5	110												
	TERCILE 3	38355	4468	42.9	11.6	91	1618	40.2	4.2	85												
RADIO-TOTAL	QUINTILE 1	15988	2309	22.2	14.4	112	1016	25.3	6.4	128												
	QUINTILE 2	15626	2087	20.0	13.4	104	653	16.2	4.2	84												
	QUINTILE 3	16723	2026	19.4	12.1	94	1051	26.1	6.3	127												
	QUINTILE 4	16342	2222	21.3	13.6	106	722	18.0	4.4	89												
	QUINTILE 5	16306	1777	17.1	10.9	85	581	14.4	3.6	72												
TV-PRIME TIME	QUINTILE 1	15953	2045	19.6	12.8	100	903	22.5	5.7	114												
	QUINTILE 2	16137	2096	20.1	13.0	101	785	19.5	4.9	98												
	QUINTILE 3	16420	1789	17.2	10.9	85	871	21.7	5.3	107												
	QUINTILE 4	16687	2416	23.2	14.5	113	703	17.5	4.2	85												
	QUINTILE 5	15789	2074	19.9	13.1	102	760	18.9	4.8	97												
TV-DAYTIME	TERCILE 1	27736	3815	36.6	13.8	107	1387	34.5	5.0	101												
	TERCILE 2	26489	3530	33.9	13.3	104	1077	26.8	4.1	82												
	TERCILE 3	26761	3076	29.5	11.5	89	1558	38.7	5.8	117												
TV-TOTAL	QUINTILE 1	16345	2132	20.5	13.0	101	729	18.1	4.5	90												
	QUINTILE 2	16447	2154	20.7	13.1	102	878	21.8	5.3	107												
	QUINTILE 3	15980	1969	18.9	12.3	96	880	21.9	5.5	111												
	QUINTILE 4	15887	1810	17.4	11.4	89	663	16.5	4.2	84												
	QUINTILE 5	16326	2356	22.6	14.4	112	873	21.7	5.3	108												
MAGAZINES-NEWSPAPERS: DUAL		20721	2474	23.7	11.9	93	1318	32.8	6.4	128												
MAGAZINE IMPERATIVE		19186	2722	26.1	14.2	110	860	21.4	4.5	90												
NEWSPAPER IMPERATIVE		21899	2399	23.0	11.0	85	1213	30.2	5.5	112												
MAGAZINES-OUTDOOR: DUAL		15451	2087	20.0	13.5	105	963	23.9	6.2	125												
MAGAZINE IMPERATIVE		25953	3312	31.8	12.8	99	1253	31.2	4.8	97												
OUTDOOR IMPERATIVE		24400	3146	30.2	12.9	100	1226	30.5	5.0	101												
MAGAZINES-RADIO: DUAL		18049	2549	24.5	14.1	110	1095	27.2	6.1	122												
MAGAZINE IMPERATIVE		23571	2774	26.6	11.8	91	1219	30.3	5.2	104												
RADIO IMPERATIVE		23278	3162	30.3	13.6	106	1158	28.8	5.0	100												
MAGAZINES-TELEVISION: DUAL		15459	1876	18.0	12.1	94	934	23.2	6.0	122												
MAGAZINE IMPERATIVE		25829	3313	31.8	12.8	100	1390	34.6	5.4	108												
TELEVISION IMPERATIVE		26039	3448	33.1	13.2	103	1143	28.4	4.4	88												
NEWSPAPERS-OUTDOOR: DUAL		16605	1997	19.2	12.0	93	1080	26.9	6.5	131												
NEWSPAPER IMPERATIVE		26834	3094	29.7	11.5	90	1442	35.9	5.4	108												
OUTDOOR IMPERATIVE		23346	3328	31.9	14.3	111	963	23.9	4.1	83												
NEWSPAPERS-RADIO: DUAL		17133	2259	21.7	13.2	102	1127	28.0	6.6	132												
NEWSPAPER IMPERATIVE		25892	2778	26.7	10.7	83	1424	35.4	5.5	111												
RADIO IMPERATIVE		23167	3442	33.0	14.9	115	1018	25.3	4.4	88												
NEWSPAPERS-TELEVISION: DUAL		17159	2036	19.5	11.9	92	1115	27.7	6.5	131												
NEWSPAPER IMPERATIVE		26214	3062	29.4	11.7	91	1376	34.2	5.2	106												
TELEVISION IMPERATIVE		23412	3346	32.1	14.3	111	918	22.8	3.9	79												
OUTDOOR-RADIO: DUAL		15303	2047	19.6	13.4	104	896	22.3	5.9	118												
OUTDOOR IMPERATIVE		24901	3154	30.3	12.7	98	1287	32.0	5.2	104												
RADIO IMPERATIVE		26492	3499	33.6	13.2	103	1353	33.6	5.1	103												
OUTDOOR-TELEVISION: DUAL		14794	2014	19.3	13.6	106	816	20.3	5.5	111												
OUTDOOR IMPERATIVE		25437	3411	32.7	13.4	104	1389	34.5	5.5	110												
TELEVISION IMPERATIVE		27877	3423	32.8	12.3	95	1312	32.6	4.7	95												
RADIO-TELEVISION: DUAL		15996	2049	19.7	12.8	100	971	24.1	6.1	122												
RADIO IMPERATIVE		25478	3507	33.7	13.8	107	1345	33.4	5.3	106												
TELEVISION IMPERATIVE		26573	3404	32.7	12.8	100	1276	31.7	4.8	97												

	TOTAL U.S. '000	A '000	KRAFT B % DOWN	C % ACROSS	D % INDX	PLOCHMAN'S/PREMIUM A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	10421	100.0	12.9	100	4022	100.0	5.0	100								
ATLANTIC MONTHLY	415	**15	0.1	3.6	28	**15	0.4	3.6	73								
BARRON'S	453	**30	0.3	6.6	51	**6	0.1	1.3	27								
BETTER HOMES & GARDENS	16256	2402	23.0	14.8	115	906	22.5	5.6	112								
BON APPETIT	2535	*176	1.7	6.9	54	**189	4.7	7.5	150								
BUSINESS WEEK	1278	**169	1.6	13.2	103	**55	1.4	4.3	87								
CAR AND DRIVER	378	**45	0.4	11.9	93	**3	0.1	0.8	16								
CBS MAGAZINE NETWORK (GROSS)	1498	*164	1.6	10.9	85	**98	2.4	6.5	132								
CHANGING TIMES	1505	*170	1.6	11.3	88	**108	2.7	7.2	144								
COLONIAL HOMES	1231	*135	1.3	11.0	85	**36	0.9	2.9	59								
CONDE NAST MAG. PKG. (GROSS)	14146	1970	18.9	13.9	108	699	17.4	4.9	99								
CONSUMERS DIGEST	1323	*143	1.4	10.8	84	**44	1.1	3.3	67								
COSMOPOLITAN	7102	950	9.1	13.4	104	417	10.4	5.9	118								
COUNTRY LIVING	2481	387	3.7	15.6	121	*218	5.4	8.8	177								
CUISINE	1472	*156	1.5	10.6	82	**38	0.9	2.6	52								
CYCLE WORLD	425	**70	0.7	16.5	128	**66	1.6	15.5	313								
DCI:CREATIVE IDEAS FOR LIV	2510	544	5.2	21.7	168	*134	3.3	5.3	107								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1251	12.0	18.7	145	335	8.3	5.0	101								
DISCOVER	894	**120	1.2	13.4	104	**32	0.8	3.6	72								
EBONY	3507	471	4.5	13.4	104	**106	2.6	3.0	61								
ESQUIRE	1083	*180	1.7	16.6	129	**42	1.0	3.9	78								
ESSENCE	1830	322	3.1	17.6	137	**65	1.6	3.6	72								
FAMILY CIRCLE	15930	2270	21.8	14.2	111	933	23.2	5.9	118								
THE FAMILY HANDYMAN	1126	*158	1.5	14.0	109	**92	2.3	8.2	165								
FAMILY WEEKLY	11468	1410	13.5	12.3	96	658	16.4	5.7	116								
FIELD & STREAM	2234	*302	2.9	13.5	105	**102	2.5	4.6	92								
FOOD & WINE	579	**48	0.5	8.3	64	**31	0.8	5.4	108								
FORBES	728	**58	0.6	8.0	62	**27	0.7	3.7	75								
FORTUNE	906	**126	1.2	13.9	108	**55	1.4	6.1	122								
GENTLEMEN'S QUARTERLY	791	**72	0.7	9.1	71	**4	0.1	0.5	10								
GLAMOUR	5265	761	7.3	14.5	112	296	7.4	5.6	113								
GOLF DIGEST	636	**97	0.9	15.3	119	**21	0.5	3.3	66								
GOLF DIGEST/TENNIS (GROSS)	1186	*188	1.8	15.9	123	**42	1.0	3.5	71								
GOLF MAGAZINE	441	**20	0.2	4.5	35	**5	0.1	1.1	23								
GOLF MAGAZINE/SKI (GROSS)	922	**53	0.5	5.7	45	**15	0.4	1.6	33								
GOOD HOUSEKEEPING	16487	2165	20.8	13.1	102	960	23.9	5.8	117								
HARPER'S BAZAAR	2423	338	3.2	13.9	108	**80	2.0	3.3	66								
HEALTH	1994	*277	2.7	13.9	108	**63	1.6	3.2	64								
HEARST MAG CORP. BUY (GROSS)	44101	6098	58.5	13.8	107	2521	62.7	5.7	115								
HEARST MAN POWER (GROSS)	1993	316	3.0	15.9	123	**144	3.6	7.2	145								
HEARST WOMAN POWER (GROSS)	31274	4235	40.6	13.5	105	1791	44.5	5.7	115								
HOUSE BEAUTIFUL	3623	558	5.4	15.4	120	*228	5.7	6.3	127								
INC.	283	**17	0.2	6.0	47	**4	0.1	1.4	28								
JET	2928	486	4.7	16.6	129	*100	2.5	3.4	69								
LADIES' HOME JOURNAL	11918	1874	18.0	15.7	122	593	14.7	5.0	100								
LHJ FAMILY GRP COMBO(GROSS)	16764	2590	24.9	15.4	120	845	21.0	5.0	101								
LIFE	4254	632	6.1	14.9	115	256	6.4	6.0	121								
L.A. TIMES HOME MAGAZINE	1145	**101	1.0	8.8	69	**50	1.2	4.4	88								
MADEMOISELLE	2884	382	3.7	13.2	103	*190	4.7	6.6	133								
MC CALL'S	13460	2139	20.5	15.9	123	655	16.3	4.9	98								
MC CALL'S/WRK MOTHER (GROSS)	14606	2376	22.8	16.3	126	701	17.4	4.8	97								
MECHANIX ILLUSTRATED	772	**92	0.9	11.9	93	**133	3.3	17.2	347								
METROPOLITAN HOME	967	*145	1.4	15.0	117	**41	1.0	4.2	85								
MONEY	1588	*253	2.4	15.9	124	**89	2.2	5.6	113								
MOTHER EARTH NEWS	1002	*183	1.8	18.3	142	**87	2.2	8.7	175								
MS.	825	**92	0.9	11.2	87	**13	0.3	1.6	32								
NATIONAL ENQUIRER	10336	1444	13.9	14.0	109	467	11.6	4.5	91								
NATIONAL GEOGRAPHIC	9597	993	9.5	10.3	80	656	16.3	6.8	138								
NATIONAL SUNDAY MAGAZINE PKG	49558	5958	57.2	12.0	93	2836	70.5	5.7	115								
NATURAL HISTORY	573	**21	0.2	3.7	28	**70	1.7	12.2	246								
NEW WOMAN	1699	*235	2.3	13.8	107	**102	2.5	6.0	121								
NEW YORK INCLUDING CUE	443	**18	0.2	4.1	32	**10	0.2	2.3	45								
THE NEW YORKER	1270	*111	1.1	8.7	68	**50	1.2	3.9	79								
NEWSWEEK	6277	766	7.4	12.2	95	309	7.7	4.9	99								
THE N.Y. TIMES DAILY EDITION	1205	**53	0.5	4.4	34	**20	0.5	1.7	33								
THE N.Y. TIMES MAGAZINE	2081	**75	0.7	3.6	28	**114	2.8	5.5	110								
OMNI	788	**92	0.9	11.7	91	**44	1.1	5.6	112								
ON CABLE	1158	*149	1.4	12.9	100	**45	1.1	3.9	78								
1001 HOME IDEAS	2852	439	4.2	15.4	120	*189	4.7	6.6	133								
ORGANIC GARDENING	1658	*270	2.6	16.3	127	**86	2.1	5.2	104								
OUTDOOR LIFE	896	*172	1.7	19.2	149	**51	1.3	5.7	115								
PARADE MAGAZINE	24275	2840	27.3	11.7	91	1199	29.8	4.9	99								

	TOTAL U.S. '000	KRAFT				PLOCHMAN'S/PREMIUM											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	10421	100.0	12.9	100	4022	100.0	5.0	100								
PARENTS	3845	557	5.3	14.5	113	*258	6.4	6.7	135								
PENTHOUSE	831	**96	0.9	11.6	90	**44	1.1	5.3	107								
PEOPLE	11645	1378	13.2	11.8	92	700	17.4	6.0	121								
PLAYBOY	2006	*190	1.8	9.5	74	**86	2.1	4.3	86								
POPULAR HOT RODDING	297	**65	0.6	21.9	170	**16	0.4	5.4	108								
POPULAR MECHANICS	1018	*192	1.8	18.9	147	**94	2.3	9.2	186								
POPULAR SCIENCE	878	**96	0.9	10.9	85	**22	0.5	2.5	50								
PREVENTION	3913	587	5.6	15.0	117	*225	5.6	5.8	116								
PSYCHOLOGY TODAY	1710	273	2.6	16.0	124	**68	1.7	4.0	80								
READER'S DIGEST	22204	2868	27.5	12.9	100	1197	29.8	5.4	109								
REDBOOK	7684	1119	10.7	14.6	113	415	10.3	5.4	109								
ROAD & TRACK	410	**42	0.4	10.2	80	**16	0.4	3.9	79								
ROLLING STONE	969	*112	1.1	11.6	99	**63	1.6	6.5	131								
RUNNER'S WORLD	298	**82	0.8	27.5	214	**19	0.5	6.4	128								
SATURDAY EVENING POST	1169	*165	1.6	14.1	110	**104	2.6	8.9	179								
SCIENCE 84	587	**27	0.3	4.6	36	**51	1.3	8.7	175								
SCIENCE DIGEST	482	**36	0.3	7.5	58	**25	0.6	5.2	104								
SCIENTIFIC AMERICAN	594	**69	0.7	11.6	90	**58	1.4	9.8	197								
SELF	2089	307	2.9	14.7	114	**92	2.3	4.4	89								
SEVENTEEN	2411	441	4.2	18.3	142	**127	3.2	5.3	106								
SKI	480	**34	0.3	7.1	55	**10	0.2	2.1	42								
SMITHSONIAN	2760	301	2.9	10.9	85	*147	3.7	5.3	107								
SOAP OPERA DIGEST	3013	447	4.3	14.8	115	*120	3.0	4.0	80								
SOUTHERN LIVING	4184	706	6.8	16.9	131	*202	5.0	4.8	97								
SPORT	559	**82	0.8	14.7	114	**0	0.0	0.0	0								
THE SPORTING NEWS	436	**33	0.3	7.6	59	**21	0.5	4.8	97								
SPORTS AFIELD	493	**88	0.8	17.8	139	**25	0.6	5.1	102								
SPORTS ILLUSTRATED	2758	400	3.8	14.5	113	*139	3.5	5.0	101								
STAR	7456	946	9.1	12.7	99	415	10.3	5.6	112								
SUNDAY	24936	3056	29.3	12.3	95	1549	38.5	6.2	125								
SUNSET	2124	*234	2.2	11.0	86	**172	4.3	8.1	163								
TV GUIDE	21661	3000	28.8	13.8	108	1033	25.7	4.8	96								
TENNIS	550	**91	0.9	16.5	129	**20	0.5	3.6	73								
TIME	8880	1073	10.3	12.1	94	494	12.3	5.6	112								
TOWN & COUNTRY	917	*127	1.2	13.8	108	**12	0.3	1.3	26								
TRAVEL & LEISURE	972	*118	1.1	12.1	94	**26	0.6	2.7	54								
TRUE STORY	3356	443	4.3	13.2	103	**108	2.7	3.2	65								
U.S. NEWS & WORLD REPORT	3410	369	3.5	10.8	84	*164	4.1	4.8	97								
USA TODAY	1759	*216	2.1	12.3	95	*116	2.9	6.6	133								
US	1873	282	2.7	15.1	117	**84	2.1	4.5	90								
VOGUE	3909	519	5.0	13.3	103	*122	3.0	3.1	63								
WALL STREET JOURNAL	1886	*169	1.6	9.0	70	**120	3.0	6.4	128								
WEIGHT WATCHERS	2120	269	2.6	12.7	99	*169	4.2	8.0	161								
WOMAN'S DAY	14172	1947	18.7	13.7	107	847	21.1	6.0	120								
WORKING MOTHER	1146	*237	2.3	20.7	161	**46	1.1	4.0	81								
WORKING WOMAN	1322	*198	1.9	15.0	116	**67	1.7	5.1	102								
WORLD TENNIS	*163	**6	0.1	3.7	29	**0	0.0	0.0	0								
ZIFF-DAVIS MAG NETMK (GROSS)	2532	353	3.4	13.9	108	**113	2.8	4.5	90								
BLAIR INSERTS	43657	5111	49.0	11.7	91	2497	62.1	5.7	115								
DAILY NEWSPAPERS																	
READ ANY	51633	6039	58.0	11.7	91	2806	69.8	5.4	109								
READ ONE	43463	5263	50.5	12.1	94	2372	59.0	5.5	110								
READ TWO OR MORE	8170	775	7.4	9.5	74	434	10.8	5.3	107								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6349	60.9	12.1	94	3006	74.7	5.7	115								
READ ONE	46126	5704	54.7	12.4	96	2628	65.3	5.7	115								
READ TWO OR MORE	6552	646	6.2	9.9	77	378	9.4	5.8	116								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.52				32.80											
30 DAY REACH	71455	9190	88.2	12.9	100	3510	87.3	4.9	99								
50 SHWG - 30 DAY AV FREQ	14.56	15.06				17.01											
30 DAY REACH	67742	8741	83.9	12.9	100	3390	84.3	5.0	101								
25 SHWG - 30 DAY AV FREQ	7.94	8.14				9.13											
30 DAY REACH	62117	8054	77.3	13.0	101	3175	78.9	5.1	103								
CABLE TV: HOME WIRED	32077	4031	38.7	12.6	98	1573	39.1	4.9	99								
HOME NOT WIRED	48909	6390	61.3	13.1	102	2450	60.9	5.0	101								
HAVE PAY CABLE	15935	1877	18.0	11.8	92	881	21.9	5.5	111								

	TOTAL U.S. '000	A '000	KRAFT B % DOWN	C % ACROSS	D % INDEX	PLOCHMAN'S/PREMIUM A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	10421	100.0	12.9	100	4022	100.0	5.0	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5803	55.7	13.2	103	2421	60.2	5.5	111								
10:00 AM - 3:00 PM	30659	4370	41.9	14.3	111	1771	44.0	5.8	116								
3:00 PM - 7:00 PM	31045	4001	38.4	12.9	100	1779	44.2	5.7	115								
7:00 PM - MIDNIGHT	15767	1998	19.2	12.7	98	849	21.1	5.4	108								
MIDNIGHT - 6:00 AM	9120	1282	12.3	14.1	109	450	11.2	4.9	99								
6:00 AM - MIDNIGHT	58527	7724	74.1	13.2	103	3189	79.3	5.4	110								
ENTIRE DAY	59311	7887	75.7	13.3	103	3226	80.2	5.4	110								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	2222	21.3	13.7	107	1050	26.1	6.5	131								
ALL NEWS	2256	*118	1.1	5.2	41	*112	2.8	5.0	100								
AOR/PROGRESSIVE	3874	424	4.1	10.9	85	*183	4.5	4.7	95								
BEAUTIFUL MUSIC	5660	688	6.6	12.2	94	306	7.6	5.4	109								
BLACK	2204	252	2.4	11.4	89	*78	1.9	3.5	71								
CLASSICAL	1418	*196	1.9	13.8	107	*99	2.5	7.0	141								
CHR/ROCK	9538	999	9.6	10.5	81	542	13.5	5.7	114								
COUNTRY	12648	2080	20.0	16.4	128	694	17.3	5.5	110								
GOLDEN OLDIES	1191	*190	1.8	16.0	124	*38	0.9	3.2	64								
MOR/ROCK	4757	552	5.3	11.6	90	*247	6.1	5.2	105								
NEWS/TALK	3863	517	5.0	13.4	104	277	6.9	7.2	144								
RELIGIOUS	3084	475	4.6	15.4	120	*132	3.3	4.3	86								
SOFT ROCK	521	*127	1.2	24.4	189	*44	1.1	8.4	170								
URBAN CONTEMPORARY	1585	*104	1.0	6.6	51	*80	2.0	5.0	102								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	322	3.1	9.9	77	*241	6.0	7.4	149								
ABC DIRECTION	2316	261	2.5	11.3	88	*133	3.3	5.7	116								
ABC ENTERTAINMENT	4834	735	7.1	15.2	118	*259	6.4	5.4	108								
ABC FM	2202	276	2.6	12.5	97	*110	2.7	5.0	101								
ABC INFORMATION	5425	742	7.1	13.7	106	283	7.0	5.2	105								
ABC ROCK	1677	*161	1.5	9.6	75	*108	2.7	6.4	130								
CBS	4430	584	5.6	13.2	102	301	7.5	6.8	137								
MUTUAL	4992	730	7.0	14.6	114	293	7.3	5.9	118								
WABC	4679	602	5.8	12.9	100	*260	6.5	5.6	112								
RADIORADIO	1994	*228	2.2	11.4	89	*152	3.8	7.6	153								
RKO ONE	2298	*220	2.1	9.6	74	*143	3.6	6.2	125								
RKO TWO	3311	360	3.5	10.9	84	*205	5.1	6.2	125								
THE SOURCE	2114	*247	2.4	11.7	91	*89	2.2	4.2	85								
NON-WIRED : BLAIR	8654	1254	12.0	14.5	113	574	14.3	6.6	134								
INTERNET	12025	1571	15.1	13.1	102	538	13.4	4.5	90								
KATZ RADIO GROUP	15359	1987	19.1	12.9	101	890	22.1	5.8	117								
SUPERNET	10628	1364	13.1	12.8	100	610	15.2	5.7	116								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1114	10.7	12.9	100	348	8.7	4.0	81								
WKDAY 9:00 AM - 1:00 PM	12163	1754	16.8	14.4	112	551	13.7	4.5	91								
WKDAY 1:00 PM - 4:30 PM	16150	2310	22.2	14.3	111	753	18.7	4.7	94								
WKDAY 4:30 PM - 7:30 PM	22463	2761	26.5	12.3	96	1059	26.3	4.7	95								
WKDAY 7:30 PM - 8:00 PM	31795	4022	38.6	12.6	98	1552	38.6	4.9	98								
WKDAY 11:00 PM - 11:30 PM	23977	3315	31.8	13.8	107	1398	34.8	5.8	117								
WKDAY 11:30 PM - 1:00 AM	7703	1098	10.5	14.3	111	504	12.5	6.5	132								
M-SAT 8-11 PM-SUN 7-11 PM	33800	4227	40.6	12.5	97	1761	43.8	5.2	105								
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	973	9.3	14.9	116	315	7.8	4.8	97								
ANOTHER WORLD	N 4620	669	6.4	14.5	113	208	5.2	4.5	91								
AS THE WORLD TURNS	C 5614	931	8.9	16.6	129	209	5.2	3.7	75								
CAPITOL	C 3396	495	4.8	14.6	113	123	3.1	3.6	73								
CBS MORN. NEWS 1	C 1446	180	1.7	12.4	97	*49	1.2	3.4	68								
CBS MORN. NEWS 2	C 1207	131	1.3	10.9	84	*29	0.7	2.4	48								
DAYS OF OUR LIVES	N 5877	896	8.6	15.2	118	317	7.9	5.4	109								
FACTS OF LIFE - DAYTIME	N 2290	362	3.5	15.8	123	*90	2.2	3.9	79								
FAMILY FEUD	A 3023	486	4.7	16.1	125	118	2.9	3.9	79								
GENERAL HOSPITAL	A 6097	860	8.3	14.1	110	326	8.1	5.3	108								
GOOD MORNING, AMERICA-730 A	A 3515	530	5.1	15.1	117	157	3.9	4.5	90								
GOOD MORNING, AMERICA-830 A	A 2818	442	4.2	15.7	122	101	2.5	3.6	72								
GUIDING LIGHT	C 5339	831	8.0	15.6	121	198	4.9	3.7	75								
ONE LIFE TO LIVE	A 4478	743	7.1	16.6	129	263	6.5	5.9	118								
PRESS YOUR LUCK	C 2244	297	2.9	13.2	103	*113	2.8	5.0	101								
PRICE IS RIGHT 1	C 4348	644	6.2	14.8	115	219	5.4	5.0	101								
PRICE IS RIGHT 2	C 5014	787	7.6	15.7	122	265	6.6	5.3	106								
RYAN'S HOPE	A 3150	618	5.9	19.6	152	173	4.3	5.5	111								
SALE OF THE CENTURY	N 2695	370	3.6	13.7	107	*152	3.8	5.6	114								
SEARCH FOR TOMORROW	N 2319	250	2.4	10.8	84	*89	2.2	3.8	77								
TODAY SHOW 1	N 2693	346	3.3	12.8	100	103	2.6	3.8	77								
TODAY SHOW 2	N 2498	329	3.2	13.2	102	88	2.2	3.5	71								
\$25,000 PYRAMID	C 2753	397	3.8	14.4	112	143	3.6	5.2	105								
WHEEL OF FORTUNE	N 4388	658	6.3	15.0	117	213	5.3	4.9	98								
YOUNG AND THE RESTLESS	C 5695	913	8.8	16.0	125	270	6.7	4.7	95								
WEEKEND DAYTIME NTKM PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A 1760	217	2.1	12.3	96	*96	2.4	5.5	110								
NBA PLAYOFF GAME -1	C 1136	171	1.6	15.1	117	*50	1.2	4.4	89								
NBC MAJOR LEAGUE PRE-GAME N	N 953	*102	1.0	10.7	83	*34	0.8	3.6	72								
SPORTSWORLD - SUN	N 1233	*156	1.5	12.7	98	*19	0.5	1.5	31								
SUNDAY MORNING	C 1611	*186	1.8	11.5	90	*94	2.3	5.8	117								

		TOTAL U.S. '000	KRAFT				PLOCHMAN'S/PREMIUM											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	10421	100.0	12.9	100	4022	100.0	5.0	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3444	33.0	13.2	103	1295	32.2	5.0	100								
NETWORK AFFILIATES - LATE		20261	2822	27.1	13.9	108	1158	28.8	5.7	115								
INDEPENDENTS - LATE		2076	186	1.8	9.0	70	*92	2.3	4.4	89								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1281	12.3	12.3	95	503	12.5	4.8	97								
ABC MONDAY NIGHT MOVIE	A	6412	826	7.9	12.9	100	344	8.6	5.4	108								
ABC SUNDAY NIGHT MOVIE	A	12407	1577	15.1	12.7	99	669	16.6	5.4	109								
ABC WORLD NEWS TONIGHT	A	6176	1003	9.6	16.2	126	287	7.1	4.6	94								
AFTERMASH	C	5863	716	6.9	12.2	95	401	10.0	6.8	138								
ALICE	C	9594	1274	12.2	13.3	103	527	13.1	5.5	111								
AMERICAN PARADE	C	6622	976	9.4	14.7	115	293	7.3	4.4	89								
BENSON	A	10886	1234	11.8	11.3	88	611	15.2	5.6	113								
BLUE THUNDER	A	5036	649	6.4	13.3	103	249	6.2	4.9	100								
CAGNEY & LACEY	C	9965	1318	12.6	13.2	103	619	15.4	6.2	125								
CBS EVENING NEWS-DEAN	C	3491	347	3.3	9.9	77	*223	5.5	6.4	129								
CBS EVENING NEWS-RATHER	C	7123	883	8.5	12.4	96	332	8.3	4.7	94								
CBS SAT. NEWS-SCHIEFFER	C	3621	458	4.4	12.6	98	138	3.4	3.8	77								
CBS SATURDAY NIGHT MOVIE	C	5436	835	8.0	15.4	119	303	7.5	5.6	112								
CBS WEDNESDAY NIGHT MOVIE	C	6100	858	8.2	14.1	109	296	7.4	4.9	98								
CHEERS	N	8889	1050	10.1	11.8	92	557	13.8	6.3	126								
DALLAS	C	22109	2665	25.6	12.1	94	1317	32.7	6.0	120								
DIFF'RENT STROKES	N	6940	817	7.8	11.8	91	348	8.7	5.0	101								
DOUBLE TROUBLE	N	7223	940	9.0	13.0	101	330	8.2	4.6	92								
DUCK FACTORY	N	5595	664	6.4	11.9	92	316	7.9	5.6	114								
DUKES OF HAZZARD	C	5768	715	6.9	12.4	96	272	6.8	4.7	95								
DYNASTY	A	20053	2729	26.2	13.6	106	1090	27.1	5.4	109								
FACTS OF LIFE	N	8087	925	8.9	11.4	89	383	9.5	4.7	95								
FALCON CREST	C	20046	2547	24.4	12.7	99	1171	29.1	5.8	118								
FALL GUY	A	9084	1201	11.5	13.2	103	432	10.7	4.8	96								
FAMILY TIES	N	7964	885	8.5	11.1	86	441	11.0	5.5	112								
FANTASY ISLAND	A	7687	819	7.9	10.7	83	366	9.1	4.8	96								
FOULUPS,BLEEPS & BLUNDERS	A	8861	1177	11.3	13.3	103	533	13.3	6.0	121								
FOUR SEASONS	C	5095	594	5.7	11.7	91	*271	6.7	5.3	107								
GIMME A BREAK	N	8838	1025	9.8	11.6	90	430	10.7	4.9	98								
HART TO HART	A	8978	1095	10.5	12.2	95	517	12.9	5.8	116								
HILL STREET BLUES	N	8590	922	8.8	10.7	83	525	13.1	6.1	123								
HOTEL	A	14085	1791	17.2	12.7	99	817	20.3	5.8	117								
JEFFERSONS	C	9360	1288	12.4	13.8	107	480	11.9	5.1	103								
JENNIFER SLEPT HERE	N	5841	712	6.8	12.2	95	343	8.5	5.9	118								
KATE & ALLIE	C	9206	1125	10.8	12.2	95	467	11.6	5.1	102								
KNIGHT RIDER	N	7076	851	8.2	12.0	93	362	9.0	5.1	103								
LOVE BOAT	A	12219	1449	13.9	11.9	92	667	16.6	5.5	110								
MAGNUM PI	C	11199	1516	14.5	13.5	105	629	15.6	5.6	113								
MAMA'S FAMILY	N	6057	762	7.3	12.6	98	281	7.0	4.6	93								
MASTER, THE	N	3598	375	3.6	10.4	81	*158	3.9	4.4	88								
MATT HOUSTON	A	6344	748	7.2	11.8	92	433	10.8	6.8	137								
NBC MONDAY NIGHT MOVIE	N	11994	1652	15.9	13.8	107	624	15.5	5.2	105								
NBC NIGHTLY NEWS	N	5132	720	6.9	14.0	109	247	6.1	4.8	97								
NBC NIGHTLY NEWS-SAT	N	3375	461	4.4	13.7	106	*147	3.7	4.4	88								
NBC NIGHTLY NEWS-SUN	N	3130	476	4.6	15.2	118	*184	4.6	5.9	118								
NBC SUNDAY NIGHT MOVIE	N	8284	974	9.3	11.8	91	473	11.8	5.7	115								
NEWMART	C	9240	1181	11.3	12.8	99	492	12.2	5.3	107								
ONE DAY AT A TIME	C	7288	906	8.7	12.4	97	402	10.0	5.5	111								
PEOPLE ARE FUNNY	N	4855	663	6.4	13.7	106	*236	5.9	4.9	98								
REAL PEOPLE	N	8869	1177	11.3	13.3	103	470	11.7	5.3	107								
REMINGTON STEELE	N	7743	929	8.9	12.0	93	552	13.7	7.1	144								
RIPLY'S BELIEVE IT - NOT	A	5345	773	7.4	14.5	112	273	6.8	5.1	103								
RIPTIDE	N	6988	966	9.3	13.8	107	407	10.1	5.8	117								
SCARECROW & MRS. KING	C	10002	1234	11.8	12.3	96	585	14.5	5.8	118								
SIMON & SIMON	C	10638	1538	14.8	14.5	112	578	14.4	5.4	109								
60 MINUTES	C	13293	1654	15.9	12.4	97	729	18.1	5.5	110								
ST. ELSEWHERE	N	7017	872	8.4	12.4	97	330	8.2	4.7	95								
THREE'S COMPANY	A	10917	1460	14.0	13.4	104	621	15.4	5.7	115								
T.J. HOOKER	A	9204	1157	11.1	12.6	98	473	11.8	5.1	103								
TONIGHT SHOW	N	2372	297	2.9	12.5	97	143	3.6	6.0	121								
TRAPPER JOHN, M.D.	C	9846	1301	12.5	13.2	103	590	14.7	6.0	121								
TV BLOOPERS & PRAC. JOKES	N	9105	1209	11.6	13.3	103	487	12.1	5.3	108								
20/20	A	9387	1238	11.9	13.2	102	496	12.3	5.3	106								
WEBSTER	A	11067	1313	12.6	11.9	92	596	14.8	5.4	108								
WORLD NEWS - SUN	A	3062	391	3.8	12.8	99	**141	3.5	4.6	93								
YELLOW ROSE	N	4978	669	6.4	13.4	104	258	6.4	5.2	104								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	908	8.7	10.2	80	*397	9.9	4.5	90								
BASKETBALL - COLLEGE GAMES		4080	564	5.4	13.8	107	**164	4.1	4.0	81								
BASKETBALL - PRO GAMES		3607	*339	3.3	9.4	73	**162	4.0	4.5	90								
BOHLING		3883	*457	4.4	11.8	91	**99	2.5	2.5	51								
BOXING		3928	*472	4.5	12.0	93	**128	3.2	3.3	66								
FOOTBALL - COLLEGE GAMES		6366	889	8.5	14.0	109	*406	10.1	6.4	128								
FOOTBALL - PRO GAMES		11300	1487	14.3	13.2	102	786	19.5	7.0	140								
GOLF		3378	*340	3.3	10.1	78	**136	3.4	4.0	81								
POST-SEASON COLL. FOOTBALL		4906	578	5.5	11.8	92	*341	8.5	7.0	140								
POST-SEASON PRO FOOTBALL		6120	825	7.9	13.5	105	*481	12.0	7.9	158								
TENNIS		3033	*346	3.3	11.4	89	**136	3.4	4.5	90								
WRESTLING - PROFESSIONAL		3344	*394	3.8	11.8	92	**125	3.1	3.7	75								

NON-STICK COOKING SPRAY

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-7

		'000	%	UNWEIGHTED					
		----	----	-----	-----				
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?									
	YES	32525	40.2	3674					
	NO	48461	59.8	5761					
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%
		----	----	-----	-----	-----	-----	-----	-----
IF YES									

1B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BAKER'S JOY		3396	4.2	863	1.1	1656	2.0	877	1.1
COOKING EASE		962	1.2	314	.4	433	.5	215	.3
MAZOLA NO STICK		4658	5.8	1859	2.3	1838	2.3	961	1.2
PAM		27288	33.7	21769	26.9	4519	5.6	1000	1.2
PAN PAL		1258	1.6	545	.7	471	.6	242	.3
OTHER BRANDS		1832	2.3	947	1.2	383	.5	502	.6
DO NOT KNOW		132	.2						
		'000	%	UNWEIGHTED					
		----	----	-----	-----				
1C. ABOUT HOW MANY CONTAINERS OF NON-STICK COOKING SPRAY WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?									
SIX OR MORE	H	1414	1.7	148					
FIVE	H	418	.5	50					
FOUR	H	653	.8	75					
THREE	H	1411	1.7	160					
TWO	H	2882	3.6	317					
ONE	M	7121	8.8	746					
LESS THAN ONE	L	15728	19.4	1821					
NONE	L	2898	3.6	357					

NON-STICK COOKING SPRAY: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	32525	100.0	40.2	100	6778	100.0	8.4	100	7121	100.0	8.8	100	18627	100.0	23.0	100
18 - 24	9282	2551	7.8	27.5	68	780	11.5	8.4	100	*610	8.6	6.6	75	1161	6.2	12.5	54
25 - 34	19072	7405	22.8	38.8	97	1489	22.0	7.8	93	1419	19.9	7.4	85	4497	24.1	23.6	103
35 - 44	14591	6059	18.6	41.5	103	1100	16.2	7.5	90	1455	20.4	10.0	113	3503	18.8	24.0	104
45 - 54	11345	5233	16.1	46.1	115	1118	16.5	9.9	118	1135	15.9	10.0	114	2979	16.0	26.3	114
55 - 64	11635	5057	15.5	43.5	108	1021	15.1	8.8	105	1183	16.6	10.2	116	2852	15.3	24.5	107
65 OR OLDER	15061	6221	19.1	41.3	103	1268	18.7	8.4	101	1318	18.5	8.8	100	3634	19.5	24.1	105
18 - 34	28354	9956	30.6	35.1	87	2269	33.5	8.0	96	2029	28.5	7.2	81	5658	30.4	20.0	87
18 - 49	48339	18487	56.8	38.2	95	3977	58.7	8.2	98	3981	55.9	8.2	94	10530	56.5	21.8	95
25 - 54	45008	18697	57.5	41.5	103	3708	54.7	8.2	98	4010	56.3	8.9	101	10979	58.9	24.4	106
35 - 49	19985	8531	26.2	42.7	106	1708	25.2	8.5	102	1951	27.4	9.8	111	4873	26.2	24.4	106
50 OR OLDER	32647	14038	43.2	43.0	107	2801	41.3	8.6	103	3140	44.1	9.6	109	8097	43.5	24.8	108
GRADUATED COLLEGE	11155	5077	15.6	45.5	113	796	11.7	7.1	85	989	13.9	8.9	101	3292	17.7	29.5	128
ATTENDED COLLEGE	13682	6073	18.7	44.4	111	1063	15.7	7.8	93	1311	18.4	9.6	109	3699	19.9	27.0	118
GRADUATED HIGH SCHOOL	33880	14121	43.4	41.7	104	3182	46.9	9.4	112	2903	40.8	8.6	97	8037	43.1	23.7	103
DID NOT GRADUATE HIGH SCHOOL	22270	7254	22.3	32.6	81	1737	25.6	7.8	93	1918	26.9	8.6	98	3598	19.3	16.2	70
EMPLOYED	40306	16491	50.7	40.9	102	3611	53.3	9.0	107	3284	46.1	8.1	93	9595	51.5	23.8	104
EMPLOYED FULL-TIME	32850	13216	40.6	40.2	100	2838	41.9	8.6	103	2739	38.5	8.3	95	7639	41.0	23.3	101
EMPLOYED PART-TIME	7456	3274	10.1	43.9	109	773	11.4	10.4	124	*546	7.7	7.3	83	1956	10.5	26.2	114
NOT EMPLOYED	40680	16035	49.3	39.4	98	3167	46.7	7.8	93	3837	53.9	9.4	107	9031	48.5	22.2	97
PROFESSIONAL/MANAGER	10392	4588	14.1	44.1	110	916	13.5	8.8	105	838	11.8	8.1	92	2835	15.2	27.3	119
TECH/CLERICAL/SALES	17574	7514	23.1	42.8	106	1508	22.2	8.6	103	1602	22.5	9.1	104	4404	23.6	25.1	109
PRECISION/CRAFT	985	*350	1.1	35.5	88	*116	1.7	11.8	141	*222	0.3	2.2	25	*213	1.1	21.6	94
OTHER EMPLOYED	11354	4038	12.4	35.6	89	1071	15.8	9.4	113	823	11.6	7.2	82	2144	11.5	18.9	82
SINGLE	9863	3104	9.5	31.5	78	859	12.7	8.7	104	563	7.9	5.7	65	1682	9.0	17.1	74
MARRIED	51375	22130	68.0	43.1	107	4334	63.9	8.4	101	5013	70.4	9.8	111	12783	68.6	24.9	108
DIVORCED/SEPARATED/WIDOWED	19748	7292	22.4	36.9	92	1585	23.4	8.0	96	1545	21.7	7.8	89	4162	22.3	21.1	92
PARENTS	32590	12182	37.5	37.4	93	2354	34.7	7.2	86	2907	40.8	8.9	101	6921	37.2	21.2	92
WHITE	70416	30038	92.4	42.7	106	5865	86.5	8.3	100	6504	91.3	9.2	105	17669	94.9	25.1	109
BLACK	8778	2189	6.7	24.9	62	842	12.4	9.6	115	539	7.6	6.1	70	808	4.3	9.2	40
OTHER	1791	**298	0.9	16.6	41	**71	1.0	4.0	47	**78	1.1	4.4	50	**150	0.8	8.4	36
NORTHEAST-CENSUS	17786	6305	19.4	35.4	88	1474	21.7	8.3	99	1291	18.1	7.3	83	3540	19.0	19.9	87
NORTH CENTRAL	20741	8840	27.2	42.6	106	1516	22.4	7.3	87	1854	26.0	8.9	102	5470	29.4	26.4	115
SOUTH	27775	10955	33.7	39.4	98	2631	38.8	9.5	113	2891	40.6	10.4	118	5432	29.2	19.6	85
WEST	14683	6426	19.8	43.8	109	1157	17.1	7.9	94	1085	15.2	7.4	84	4185	22.5	28.5	124
NORTHEAST-MKTG.	17961	6463	19.9	36.0	90	1595	23.5	8.9	106	1584	22.2	8.8	100	3284	17.6	18.3	79
EAST CENTRAL	11885	4938	15.2	41.5	103	915	13.5	7.7	92	1003	14.1	8.4	96	3020	16.2	25.4	110
WEST CENTRAL	14090	5984	18.4	42.5	106	946	14.0	6.7	80	1095	15.4	7.8	88	3944	21.2	28.0	122
SOUTH	24081	9410	28.9	39.1	97	2252	33.2	9.4	112	2429	34.1	10.1	115	4729	25.4	19.6	85
PACIFIC	12969	5731	17.6	44.2	110	1071	15.8	8.3	99	1010	14.2	7.8	89	3651	19.6	28.2	122
COUNTY SIZE A	32439	12344	38.0	38.1	95	2869	42.3	8.8	106	2694	37.8	8.3	94	6781	36.4	20.9	91
COUNTY SIZE B	24915	9809	30.2	39.4	98	1932	28.5	7.8	93	2234	31.4	9.0	102	5644	30.3	22.7	98
COUNTY SIZE C	12930	5971	18.4	46.2	115	1188	17.5	9.2	110	1153	16.2	8.9	101	3629	19.5	28.1	122
COUNTY SIZE D	10703	4402	13.5	41.1	102	789	11.6	7.4	88	1040	14.6	9.7	111	2573	13.8	24.0	105
METRO CENTRAL CITY	24518	8105	24.9	33.1	82	1789	26.4	7.3	87	1886	26.5	7.7	87	4429	23.8	18.1	79
METRO SUBURBAN	35919	15572	47.9	43.4	108	3334	49.2	9.3	111	3295	46.3	9.2	104	8943	48.0	24.9	108
NON METRO	20549	8849	27.2	43.1	107	1654	24.4	8.0	96	1940	27.2	9.4	107	5255	28.2	25.6	111
TOP 5 ADI'S	18341	6433	19.8	35.1	87	1692	25.0	9.2	110	1191	16.7	6.5	74	3551	19.1	19.4	84
TOP 10 ADI'S	25378	9593	29.5	37.8	94	2417	35.7	9.5	114	2243	31.5	8.8	101	4933	26.5	19.4	85
TOP 20 ADI'S	36488	14173	43.6	38.8	97	3349	49.4	9.2	110	3093	43.4	8.5	96	7731	41.5	21.2	92
MSHLD INC. \$50,000 OR MORE	6612	3213	9.9	48.6	121	*731	10.8	11.1	132	*573	8.0	8.7	99	1909	10.2	28.9	126
\$40,000 OR MORE	12659	6191	19.0	48.9	122	1182	17.4	9.3	112	1226	17.2	9.7	110	3783	20.3	29.9	130
\$30,000 OR MORE	24698	11829	36.4	47.9	119	2233	32.9	9.0	108	2591	36.4	10.5	119	7005	37.6	28.4	123
\$25,000 OR MORE	32077	15040	46.2	46.9	117	2961	43.7	9.2	110	3097	43.5	9.7	110	8983	48.2	28.0	122
\$20,000 - \$24,999	9144	3425	10.5	37.5	93	858	12.7	9.4	112	818	11.5	8.9	102	1750	9.4	19.1	83
\$15,000 - \$19,999	8728	3520	10.8	40.3	100	650	9.6	7.4	89	911	12.8	10.4	119	1958	10.5	22.4	98
\$10,000 - \$14,999	12562	4720	14.5	37.6	94	823	12.1	6.6	78	959	13.5	7.6	87	2938	15.8	23.4	102
UNDER \$10,000	18475	5820	17.9	31.5	78	1487	21.9	8.0	96	1335	18.7	7.2	82	2998	16.1	16.2	71
HOUSEHOLD OF 1 PERSON	11987	4424	13.6	36.9	92	770	11.4	6.4	77	684	9.6	5.7	65	2970	15.9	24.8	108
2 PEOPLE	26577	11703	36.0	44.0	110	2328	34.3	8.8	105	2311	32.5	8.7	99	7065	37.9	26.6	116
3 OR 4 PEOPLE	30617	11850	36.4	38.7	96	2749	40.6	9.0	107	2881	40.5	9.4	107	6220	33.4	20.3	88
5 OR MORE PEOPLE	11804	4548	14.0	38.5	96	932	13.8	7.9	94	1245	17.5	10.5	120	2372	12.7	20.1	87
NO CHILD IN HSHLD	46165	19383	59.6	42.0	105	4211	62.1	9.1	109	3922	55.1	8.5	97	11251	60.4	24.4	106
CHILD(REN) UNDER 2 YRS	5325	1790	5.5	33.6	84	*420	6.2	7.9	94	*304	4.3	5.7	65	1066	5.7	20.0	87
2 - 5 YEARS	14221	4941	15.2	34.7	87	1049	15.5	7.4	88	1110	15.6	7.8	89	2783	14.9	19.6	85
6 - 11 YEARS	15117	5827	17.9	38.5	96	1136	16.8	7.5	90	1557	21.9	10.3	117	3134	16.8	20.7	90
12 - 17 YEARS	16611	6607	20.3	39.8	99	1114	16.4	6.7	80	1704	23.9	10.3	117	3790	20.3	22.8	99
RESIDENCE OWNED	55884	25432	78.2	45.5	113	5151	76.0	9.2	110	5540	77.8	9.9	113	14741	79.1	26.4	115
VALUE: \$50,000 OR MORE	31744	15571	47.9	49.1	122	3218	47.5	10.1	121	3333	46.8	10.5	119	9020	48.4	28.4	124
VALUE: UNDER \$50,000	24140	9862	30.3	40.9	102	1933	28.5	8.0	96	2208	31.0	9.1	104	5721	30.7	23.7	103

NON-STICK COOKING SPRAY: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	
TOTAL FEMALE HOMEOWNERS			80986	32525	100.0	40.2	100	6778	100.0	8.4	100	7121	100.0	8.8	100	18627	100.0	23.0	100
MAGAZINES	QUINTILE 1	15799	7464	22.9	47.2	118	1724	25.4	10.9	130	1769	24.8	11.2	127	3970	21.3	25.1	109	
	QUINTILE 2	17259	7637	23.5	44.2	110	1666	24.6	9.7	115	1550	21.8	9.0	102	4420	23.7	25.6	111	
	QUINTILE 3	13545	5460	16.8	40.3	100	917	13.5	6.8	81	1289	18.1	9.5	108	3255	17.5	24.0	104	
	QUINTILE 4	15133	5885	18.1	38.9	97	1222	18.0	8.1	96	1238	17.4	8.2	93	3425	18.4	22.6	98	
	QUINTILE 5	19250	6080	18.7	31.6	79	1249	18.4	6.5	78	1275	17.9	6.6	75	3556	19.1	18.5	80	
NEWSPAPERS	QUINTILE 1	12413	5692	17.5	45.9	114	1001	14.8	8.1	96	1325	18.6	10.7	121	3366	18.1	27.1	118	
	QUINTILE 2	24116	10641	32.7	44.1	110	2274	33.5	9.4	113	2481	34.8	10.3	117	5886	31.6	24.4	106	
	QUINTILE 3	11261	4788	14.7	42.5	106	1145	16.9	10.2	121	1104	15.5	9.8	111	2540	13.6	22.6	98	
	QUINTILE 4	20255	7308	22.5	36.1	90	1523	22.5	7.5	90	1468	20.6	7.2	82	4317	23.2	21.3	93	
	QUINTILE 5	12940	4097	12.6	31.7	79	836	12.3	6.5	77	743	10.4	5.7	65	2518	13.5	19.5	85	
OUTDOOR	QUINTILE 1	14852	5707	17.5	38.4	96	1324	19.5	8.9	107	1138	16.0	7.7	87	3246	17.4	21.9	95	
	QUINTILE 2	15725	6227	19.1	39.6	99	1253	18.5	8.0	95	1400	19.7	8.9	101	3574	19.2	22.7	99	
	QUINTILE 3	16330	6639	20.4	40.7	101	1569	23.1	9.6	115	1403	19.7	8.6	98	3668	19.7	22.5	98	
	QUINTILE 4	16744	6729	20.7	40.2	100	1355	20.0	8.1	97	1337	18.8	8.0	91	4037	21.7	24.1	105	
	QUINTILE 5	17334	7223	22.2	41.7	104	1278	18.9	7.4	88	1844	25.9	10.6	121	4101	22.0	23.7	103	
RADIO-DRIVE TIME	QUINTILE 1	15911	6879	21.1	43.2	108	1359	20.1	8.5	102	1758	24.7	11.0	126	3763	20.2	23.7	103	
	QUINTILE 2	14837	5747	17.7	38.7	96	1154	17.0	7.8	93	1191	16.7	8.0	91	3402	18.3	22.9	100	
	QUINTILE 3	15339	6298	19.4	41.1	102	1475	21.8	9.6	115	1262	17.7	8.2	94	3561	19.1	23.2	101	
	QUINTILE 4	16723	6276	19.3	37.5	93	1315	19.4	7.9	94	1187	16.7	7.1	81	3774	20.3	22.6	98	
	QUINTILE 5	18176	7325	22.5	40.3	100	1475	21.8	8.1	97	1723	24.2	9.5	108	4127	22.2	22.7	99	
RADIO-MID- DAY	TERCILE 1	21020	8799	27.1	41.9	104	1934	28.5	9.2	110	2026	28.5	9.6	110	4839	26.0	23.0	100	
	TERCILE 2	21610	8994	27.7	41.6	104	1685	24.9	7.8	93	1963	27.6	9.1	103	5346	28.7	24.7	108	
	TERCILE 3	38355	14733	45.3	38.4	96	3158	46.6	8.2	98	3132	44.0	8.2	93	8442	45.3	22.0	96	
RADIO-TOTAL	QUINTILE 1	15988	6662	20.5	41.7	104	1484	21.9	9.3	111	1604	22.5	10.0	114	3574	19.2	22.4	97	
	QUINTILE 2	15626	6242	19.2	39.9	99	1303	19.2	8.3	100	1361	19.1	8.7	99	3579	19.2	22.9	100	
	QUINTILE 3	16723	6984	21.5	41.8	104	1509	22.3	9.0	108	1387	19.5	8.3	94	4088	21.9	24.4	106	
	QUINTILE 4	16342	6256	19.2	38.3	95	1186	17.5	7.3	87	1301	18.3	8.0	91	3769	20.2	23.1	100	
	QUINTILE 5	16306	6380	19.6	39.1	97	1295	19.1	7.9	95	1469	20.6	9.0	102	3616	19.4	22.2	96	
TV-PRIME TIME	QUINTILE 1	15953	6655	20.5	41.7	104	1638	24.2	10.3	123	1657	23.3	10.4	118	3360	18.0	21.1	92	
	QUINTILE 2	16137	6511	20.0	40.3	100	1465	21.6	9.1	108	1254	17.6	7.8	88	3791	20.4	23.5	102	
	QUINTILE 3	16420	6756	20.8	41.1	102	1192	17.6	7.3	87	1656	23.3	10.1	115	3908	21.0	23.8	103	
	QUINTILE 4	16687	6448	19.8	38.6	96	1395	20.6	8.4	100	1404	19.7	8.4	96	3649	19.6	21.9	95	
	QUINTILE 5	15789	6156	18.9	39.0	97	1087	16.0	6.9	82	1150	16.1	7.3	83	3919	21.0	24.8	108	
TV-DAYTIME	TERCILE 1	27736	11257	34.6	40.6	101	2368	34.9	8.5	102	2736	38.4	9.9	112	6153	33.0	22.2	96	
	TERCILE 2	26489	10353	31.8	39.1	97	2397	35.4	9.0	108	2189	30.7	8.3	94	5767	31.0	21.8	95	
	TERCILE 3	26761	10915	33.6	40.8	102	2012	29.7	7.5	90	2197	30.9	8.2	93	6706	36.0	25.1	109	
TV-TOTAL	QUINTILE 1	16345	6394	19.7	39.1	97	1461	21.6	8.9	107	1579	22.2	9.7	110	3354	18.0	20.5	89	
	QUINTILE 2	16447	7022	21.6	42.7	106	1728	25.5	10.5	126	1522	21.4	9.3	105	3772	20.3	22.9	100	
	QUINTILE 3	15980	6620	20.4	41.4	103	1228	18.1	7.7	92	1501	21.1	9.4	107	3891	20.9	24.3	106	
	QUINTILE 4	15887	6143	18.9	38.7	96	1234	18.2	7.8	93	1342	18.8	8.4	96	3567	19.1	22.5	98	
	QUINTILE 5	16326	6347	19.5	38.9	97	1126	16.6	6.9	82	1177	16.5	7.2	82	4043	21.7	24.8	108	
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	9738	29.9	47.0	117	1961	28.9	9.5	113	2280	32.0	11.0	125	5497	29.5	26.5	115	
		19186	8058	24.8	42.0	105	1818	26.8	9.5	113	1609	22.6	8.4	95	4631	24.9	24.1	105	
		21899	8979	27.6	41.0	102	1770	26.1	8.1	97	2112	29.7	9.6	110	5096	27.4	23.3	101	
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	6578	20.2	42.6	106	1461	21.6	9.5	113	1350	19.0	8.7	99	3767	20.2	24.4	106	
		25953	11928	36.7	46.0	114	2461	36.3	9.5	113	2708	38.0	10.4	119	6760	36.3	26.0	113	
		24400	8681	26.7	35.6	89	1846	27.2	7.6	90	1885	26.5	7.7	88	4950	26.6	20.3	88	
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	7974	24.5	44.2	110	1878	27.7	10.4	124	1837	25.8	10.2	116	4259	22.9	23.6	103	
		23571	10530	32.4	44.7	111	2048	30.2	8.7	104	2291	32.2	9.7	111	6191	33.2	26.3	114	
		23278	8605	26.5	37.0	92	1703	25.1	7.3	87	1837	25.8	7.9	90	5065	27.2	21.8	95	
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	7092	21.8	45.9	114	1608	23.7	10.4	124	1777	25.0	11.5	131	3708	19.9	24.0	104	
		25829	11134	34.2	43.1	107	2253	33.2	8.7	104	2285	32.1	8.8	101	6596	35.4	25.5	111	
		26039	9710	29.9	37.3	93	2098	31.0	8.1	96	2122	29.8	8.1	93	5490	29.5	21.1	92	
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	6937	21.3	41.8	104	1517	22.4	9.1	109	1639	23.0	9.9	112	3781	20.3	22.8	99	
		26834	12304	37.8	45.9	114	2442	36.0	9.1	109	2876	40.4	10.7	122	6986	37.5	26.0	113	
		23346	8475	26.1	36.3	90	1989	29.3	8.5	102	1599	22.5	6.8	78	4888	26.2	20.9	91	
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	7666	23.6	44.7	111	1513	22.3	8.8	106	1877	26.4	11.0	125	4276	23.0	25.0	109	
		25892	11227	34.5	43.4	108	2279	33.6	8.8	105	2555	35.9	9.9	112	6393	34.3	24.7	107	
		23167	8610	26.5	37.2	93	1993	29.4	8.6	103	1722	24.2	7.4	85	4895	26.3	21.1	92	
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	7698	23.7	44.9	112	1566	23.1	9.1	109	2009	28.2	11.7	133	4123	22.1	24.0	104	
		26214	11527	35.4	44.0	109	2262	33.4	8.6	103	2459	34.5	9.4	107	6806	36.5	26.0	113	
		23412	8605	26.5	36.8	92	2146	31.7	9.2	110	1769	24.8	7.6	86	4690	25.2	20.0	87	
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	5750	17.7	37.6	94	1227	18.1	8.0	96	1292	18.1	8.4	96	3231	17.3	21.1	92	
		24901	9875	30.4	39.7	99	2148	31.7	8.6	103	2001	28.1	8.0						

NON-STICK COOKING SPRAY: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	32525	100.0	40.2	100	6778	100.0	8.4	100	7121	100.0	8.8	100	18627	100.0	23.0	100
ATLANTIC MONTHLY	415	*191	0.6	46.0	115	**83	1.2	20.0	239	**16	0.2	3.9	44	**93	0.5	22.4	97
BARRON'S	453	*169	0.5	37.3	93	**62	0.9	13.7	164	**49	0.7	10.8	123	**57	0.3	12.6	55
BETTER HOMES & GARDENS	16256	7847	24.1	48.3	120	1842	27.2	11.3	135	1794	25.2	11.0	126	4211	22.6	25.9	113
BON APPETIT	2535	1170	3.6	46.2	115	*268	4.0	10.6	126	*186	2.6	7.3	83	716	3.8	28.2	123
BUSINESS WEEK	1278	445	1.4	34.8	87	*107	1.6	8.4	100	**99	1.4	7.7	88	*238	1.3	18.6	81
CAR AND DRIVER	378	*154	0.5	40.7	101	**7	0.1	1.9	22	**18	0.3	4.8	54	**130	0.7	34.4	150
CBS MAGAZINE NETWORK (GROSS)	1498	713	2.2	47.6	119	*183	2.7	12.2	146	**170	2.4	11.3	129	361	1.9	24.1	105
CHANGING TIMES	1505	765	2.4	50.8	127	*104	1.5	6.9	83	**141	2.0	9.4	107	520	2.8	34.6	150
COLONIAL HOMES	1231	602	1.9	48.9	122	**72	1.1	5.8	70	*163	2.3	13.2	151	367	2.0	29.8	130
CONDE NAST MAG. PKG. (GROSS)	14146	5861	18.0	41.4	103	1319	19.5	9.3	111	1318	18.5	9.3	106	3224	17.3	22.8	99
CONSUMERS DIGEST	1323	647	2.0	48.9	122	**158	2.3	11.9	143	**109	1.5	8.2	94	380	2.0	28.7	125
COSMOPOLITAN	7102	3046	9.4	42.9	107	874	12.9	12.3	147	659	9.3	9.3	106	1513	8.1	21.3	93
COUNTRY LIVING	2481	1417	4.4	57.1	142	*339	5.0	13.7	163	373	5.2	15.0	171	705	3.8	28.4	124
CUISINE	1472	806	2.5	54.8	136	*197	2.9	13.4	160	*214	3.0	14.5	165	396	2.1	26.9	117
CYCLE WORLD	425	*171	0.5	40.2	100	**23	0.3	5.4	65	**68	1.0	16.0	182	**81	0.4	19.1	83
DCI:CREATIVE IDEAS FOR LIV	2510	1306	4.0	52.0	130	485	7.2	19.3	231	*250	3.5	10.0	113	572	3.1	22.8	99
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3754	11.5	56.1	140	1035	15.3	15.5	185	875	12.3	13.1	149	1843	9.9	27.5	120
DISCOVER	894	310	1.0	34.7	86	**63	0.9	7.0	84	**45	0.6	5.0	57	*202	1.1	22.6	98
EBONY	3507	1051	3.2	30.0	75	442	6.5	12.6	151	259	3.6	7.4	84	350	1.9	10.0	43
ESQUIRE	1083	325	1.0	30.0	75	*129	1.9	11.9	142	*264	0.9	5.9	67	*132	0.7	12.2	53
ESSENCE	1830	462	1.4	25.2	63	206	3.0	11.3	135	**70	1.0	3.8	44	186	1.0	10.2	44
FAMILY CIRCLE	15930	7599	23.4	47.7	119	1623	23.9	10.2	122	1799	25.3	11.3	128	4177	22.4	26.2	114
THE FAMILY HANDYMAN	1126	594	1.8	52.8	131	*98	1.4	8.7	104	**111	1.6	9.9	112	385	2.1	34.2	149
FAMILY WEEKLY	11468	5381	16.5	46.9	117	997	14.7	8.7	104	1304	18.3	11.4	129	3080	16.5	26.9	117
FIELD & STREAM	2234	1026	3.2	45.9	114	*248	3.7	11.1	133	*287	4.0	12.8	146	492	2.6	22.0	96
FOOD & WINE	579	261	0.8	45.1	112	**111	1.6	19.2	229	**23	0.3	4.0	45	*128	0.7	22.1	96
FORBES	728	299	0.9	41.1	102	**79	1.2	10.9	130	**59	0.8	8.1	92	*162	0.9	22.3	97
FORTUNE	906	317	1.0	35.0	87	**145	2.1	16.0	191	**53	0.7	5.8	67	*119	0.6	13.1	57
GENTLEMEN'S QUARTERLY	791	*271	0.8	34.3	85	**58	0.9	7.3	88	**67	0.9	8.5	96	**146	0.8	18.5	80
GLAMOUR	5265	2216	6.8	42.1	105	428	6.3	8.1	97	518	7.3	9.8	112	1269	6.8	24.1	105
GOLF DIGEST	636	359	1.1	56.4	141	**115	1.7	18.1	216	**82	1.2	12.9	147	*162	0.9	25.5	111
GOLF DIGEST/TENNIS (GROSS)	1186	599	1.8	50.5	126	*173	2.6	14.6	174	*131	1.8	11.0	126	295	1.6	24.9	108
GOLF MAGAZINE	441	*261	0.8	59.2	147	**83	1.2	18.8	225	**56	0.8	12.7	144	*122	0.7	27.7	120
GOLF MAGAZINE/SKI (GROSS)	922	437	1.3	47.4	118	*122	1.8	13.2	158	*104	1.5	11.3	128	*211	1.1	22.9	99
GOOD HOUSEKEEPING	16487	8060	24.8	48.9	122	1631	24.1	9.9	118	1699	23.9	10.3	117	4730	25.4	28.7	125
HARPER'S BAZAAR	2423	929	2.9	38.3	95	*195	2.9	8.0	96	*222	3.1	9.2	104	512	2.7	21.1	92
HEALTH	1994	1000	3.1	50.2	125	*182	2.7	9.1	109	*263	3.7	13.2	150	554	3.0	27.8	121
HEARST MAG CORP. BUY (GROSS)	44101	20834	64.1	47.2	118	*766	70.3	10.8	129	4578	64.3	10.4	118	11490	61.7	26.1	113
HEARST MAN POWER (GROSS)	1993	993	3.1	49.8	124	*246	3.6	12.3	147	*210	2.9	10.5	120	537	2.9	26.9	117
HEARST WOMAN POWER (GROSS)	31274	14655	45.1	46.9	117	3305	48.8	10.6	126	3165	44.4	10.1	115	8185	43.9	26.2	114
HOUSE BEAUTIFUL	3623	1789	5.5	49.4	123	504	7.4	13.9	166	388	5.4	10.7	122	897	4.8	24.8	108
INC.	283	**78	0.2	27.6	69	**4	0.1	1.4	17	**7	0.1	2.5	28	**67	0.4	23.7	103
JET	2928	796	2.4	27.2	68	406	6.0	13.9	166	*135	1.9	4.6	52	256	1.4	8.7	38
LADIES' HOME JOURNAL	11918	5759	17.7	48.3	120	1347	19.9	11.3	135	1247	17.5	10.5	119	3166	17.0	26.6	115
LHJ FAMILY GRP COMBO(GROSS)	16764	8130	25.0	48.5	121	1843	27.2	11.0	131	1878	26.4	11.2	127	4408	23.7	26.3	114
LIFE	4254	1715	5.3	40.3	100	330	4.9	7.8	93	444	6.2	10.4	119	941	5.1	22.1	96
L.A. TIMES HOME MAGAZINE	1145	543	1.7	47.4	118	**93	1.4	8.1	97	*173	1.0	6.4	73	378	2.0	33.0	144
MADEMOISELLE	2884	1259	3.9	43.7	109	325	4.8	11.3	135	*293	4.1	10.2	116	641	3.4	22.2	97
MC CALL'S	13460	6407	19.7	47.6	119	1250	18.4	9.3	111	1520	21.3	11.3	128	3637	19.5	27.0	117
MC CALL'S/MRK MOTHER (GROSS)	14606	6831	21.0	46.8	116	1342	19.8	9.2	110	1630	22.9	11.2	127	3858	20.7	26.4	115
MECHANIX ILLUSTRATED	772	480	1.5	62.2	155	**109	1.6	14.1	169	**85	1.2	11.0	125	*286	1.5	37.0	161
METROPOLITAN HOME	967	431	1.3	44.6	111	**51	0.8	5.3	63	**119	1.7	12.3	140	260	1.4	26.9	117
MONEY	1588	689	2.1	43.4	108	**114	1.7	7.2	86	*162	2.3	10.2	116	413	2.2	26.0	113
MOTHER EARTH NEWS	1002	522	1.6	52.1	130	**102	1.5	10.2	122	*191	1.3	9.1	103	330	1.8	32.9	142
MS.	825	262	0.8	31.8	79	**48	0.7	5.8	70	**58	0.8	7.0	80	*156	0.8	18.9	82
NATIONAL ENQUIRER	10336	4236	13.0	41.0	102	1219	18.0	11.8	141	1026	14.4	9.9	113	1991	10.7	19.3	84
NATIONAL GEOGRAPHIC	9597	4605	14.2	48.0	119	828	12.2	8.6	103	950	13.3	9.9	113	2827	15.2	29.5	128
NATIONAL SUNDAY MAGAZINE PKG	49558	21403	65.8	43.2	108	4386	64.7	8.9	106	4992	70.1	10.1	115	12025	64.6	24.3	105
NATURAL HISTORY	573	*218	0.7	38.0	95	*62	0.9	10.8	129	**25	0.4	4.4	50	*131	0.7	22.9	99
NEW WOMAN	1699	639	2.0	37.6	94	*104	1.5	6.1	73	**94	1.3	5.5	63	441	2.4	26.0	113
NEW YORK INCLUDING CUE	443	*167	0.5	37.7	94	**68	1.0	15.3	183	**15	0.2	3.4	39	**84	0.5	19.0	82
THE NEW YORKER	1270	535	1.6	42.1	105	**148	2.2	11.7	139	**91	1.3	7.2	81	296	1.6	23.3	101
NEWSWEEK	6277	2943	9.0	46.9	117	577	8.5	9.2	110	710	10.0	11.3	129	1656	8.9	26.4	115
THE N.Y. TIMES DAILY EDITION	1205	519	1.6	43.1	107	**101	1.5	8.4	100	**136	1.9	11.3	128	282	1.5	23.4	102
THE N.Y. TIMES MAGAZINE	2081	733	2.3	35.2	88	*130	1.9	6.2	75	*194	2.7	9.3	106	410	2.2	19.7	86
OMNI	788	266	0.8	33.8	84	**52	0.8	6.6	79	**94	1.3	11.9	136	*119	0.6	15.1	66
ON CABLE	1158	447	1.4	38.6	96	**109	1.6	9.4	112	**122	1.7	10.5	120	*217	1.2	18.7	81
1001 HOME IDEAS	2852	1371	4.2	48.1	120	314	4.6	11.0	132	369	5.2	12.9	147	688	3.7	24.1	105
ORGANIC GARDENING	1658	794	2.4	47.9	119	*160	2.4	9.7	115	*131	1.8	7.9	90	503	2.7	30.3	132
OUTDOOR LIFE	896	437	1.3	48.8	121	**117	1.7	13.1	156	**120	1.7	13.4	152	*200	1.1	22.3	97
PARADE MAGAZINE	24275	10455	32.1	43.1	107	2253	33.2	9.3	111	2535	35.6	10.4	119	5667	30.4	23.3	101

NON-STICK COOKING SPRAY: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	15255	100.0	40.2	100	6778	100.0	8.4	100	7121	100.0	8.8	100	18627	100.0	23.0	100
PARENTS	3845	1639	5.0	42.6	106	346	5.1	9.0	108	394	5.5	10.2	117	899	4.8	23.4	102
PENTHOUSE	831	404	1.2	48.6	121	**48	0.7	5.8	69	**148	2.1	17.8	203	*208	1.1	25.0	109
PEOPLE	11645	5124	15.8	44.0	110	1220	18.0	10.5	125	1080	15.2	9.3	105	2824	15.2	24.3	105
PLAYBOY	2006	797	2.5	39.7	99	*256	3.8	12.8	152	*188	2.6	9.4	107	353	1.9	17.6	77
POPULAR HOT RODDING	297	**115	0.4	38.7	96	**41	0.6	13.8	165	**23	0.3	7.7	88	**51	0.3	17.2	75
POPULAR MECHANICS	1018	561	1.7	55.1	137	**162	2.4	15.9	190	**146	2.1	14.3	163	*254	1.4	25.0	108
POPULAR SCIENCE	878	445	1.4	50.7	126	**114	1.7	13.0	155	**89	1.2	10.1	115	*242	1.3	27.6	120
PREVENTION	3913	1955	6.0	50.0	124	380	5.6	9.7	116	518	7.3	13.2	151	1057	5.7	27.0	117
PSYCHOLOGY TODAY	1710	759	2.3	44.4	111	*105	1.5	6.1	73	*167	2.3	9.8	111	487	2.6	28.5	124
READER'S DIGEST	22204	10604	32.6	47.8	119	2102	31.0	9.5	113	2335	32.8	10.5	120	6166	33.1	27.8	121
REDBOOK	7684	3550	10.9	46.2	115	800	11.8	10.4	124	807	11.3	10.5	119	1942	10.4	25.3	110
ROAD & TRACK	410	*244	0.8	59.5	148	**48	0.7	11.7	140	**50	0.7	12.2	139	**146	0.8	35.6	155
ROLLING STONE	969	369	1.1	38.1	95	**66	1.0	6.8	81	**115	1.6	11.9	135	*189	1.0	19.5	85
RUNNER'S WORLD	298	**161	0.5	54.0	135	**9	0.1	3.0	36	**39	0.5	13.1	149	**114	0.6	38.3	166
SATURDAY EVENING POST	1169	603	1.9	51.6	128	*87	1.3	7.4	89	*242	3.4	20.7	235	274	1.5	23.4	102
SCIENCE 84	587	293	0.9	49.9	124	**107	1.6	18.2	218	**37	0.5	6.3	72	*150	0.8	25.6	111
SCIENCE DIGEST	482	272	0.8	56.4	141	**41	0.6	8.5	102	**24	0.3	5.0	57	*207	1.1	42.9	187
SCIENTIFIC AMERICAN	594	302	0.9	50.8	127	**72	1.1	12.1	145	**31	0.4	5.2	59	*200	1.1	33.7	146
SELF	2089	779	2.4	37.3	93	*203	3.0	9.7	116	**160	2.2	7.7	87	415	2.2	19.9	86
SEVENTEEN	2411	850	2.6	35.3	88	*219	3.2	9.1	109	*290	4.1	12.0	137	341	1.8	14.1	61
SKI	480	*176	0.5	36.7	91	**39	0.6	8.1	97	**48	0.7	10.0	114	**88	0.5	18.3	80
SMITHSONIAN	2760	1314	4.0	47.6	119	287	4.2	10.4	124	*273	3.8	9.9	112	754	4.0	27.3	119
SOAP OPERA DIGEST	3013	1190	3.7	39.5	98	401	5.9	13.3	159	*274	3.8	9.1	103	515	2.8	17.1	74
SOUTHERN LIVING	4184	2447	7.5	58.5	146	551	8.1	13.2	157	626	8.8	15.0	170	1271	6.8	30.4	132
SORT	559	*207	0.6	37.0	92	**90	1.3	16.1	192	**34	0.5	6.1	69	**82	0.4	14.7	64
THE SPORTING NEWS	436	**166	0.5	38.1	95	**51	0.8	11.7	140	**39	0.5	8.9	102	**76	0.4	17.4	76
SPORTS AFIELD	493	*160	0.5	32.5	81	**43	0.6	8.7	104	**40	0.6	8.1	92	**76	0.4	15.4	67
SPORTS ILLUSTRATED	2758	1265	3.9	45.9	114	*291	4.3	10.6	126	325	4.6	11.8	134	649	3.5	23.5	102
STAR	7456	3075	9.5	41.2	103	850	12.5	11.4	136	817	11.5	11.0	125	1408	7.6	18.9	82
SUNDAY	24936	10347	31.8	41.5	103	2112	31.2	8.5	101	2400	33.7	9.6	109	5835	31.3	23.4	102
SUNSET	2124	1198	3.7	56.4	140	**136	2.0	6.4	77	**120	1.7	5.6	64	942	5.1	44.4	193
TV GUIDE	21661	9074	27.9	41.9	104	2046	30.2	9.4	113	2099	29.5	9.7	110	4928	26.5	22.8	99
TENNIS	550	*240	0.7	43.6	109	**58	0.9	10.5	126	**49	0.7	8.9	101	*133	0.7	24.2	105
TIME	8880	3942	12.1	44.4	111	857	12.6	9.7	115	848	11.9	9.5	109	2238	12.0	25.2	110
TOWN & COUNTRY	917	373	1.1	40.7	101	**79	1.2	8.6	103	**20	0.3	2.2	25	273	1.5	29.8	129
TRAVEL & LEISURE	972	489	1.5	50.3	125	**102	1.5	10.5	125	**109	1.5	11.2	128	278	1.5	28.6	124
TRUE STORY	3356	1288	4.0	38.4	96	207	3.1	6.2	74	*307	4.3	9.1	104	774	4.2	23.1	100
U.S. NEWS & WORLD REPORT	3410	1687	5.2	49.5	123	377	5.6	11.1	132	382	5.4	11.2	127	928	5.0	27.2	118
USA TODAY	1759	800	2.5	45.5	113	*206	3.0	11.7	140	*127	1.8	7.2	82	468	2.5	26.6	116
US	1873	762	2.3	40.7	101	*224	3.3	12.0	143	*169	2.4	9.0	103	369	2.0	19.7	86
VOGUE	3909	1608	4.9	41.1	102	362	5.3	9.3	111	347	4.9	8.9	101	899	4.8	23.0	100
WALL STREET JOURNAL	1856	802	2.5	42.5	106	*168	2.5	8.9	106	*194	2.7	10.3	117	441	2.4	23.4	102
WEIGHT WATCHERS	2120	1117	3.4	52.7	131	*194	2.9	9.2	109	*324	4.5	15.3	174	600	3.2	28.3	123
WOMAN'S DAY	14172	6923	21.3	48.8	122	1424	21.0	10.0	120	1692	23.8	11.9	136	3807	20.4	26.9	117
WORKING MOTHER	1146	424	1.3	37.0	92	**92	1.4	8.0	96	**111	1.6	9.7	110	*221	1.2	19.3	84
WORKING WOMAN	1322	513	1.6	38.8	97	**83	1.2	6.3	75	**123	1.7	9.3	106	308	1.7	23.3	101
WORLD TENNIS	*163	**85	0.3	52.1	130	**9	0.1	5.5	66	**21	0.3	12.9	147	**56	0.3	34.4	149
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1132	3.5	44.7	111	*173	2.6	6.8	82	*286	4.0	11.3	128	673	3.6	26.6	116
BLAIR INSERTS	43657	18462	56.8	42.3	105	3843	56.7	8.8	105	4231	59.4	9.7	110	10388	55.8	23.8	103
DAILY NEWSPAPERS																	
READ ANY	51633	22129	68.0	42.9	107	4569	67.4	8.8	106	5021	70.5	9.7	111	12539	67.3	24.3	106
READ ONE	43463	18307	56.3	42.1	105	3959	58.4	9.1	109	4129	58.0	9.5	108	10219	54.9	23.5	102
READ TWO OR MORE	8170	3822	11.8	46.8	116	610	9.0	7.5	89	892	12.5	10.9	124	2320	12.5	28.4	123
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	22703	69.8	43.1	107	4686	69.1	8.9	106	5242	73.6	10.0	113	12775	68.6	24.3	105
READ ONE	46126	19674	60.5	42.7	106	4101	60.5	8.9	106	4548	63.9	9.9	112	11025	59.2	23.9	104
READ TWO OR MORE	6552	3029	9.3	46.2	115	585	8.6	8.9	107	694	9.7	10.6	120	1750	9.4	26.7	116
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.00				29.37				27.70				25.88			
30 DAY REACH	71455	28375	87.2	39.7	99	5968	88.0	8.4	100	6027	84.6	8.4	96	16380	87.9	22.9	100
50 SHMG - 30 DAY AV FREQ	14.56	14.24				15.48				14.64				13.64			
30 DAY REACH	67742	26952	82.9	39.8	99	5693	84.0	8.4	100	5720	80.3	8.4	96	15538	83.4	22.9	100
25 SHMG - 30 DAY AV FREQ	7.94	7.78				8.26				8.09				7.49			
30 DAY REACH	62117	24635	75.7	39.7	99	5347	78.9	8.6	103	5174	72.7	8.3	95	14114	75.8	22.7	99
CABLE TV: HOME WIRED	32077	13959	42.9	43.5	108	2990	44.1	9.3	111	2758	38.7	8.6	98	8211	44.1	25.6	111
HOME NOT WIRED	48909	18566	57.1	38.0	95	3788	55.9	7.7	93	4363	61.3	8.9	101	10416	55.9	21.3	93
HAVE PAY CABLE	15935	6866	21.1	43.1	107	1689	24.9	10.6	127	1334	18.7	8.4	95	3843	20.6	24.1	105

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	32525	100.0	40.2	100	6778	100.0	8.4	100	7121	100.0	8.8	100	18627	100.0	23.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	17946	55.2	40.9	102	3751	55.3	8.5	102	3855	54.1	8.8	100	10340	55.5	23.5	102
10:00 AM - 3:00 PM	30659	12712	39.1	41.5	103	2627	38.8	8.6	102	2912	40.9	9.5	108	7173	38.5	23.4	102
3:00 PM - 7:00 PM	31045	12624	38.8	40.7	101	2507	37.0	8.1	96	2833	39.8	9.1	104	7284	39.1	23.5	102
7:00 PM - MIDNIGHT	15767	6146	18.9	39.0	97	1361	20.1	8.6	103	1247	17.5	7.9	90	3538	19.0	22.4	98
MIDNIGHT - 6:00 AM	9120	3737	11.5	41.0	102	801	11.8	8.8	105	741	10.4	8.1	92	2195	11.8	24.1	105
6:00 AM - MIDNIGHT	58527	23636	72.7	40.4	101	4853	71.6	8.3	99	5097	71.6	8.7	99	13686	73.5	23.4	102
ENTIRE DAY	59311	24028	73.9	40.5	101	4952	73.1	8.3	100	5171	72.6	8.7	99	13905	74.6	23.4	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6780	20.8	41.9	104	1263	18.6	7.8	93	1539	21.6	9.5	108	3978	21.4	24.6	107
ALL NEWS	2256	900	2.8	39.9	99	*195	2.9	8.6	103	*190	2.7	8.4	96	514	2.8	22.8	99
AOR/PROGRESSIVE	3874	1426	4.4	36.8	92	411	6.1	10.6	127	*256	3.6	6.6	75	759	4.1	19.6	85
BEAUTIFUL MUSIC	5660	2604	8.0	46.0	115	476	7.0	8.4	100	512	7.2	9.0	103	1616	8.7	28.6	124
BLACK	2204	684	2.1	31.0	77	*221	3.3	10.0	120	*129	1.8	5.9	67	334	1.8	15.2	66
CLASSICAL	1418	601	1.8	42.4	106	**120	1.8	8.5	101	*144	2.0	10.2	115	337	1.8	23.8	103
CHR/ROCK	9538	3551	10.9	37.2	93	753	11.1	7.9	94	714	10.0	7.5	85	2085	11.2	21.9	95
COUNTRY	12648	5519	17.0	43.6	109	1096	16.2	8.7	104	1277	17.9	10.1	115	3146	16.9	24.9	108
GOLDEN OLDIES	1191	355	1.1	29.8	74	**95	1.4	8.0	95	**91	1.3	7.6	87	*169	0.9	14.2	62
MOR/NOSTALGIA	4757	1757	5.4	36.9	92	371	5.5	7.8	93	348	4.9	7.3	83	1038	5.6	21.8	95
NEWS/TALK	3863	1717	5.3	44.4	111	318	4.7	8.2	98	329	4.6	8.5	97	1071	5.7	27.7	121
RELIGIOUS	3084	1051	3.2	34.1	85	*195	2.9	6.3	76	*256	3.6	8.3	94	600	3.2	19.5	85
SOFT ROCK	521	*195	0.6	37.4	93	**29	0.4	5.6	67	*38	0.5	7.3	83	**127	0.7	24.4	106
URBAN CONTEMPORARY	1585	433	1.3	27.3	68	*200	3.0	12.6	151	*116	1.6	7.3	83	*117	0.6	7.4	32
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1268	3.9	38.9	97	252	3.7	7.7	92	*304	4.3	9.3	106	711	3.8	21.8	95
ABC DIRECTION	2316	870	2.7	37.6	94	*157	2.3	6.8	81	*188	2.6	8.1	92	525	2.8	22.7	99
ABC ENTERTAINMENT	4834	1978	6.1	40.9	102	343	5.1	7.1	85	475	6.7	9.8	112	1160	6.2	24.0	104
ABC FM	2202	726	2.2	33.0	82	*134	2.0	6.1	73	*140	2.0	6.4	72	451	2.4	20.5	89
ABC INFORMATION	5425	2372	7.3	43.7	109	451	6.7	8.3	99	502	7.0	9.3	105	1419	7.6	26.2	114
ABC ROCK	1677	578	1.8	34.5	86	*185	2.7	11.0	132	**124	1.7	7.4	84	269	1.4	16.0	70
CBS	4430	1949	6.0	44.0	110	345	5.1	7.8	93	332	4.7	7.5	85	1273	6.8	28.7	125
MUTUAL	4992	2097	6.4	42.0	105	440	6.5	8.8	105	461	6.5	9.2	105	1196	6.4	24.0	104
WDC	4679	1793	5.5	38.3	95	340	5.0	7.3	87	350	4.9	7.5	85	1103	5.9	23.6	102
RADIORADIO	1994	760	2.3	38.1	95	*203	3.0	10.2	122	*188	2.6	9.4	107	369	2.0	18.5	80
RKO ONE	2298	809	2.5	35.2	88	*180	2.7	7.8	94	*181	2.5	7.9	90	448	2.4	19.5	85
RKO TWO	3311	1441	4.4	43.5	108	259	3.8	7.8	93	388	5.4	11.7	133	795	4.3	24.0	104
THE SOURCE	2114	742	2.3	35.1	87	**152	2.2	7.2	86	*172	2.4	8.1	93	418	2.2	19.8	86
NON-HIRED: BLAIR	8654	3677	11.3	42.5	106	731	10.8	8.4	101	841	11.8	9.7	111	2105	11.3	24.3	106
INTERNET	12025	4982	15.3	41.4	103	1147	16.9	9.5	114	1025	14.4	8.5	97	2811	15.1	23.4	102
KATZ RADIO GROUP	15359	6236	19.2	40.6	101	1202	17.7	7.8	94	1303	18.3	8.5	96	3731	20.0	24.3	106
SUPERNET	10628	4362	13.4	41.0	102	920	13.6	8.7	103	943	13.2	8.9	101	2500	13.4	23.5	102
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3544	10.9	40.9	102	791	11.7	9.1	109	770	10.8	8.9	101	1983	10.6	22.9	100
MKDAY 9:00 AM - 1:00 PM	12163	4836	14.9	39.8	99	1040	15.3	8.6	102	1143	16.1	9.4	107	2653	14.2	21.8	95
MKDAY 1:00 PM - 4:30 PM	16150	6433	19.8	39.8	99	1510	22.3	9.3	112	1601	22.5	9.9	113	3323	17.8	20.6	89
MKDAY 4:30 PM - 7:30 PM	22463	8995	27.7	40.0	100	2066	29.6	8.9	107	2002	28.1	8.9	101	4987	26.8	22.2	97
MKDAY 7:30 PM - 8:00 PM	31795	13005	40.0	40.9	102	2698	39.8	8.5	101	3035	42.6	9.5	109	7272	39.0	22.9	99
MKDAY 11:00 PM - 11:30 PM	23977	10088	31.0	42.1	105	2202	32.5	9.2	110	2360	33.1	9.8	112	5526	29.7	23.0	100
MKDAY 11:30 PM - 1:00 AM	7703	3136	9.6	40.7	101	704	10.4	9.1	109	727	10.2	9.4	107	1705	9.2	22.1	96
M-SAT 8-11 PM-SUN 7-11 PM	33800	13783	42.4	40.8	102	3045	44.9	9.0	108	3121	43.8	9.2	105	7617	40.9	22.5	98
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6535	2432	7.5	37.2	93	666	9.8	10.2	122	545	7.7	8.3	95	1221	6.6	18.7	81
ANOTHER WORLD	N 4620	2009	6.2	43.5	108	483	7.1	10.5	125	499	7.0	10.8	123	1027	5.5	22.2	97
AS THE WORLD TURNS	N 5614	2455	7.5	43.7	109	459	6.8	8.2	98	656	9.2	11.7	133	1340	7.2	23.9	104
CAPITOL	C 3396	1504	4.6	44.3	110	322	4.8	9.5	113	369	5.2	10.9	124	813	4.4	23.9	104
CBS MORN. NEWS 1	C 1446	593	1.8	41.0	102	142	2.1	9.8	117	113	1.6	7.8	89	339	1.8	23.4	102
CBS MORN. NEWS 2	C 1207	466	1.4	38.6	96	104	1.5	8.6	103	*79	1.1	6.5	74	283	1.5	23.4	102
DAYS OF OUR LIVES	N 5877	2450	7.5	41.7	104	539	8.0	9.2	110	663	9.3	11.3	128	1248	6.7	21.2	92
FACTS OF LIFE - DAYTIME	N 2290	877	2.7	38.3	95	122	1.8	5.3	64	201	2.8	8.8	100	555	3.0	24.2	105
FAMILY FEUD	A 3023	1102	3.4	36.5	91	266	3.9	8.8	105	235	3.3	7.8	88	600	3.2	19.8	86
GENERAL HOSPITAL	A 6097	2098	6.5	34.4	86	507	7.5	8.3	99	467	6.6	7.7	87	1124	6.0	18.4	80
GOOD MORNING, AMERICA-730A	A 3515	1417	4.4	40.3	100	317	4.7	9.0	108	301	4.2	8.6	97	799	4.3	22.7	99
GOOD MORNING, AMERICA-830A	A 2818	1285	4.0	45.6	114	265	3.9	9.4	112	283	4.0	10.0	114	737	4.0	26.2	114
GIDDING LIGHT	C 5339	2360	7.3	44.2	110	555	8.2	10.4	124	577	8.1	10.8	123	1228	6.6	23.0	100
ONE LIFE TO LIVE	A 4478	1581	4.9	35.3	88	388	5.7	8.7	104	431	6.1	9.6	109	762	4.1	17.0	74
PRESS YOUR LUCK	C 2244	890	2.7	39.7	99	196	2.9	8.7	104	158	2.2	7.0	80	536	2.9	23.9	104
PRICE IS RIGHT 1	C 4348	1685	5.2														

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	32525	100.0	40.2	100	6778	100.0	8.4	100	7121	100.0	8.8	100	18627	100.0	23.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	10639	32.7	40.8	102	2254	33.3	8.6	103	2313	32.5	8.9	101	6072	32.6	23.3	101
NETWORK AFFILIATES - LATE	20261	8682	26.7	42.9	107	1932	28.5	9.5	114	2025	28.4	10.0	114	4725	25.4	23.3	101
INDEPENDENTS - LATE	2076	822	2.5	39.6	99	160	2.4	7.7	92	183	2.6	8.8	100	479	2.6	23.1	100
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 10453	4134	12.7	39.5	98	1028	15.2	9.8	118	1002	14.1	9.6	109	2103	11.3	20.1	87
ABC MONDAY NIGHT MOVIE	A 6412	2650	8.1	41.3	103	583	8.6	9.1	109	655	9.2	10.2	116	1412	7.6	22.0	96
ABC SUNDAY NIGHT MOVIE	A 12407	5429	16.7	43.8	109	1259	18.6	10.1	121	1081	15.2	8.7	99	3089	16.6	24.9	108
ABC WORLD NEWS TONIGHT	A 6176	2569	7.9	41.6	104	565	8.3	9.1	109	632	8.9	10.2	116	1372	7.4	22.2	97
AFTERMASH	C 5863	2177	6.7	37.1	92	462	6.8	7.9	94	439	6.2	7.5	85	1276	6.9	21.8	95
ALICE	C 9594	3714	11.4	38.7	96	799	11.8	8.3	100	858	12.0	8.9	102	2057	11.0	21.4	93
AMERICAN PARADE	C 6622	2871	8.8	43.4	108	612	9.0	9.2	110	636	8.9	9.6	109	1623	8.7	24.5	107
BENSON	A 10886	4440	13.7	40.8	102	857	12.6	7.9	94	981	13.8	9.0	102	2602	14.0	23.9	104
BLUE THUNDER	A 5036	2351	7.2	46.7	116	532	7.8	10.6	126	435	6.1	8.6	98	1383	7.4	27.5	119
CAGNEY & LACEY	C 9965	4258	13.1	42.7	106	997	14.7	10.0	120	1023	14.4	10.3	117	2238	12.0	22.5	98
CBS EVENING NEWS-DEAN	C 3491	1538	4.7	44.1	110	252	3.7	7.2	86	*275	3.9	7.9	90	1011	5.4	29.0	126
CBS EVENING NEWS-RATHER	C 7123	2783	8.6	39.1	97	496	7.3	7.0	83	601	8.4	8.4	96	1685	9.0	23.7	103
CBS SAT. NEWS-SCHIEFFER	C 3621	1547	4.8	42.7	106	340	5.0	9.4	112	252	3.5	7.0	79	956	5.1	26.4	115
CBS SATURDAY NIGHT MOVIE	C 5436	2272	7.0	41.8	104	445	6.6	8.2	98	580	8.1	10.7	121	1247	6.7	22.9	100
CBS WEDNESDAY NIGHT MOVIE	C 6100	2434	7.5	39.9	99	513	7.6	8.4	100	613	8.6	10.0	114	1307	7.0	21.4	93
CHEERS	N 8889	3710	11.4	41.7	104	676	10.0	7.6	91	764	10.7	8.6	98	2270	12.2	25.5	111
DALLAS	C 22109	9336	28.7	42.2	105	2096	30.9	9.5	113	1895	26.6	8.6	97	5344	28.7	24.2	105
DIFF'RENT STROKES	N 6940	2537	7.8	36.6	91	483	7.1	7.0	83	602	8.5	8.7	99	1452	7.8	20.9	91
DOUBLE TROUBLE	N 7223	2703	8.3	37.4	93	603	8.9	8.3	100	712	10.0	9.9	112	1388	7.5	19.2	84
DUCK FACTORY	N 5595	2377	7.3	42.5	106	501	7.4	9.0	107	472	6.6	8.4	96	1404	7.5	25.1	109
DUKES OF HAZZARD	C 5768	2239	6.9	38.8	97	482	7.1	8.4	100	433	6.1	7.5	85	1324	7.1	23.0	100
DYNASTY	A 20053	8282	25.5	41.3	103	1935	28.5	9.6	115	1838	25.8	9.2	104	4509	24.2	22.5	98
FACTS OF LIFE	N 8087	3100	9.5	38.3	95	713	10.5	8.8	105	684	9.6	8.5	96	1704	9.1	21.1	92
FALCON CREST	C 20046	8411	25.9	42.0	104	1930	28.5	9.6	115	1693	23.8	8.4	96	4788	25.7	23.9	104
FALL GUY	A 9084	3498	10.8	38.5	96	836	12.3	9.2	110	804	11.3	8.9	101	1858	10.0	20.5	89
FAMILY TIES	N 7964	3073	9.4	38.6	96	663	9.8	8.3	99	672	9.4	8.4	96	1737	9.3	21.8	95
FANTASY ISLAND	A 7687	2930	9.0	38.1	95	658	9.7	8.6	102	671	9.4	8.7	99	1601	8.6	20.8	91
FOULUPS, BLEEPs & BLUNDERS	A 8861	3823	11.8	43.1	107	833	12.3	9.4	112	888	12.5	10.0	114	2102	11.3	23.7	103
FOUR SEASONS	C 5095	2009	6.2	39.4	98	469	6.9	9.2	110	481	6.8	9.4	107	1058	5.7	20.8	90
GIMME A BREAK	N 8838	3290	10.1	37.2	93	647	9.5	7.3	87	761	10.7	8.6	98	1882	10.1	21.3	93
HART TO HART	A 8978	3736	11.5	41.6	104	715	10.5	8.0	95	1007	14.1	11.2	128	2013	10.8	22.4	97
HILL STREET BLUES	N 8590	3470	10.7	40.4	101	813	12.0	9.5	113	733	10.3	8.5	97	1924	10.3	22.4	97
HOTEL	A 14085	5968	18.3	42.4	106	1294	19.1	9.2	110	1472	20.7	10.5	119	3202	17.2	22.7	99
JEFFERSONS	C 9360	3715	11.4	39.7	99	871	12.9	9.3	111	875	12.3	9.3	106	1969	10.6	21.0	91
JENNIFER SLEPT HERE	N 5841	2151	6.6	36.8	92	472	7.0	8.1	97	510	7.2	8.7	99	1169	6.3	20.0	87
KATE & ALLIE	C 9206	3858	11.9	41.9	104	852	12.6	9.3	111	1059	14.9	11.5	131	1947	10.5	21.1	92
KNIGHT RIDER	N 7076	2864	8.8	40.5	101	784	11.6	11.1	132	566	7.9	8.0	91	1515	8.1	21.4	93
LOVE BOAT	A 12219	4896	15.1	40.1	100	1139	16.8	9.3	111	1103	15.5	9.0	103	2653	14.2	21.7	94
MAGNUM PI	C 11199	4770	14.7	42.6	106	1069	15.8	9.5	114	1071	15.0	9.6	109	2629	14.1	23.5	102
MAMA'S FAMILY	N 6057	2550	7.8	42.1	105	556	8.2	9.2	110	592	8.3	9.8	111	1402	7.5	23.1	101
MASTER, THE	N 3598	1498	4.6	41.6	104	295	4.4	8.2	98	384	5.4	10.7	121	819	4.4	22.8	99
MATT HOUSTON	A 6344	2619	8.1	41.3	103	602	8.9	9.5	113	561	7.9	8.8	101	1455	7.8	22.9	100
NBC MONDAY NIGHT MOVIE	N 11994	4674	14.4	39.0	97	1040	15.3	8.7	104	1076	15.1	9.0	102	2557	13.7	21.3	93
NBC NIGHTLY NEWS	N 5132	2214	6.8	43.1	107	599	8.8	11.7	139	415	5.8	8.1	92	1200	6.4	23.4	102
NBC NIGHTLY NEWS-SAT	N 3375	1306	4.0	38.7	96	267	3.9	7.9	95	292	4.1	8.7	98	746	4.0	22.1	96
NBC NIGHTLY NEWS-SUN	N 3130	1230	3.8	39.3	98	293	4.3	9.4	112	285	4.0	9.1	104	651	3.5	20.8	90
NBC SUNDAY NIGHT MOVIE	N 8284	2957	9.1	35.7	89	765	11.3	9.2	110	679	9.5	8.2	93	1513	8.1	18.3	79
NEWHART	C 9240	3798	11.7	41.1	102	847	12.5	9.2	110	886	12.4	9.6	109	2066	11.1	22.4	97
ONE DAY AT A TIME	C 7288	2978	9.2	40.9	102	718	10.6	9.9	118	617	8.7	8.5	96	1643	8.8	22.5	98
PEOPLE ARE FUNNY	N 4855	2053	6.3	42.3	105	480	7.1	9.9	118	431	6.1	8.9	101	1142	6.1	23.5	102
REAL PEOPLE	N 8869	3541	10.9	39.9	99	761	11.2	8.6	103	832	11.7	9.4	107	1948	10.5	22.0	95
REMINGTON STEELE	N 7743	3011	9.3	38.9	97	757	11.2	9.8	117	583	8.2	7.5	86	1671	9.0	21.6	94
RIPLEY'S BELIEVE IT - NOT	A 5345	2342	7.2	43.8	109	601	8.9	11.2	134	466	6.5	8.7	99	1275	6.8	23.9	104
RIPTIDE	N 6988	2901	8.9	41.5	103	670	9.9	9.6	115	626	8.8	9.0	102	1605	8.6	23.0	100
SCARECROW & MRS. KING	C 10002	4059	12.5	40.6	101	928	13.7	9.3	111	1000	14.0	10.0	114	2131	11.4	21.3	93
SIMON & SIMON	C 10638	4321	13.3	40.6	101	1055	15.6	9.9	118	1088	15.3	10.2	116	2178	11.7	20.5	89
60 MINUTES	C 13293	5461	16.8	41.1	102	1012	14.9	7.6	91	1167	16.4	8.8	100	3283	17.6	24.7	107
ST. ELSEWHERE	N 7017	2920	9.0	41.6	104	622	9.2	8.9	106	697	9.8	9.9	113	1602	8.6	22.8	99
THREE'S COMPANY	A 10917	4661	14.3	42.7	106	1091	16.1	10.0	119	1085	15.2	9.9	113	2485	13.3	22.8	99
T.J. HOOKER	A 9204	3866	11.9	42.0	105	883	13.0	9.6	115	939	13.2	10.2	116	2044	11.0	22.2	97
TONIGHT SHOW	N 2372	1037	3.2	43.7	109	181	2.7	7.6	91	258	3.6	10.9	124	597	3.2	25.2	109
TRAPPER JOHN, M.D.	C 9846	3995	12.3	40.6	101	842	12.4	8.6	102	926	13.0	9.4	107	2227	12.0	22.6	98
TV BLOOPERS & PRAC. JOKES	N 9105	3744	11.5	41.1	102	821	12.1	9.0	108	837	11.8	9.2	105	2085	11.2	22.9	100
20/20	A 9387	4131	12.7	44.0	110	750	11.1	8.0	95	974	13.7	10.4	118	2407	12.9	25.6	111
WEBSTER	A 11067	4581	14.1	41.4	103	948	14.0	8.6	102	1039	14.6	9.4	107	2593	13.9	23.4	102
WORLD NEWS - SUN	A 3062	1375	4.2	44.9	112	387	5.7	12.6	151	322	4.5	10.5	120	667	3.6	21.8	95
YELLOW ROSE	N 4978	2032	6.2	40.8	102	469	6.9	9.4	113	474	6.7	9.5	108	1089	5.8	21.9	95
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	4062	12.5	45.8	114	904	13.3	10.2	122	806	11.3	9.1	103	2352	12.6	26.5	115

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3396	100.0	4.2	100	4658	100.0	5.8	100	27288	100.0	33.7	100				
18 - 24	9282	*263	7.7	2.8	68	*302	6.5	3.3	57	2075	7.6	22.4	66				
25 - 34	19072	972	28.6	5.1	122	1347	28.9	7.1	123	5861	21.5	30.7	91				
35 - 44	14591	625	18.4	4.3	102	978	21.0	6.7	117	5051	18.5	34.6	103				
45 - 54	11345	647	19.1	5.7	136	558	12.0	4.9	86	4633	17.0	40.8	121				
55 - 64	11635	*385	11.3	3.3	79	620	13.3	5.3	93	4418	16.2	38.0	113				
65 OR OLDER	15061	*503	14.8	3.3	80	853	18.3	5.7	98	5249	19.2	34.9	103				
18 - 34	28354	1235	36.4	4.4	104	1649	35.4	5.8	101	7936	29.1	28.0	83				
18 - 49	48339	2239	65.9	4.6	110	2819	60.5	5.8	101	15157	55.5	31.4	93				
25 - 54	45008	2245	66.1	5.0	119	2883	61.9	6.4	111	15545	57.0	34.5	103				
35 - 49	19985	1004	29.6	5.0	120	1171	25.1	5.9	102	7221	26.5	36.1	107				
50 OR OLDER	32647	1157	34.1	3.5	85	1838	39.5	5.6	98	12131	44.5	37.2	110				
GRADUATED COLLEGE	11155	*433	12.8	3.9	93	830	17.8	7.4	129	4381	16.1	39.3	117				
ATTENDED COLLEGE	13682	705	20.8	5.2	123	874	18.8	6.4	111	5047	18.5	36.9	109				
GRADUATED HIGH SCHOOL	33880	1503	44.3	4.4	106	1928	41.4	5.7	99	11895	43.6	35.1	104				
DID NOT GRADUATE HIGH SCHOOL	22270	754	22.2	3.4	81	1025	22.0	4.6	80	5966	21.9	26.8	80				
EMPLOYED	40306	1693	49.9	4.2	100	2271	48.8	5.6	98	13883	50.9	34.4	102				
EMPLOYED FULL-TIME	32850	1409	41.5	4.3	102	1851	39.7	5.6	98	11051	40.5	33.6	100				
EMPLOYED PART-TIME	7456	*283	8.3	3.8	91	*420	9.0	5.6	98	2832	10.4	38.0	113				
NOT EMPLOYED	40680	1703	50.1	4.2	100	2387	51.2	5.9	102	13405	49.1	33.0	98				
PROFESSIONAL/MANAGER	10392	*513	15.1	4.9	118	737	15.8	7.1	123	3911	14.3	37.6	112				
TECH/CLERICAL/SALES	17574	653	19.2	3.7	89	969	20.8	5.5	96	6441	23.6	36.7	109				
PRECISION/CRAFT	985	*61	1.8	6.2	148	*43	0.9	4.4	76	*323	1.2	32.8	97				
OTHER EMPLOYED	11354	*466	13.7	4.1	98	522	11.2	4.6	80	3208	11.8	28.3	84				
SINGLE	9863	*318	9.4	3.2	77	494	10.6	5.0	87	2442	8.9	24.8	73				
MARRIED	51375	2459	72.4	4.8	114	3053	65.5	5.9	103	18881	69.2	36.8	109				
DIVORCED/SEPARATED/WIDOWED	19748	618	18.2	3.1	75	1110	23.8	5.6	98	5965	21.9	30.2	90				
PARENTS	32590	1694	49.9	5.2	124	1788	38.4	5.5	95	10038	36.8	30.8	91				
WHITE	70416	3116	91.8	4.4	106	4265	91.6	6.1	105	25391	93.0	36.1	107				
BLACK	8778	*272	8.0	3.1	74	*358	7.7	4.1	71	1598	5.9	18.2	54				
OTHER	1791	*8	0.2	0.4	11	*34	0.7	1.9	33	*298	1.1	16.6	49				
NORTHEAST-CENSUS	17786	571	16.8	3.2	77	1158	24.9	6.5	113	5006	18.3	28.1	84				
NORTH CENTRAL	20741	969	28.5	4.7	111	1489	32.0	7.2	125	7371	27.0	35.5	105				
SOUTH	27775	1153	34.0	4.2	99	1372	29.5	4.9	86	9377	34.4	33.8	100				
WEST	14683	704	20.7	4.8	114	639	13.7	4.4	76	5534	20.3	37.7	112				
NORTHEAST-MKTG.	17961	514	15.1	2.9	68	1273	27.3	7.1	123	5041	18.5	28.1	83				
EAST CENTRAL	11885	652	19.2	5.5	131	882	18.9	7.4	129	4009	14.7	33.7	100				
MID CENTRAL	14090	615	18.1	4.4	104	954	20.5	6.8	118	5032	18.4	35.7	106				
SOUTH	24081	987	29.1	4.1	98	1006	21.6	4.2	73	8246	30.2	34.2	102				
PACIFIC	12969	*628	18.5	4.8	115	*543	11.7	4.2	73	4959	18.2	38.2	113				
COUNTY SIZE A	32439	1240	36.5	3.8	91	1765	37.9	5.4	95	10141	37.2	31.3	93				
COUNTY SIZE B	24915	999	29.4	4.0	96	1123	24.1	4.5	78	8420	30.9	33.8	100				
COUNTY SIZE C	12930	768	22.6	5.9	142	818	17.6	6.3	110	5144	18.9	39.8	118				
COUNTY SIZE D	10703	*390	11.5	3.6	87	951	20.4	8.9	154	3584	13.1	33.5	99				
METRO CENTRAL CITY	24518	982	28.9	4.0	96	1149	24.7	4.7	81	6516	23.9	26.6	79				
METRO SUBURBAN	35919	1606	47.3	4.5	107	2059	44.2	5.7	100	13370	49.0	37.2	110				
NON METRO	20549	808	23.8	3.9	94	1450	31.1	7.1	123	7402	27.1	36.0	107				
TOP 5 ADI'S	18341	615	18.1	3.4	80	886	19.0	4.8	84	5198	19.0	28.3	84				
TOP 10 ADI'S	25378	789	23.2	3.1	74	1435	30.8	5.7	98	7792	28.6	30.7	91				
TOP 20 ADI'S	36488	1348	39.7	3.7	88	2068	44.4	5.7	99	11660	42.7	32.0	95				
HSGLD INC. \$50,000 OR MORE	6612	*189	5.6	2.9	68	*367	7.9	5.6	97	2867	10.5	43.4	129				
\$40,000 OR MORE	12659	*520	15.3	4.1	98	913	19.6	7.2	125	5472	20.1	43.2	128				
\$30,000 OR MORE	24698	1125	33.1	4.6	109	1802	38.7	7.3	127	10307	37.8	41.7	124				
\$25,000 OR MORE	32077	1633	48.1	5.1	121	2265	48.6	7.1	123	13019	47.7	40.6	120				
\$20,000 - \$24,999	9144	*473	13.9	5.2	123	*473	10.2	5.2	90	2829	10.4	30.9	92				
\$15,000 - \$19,999	8728	*395	11.6	4.5	108	*450	9.7	5.2	90	2911	10.7	33.4	99				
\$10,000 - \$14,999	12562	*364	10.7	2.9	69	711	15.3	5.7	98	3873	14.2	30.8	92				
UNDER \$10,000	18475	531	15.6	2.9	69	759	16.3	4.1	71	4656	17.1	25.2	75				
HOUSEHOLD OF 1 PERSON	11987	322	9.5	2.7	64	677	14.5	5.6	98	3715	13.6	31.0	92				
2 PEOPLE	26577	920	27.1	3.5	83	1675	36.0	6.3	110	9905	36.3	37.3	111				
3 OR 4 PEOPLE	30617	1490	43.9	4.9	116	1469	31.5	4.8	83	9792	35.9	32.0	95				
5 OR MORE PEOPLE	11804	*664	19.6	5.6	134	*837	18.0	7.1	123	3876	14.2	32.8	97				
NO CHILD IN HSGLD	46165	1564	46.1	3.4	81	2603	55.9	5.6	98	16487	60.4	35.7	106				
CHLD(REN) UNDER 2 YRS	5325	*300	8.8	5.6	134	*306	6.6	5.7	100	1443	5.3	27.1	80				
2 - 5 YEARS	14221	768	22.6	5.4	129	747	16.0	5.3	91	3916	14.4	27.5	82				
6 - 11 YEARS	15117	681	20.1	4.5	107	863	18.5	5.7	99	4825	17.7	31.9	95				
12 - 17 YEARS	16611	787	23.2	4.7	113	1050	22.5	6.3	110	5601	20.5	33.7	100				
RESIDENCE OWNED	55884	2710	79.8	4.8	116	3606	77.4	6.5	112	21735	79.7	38.9	115				
VALUE: \$50,000 OR MORE	31744	1639	48.3	5.2	123	2198	47.2	6.9	120	13295	48.7	41.9	124				
VALUE: UNDER \$50,000	24140	1071	31.5	4.4	106	1408	30.2	5.8	101	8440	30.9	35.0	104				

NON-STICK COOKING SPRAY: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL	BAKER'S JOY				MAZOLA NO STICK				PAM							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	3396	100.0	4.2	100	4658	100.0	5.8	100	27288	100.0	33.7	100				
MAGAZINES	QUINTILE 1	15799	995	29.3	6.3	150	1046	22.5	6.6	115	6427	23.6	40.7	121				
	QUINTILE 2	17259	953	28.1	5.5	132	1043	22.4	6.0	105	6286	23.0	36.4	108				
	QUINTILE 3	13545	*470	13.8	3.5	83	799	17.2	5.9	103	4566	16.7	33.7	100				
	QUINTILE 4	15133	*479	14.1	3.2	75	879	18.9	5.8	101	4874	17.9	32.2	96				
	QUINTILE 5	19250	*499	14.7	2.6	62	890	19.1	4.6	80	5134	18.8	26.7	79				
NEWSPAPERS	QUINTILE 1	12413	599	17.6	4.8	115	828	17.8	6.7	116	4838	17.7	39.0	116				
	QUINTILE 2	24116	1023	30.1	4.2	101	1534	32.9	6.4	111	9120	33.4	37.8	112				
	QUINTILE 3	11261	593	17.5	5.3	126	571	12.3	5.1	88	4004	14.7	35.6	106				
	QUINTILE 4	20255	794	23.4	3.9	93	1241	26.6	6.1	107	5872	21.5	29.0	86				
	QUINTILE 5	12940	*387	11.4	3.0	71	483	10.4	3.7	65	3455	12.7	26.7	79				
OUTDOOR	QUINTILE 1	14852	633	18.6	4.3	102	871	18.7	5.9	102	4693	17.2	31.6	94				
	QUINTILE 2	15725	588	17.3	3.7	89	733	15.7	4.7	81	5190	19.0	33.0	98				
	QUINTILE 3	16330	690	20.3	4.2	101	760	16.3	4.7	81	5784	21.2	35.4	105				
	QUINTILE 4	16744	825	24.3	4.9	117	1106	23.7	6.6	115	5564	20.4	33.2	99				
	QUINTILE 5	17334	660	19.4	3.8	91	1188	25.5	6.9	119	6058	22.2	34.9	104				
RADIO-DRIVE TIME	QUINTILE 1	15911	799	23.5	5.0	120	943	20.2	5.9	103	5719	21.0	35.9	107				
	QUINTILE 2	14837	524	15.4	3.5	84	895	19.2	6.0	105	4798	17.6	32.3	96				
	QUINTILE 3	15339	705	20.8	4.6	110	816	17.5	5.3	92	5276	19.3	34.4	102				
	QUINTILE 4	16723	705	20.8	4.2	101	846	18.2	5.1	88	5302	19.4	31.7	94				
	QUINTILE 5	18176	663	19.5	3.6	87	1157	24.8	6.4	111	6193	22.7	34.1	101				
RADIO-MID- DAY	TERCILE 1	21020	813	23.9	3.9	92	1259	27.0	6.0	104	7358	27.0	35.0	104				
	TERCILE 2	21610	1000	29.4	4.6	110	1026	22.0	4.7	83	7687	28.2	35.6	106				
	TERCILE 3	38355	1584	46.6	4.1	98	2372	50.9	6.2	108	12243	44.9	31.9	95				
RADIO-TOTAL	QUINTILE 1	15988	775	22.8	4.8	116	968	20.8	6.1	105	5602	20.5	35.0	104				
	QUINTILE 2	15626	*552	16.3	3.5	84	892	19.1	5.7	99	5060	18.5	32.4	96				
	QUINTILE 3	16723	843	24.8	5.0	120	979	21.0	5.9	102	5930	21.7	35.5	105				
	QUINTILE 4	16342	656	19.3	4.0	96	778	16.7	4.8	83	5298	19.4	32.4	96				
	QUINTILE 5	16306	569	16.8	3.5	83	1041	22.3	6.4	111	5397	19.8	33.1	98				
TV-PRIME TIME	QUINTILE 1	15953	678	20.0	4.2	101	925	19.9	5.8	101	5601	20.5	35.1	104				
	QUINTILE 2	16137	734	21.6	4.5	108	947	20.3	5.9	102	5480	20.1	34.0	101				
	QUINTILE 3	16420	694	20.4	4.2	101	874	18.8	5.3	93	5819	21.3	35.4	105				
	QUINTILE 4	16687	633	18.6	3.8	90	905	19.4	5.4	94	5428	19.9	32.5	97				
	QUINTILE 5	15789	658	19.4	4.2	99	1007	21.6	6.4	111	4959	18.2	31.4	93				
TV-DAYTIME	TERCILE 1	27736	1299	38.3	4.7	112	1666	35.8	6.0	104	9538	35.0	34.4	102				
	TERCILE 2	26489	1102	32.4	4.2	99	1423	30.5	5.4	93	8638	31.7	32.6	97				
	TERCILE 3	26761	994	29.3	3.7	89	1569	33.7	5.9	102	9113	33.4	34.1	101				
TV-TOTAL	QUINTILE 1	16345	756	22.3	4.6	110	940	20.2	5.8	100	5191	19.0	31.8	94				
	QUINTILE 2	16447	733	21.6	4.5	106	1226	26.3	7.5	130	5944	21.8	36.1	107				
	QUINTILE 3	15980	689	20.3	4.3	103	551	11.8	3.4	60	5808	21.3	36.3	108				
	QUINTILE 4	15887	646	19.0	4.1	97	767	16.5	4.8	84	5111	18.7	32.2	95				
	QUINTILE 5	16326	*573	16.9	3.5	84	1172	25.2	7.2	125	5233	19.2	32.1	95				
MAGAZINES-NEWSPAPERS: DUAL		20721	1238	36.5	6.0	142	1295	27.8	6.2	109	8327	30.5	40.2	119				
MAGAZINE IMPERATIVE		19186	1012	29.8	5.3	126	1147	24.6	6.0	104	6596	24.2	34.4	102				
NEWSPAPER IMPERATIVE		21899	661	19.5	3.0	72	1305	28.0	6.0	104	7656	28.1	35.0	104				
MAGAZINES-OUTDOOR: DUAL		15451	872	25.7	5.6	135	787	16.9	5.1	89	5496	20.1	35.6	106				
MAGAZINE IMPERATIVE		25953	1350	39.8	5.2	124	1828	39.2	7.0	122	10079	36.9	38.8	115				
OUTDOOR IMPERATIVE		24400	683	20.1	2.8	67	1258	27.0	5.2	90	7187	26.3	29.5	87				
MAGAZINES-RADIO: DUAL		18049	917	27.0	5.1	121	1056	22.7	5.9	102	6667	24.4	36.9	110				
MAGAZINE IMPERATIVE		23571	1299	38.3	5.5	131	1517	32.6	6.4	112	9004	33.0	38.2	113				
RADIO IMPERATIVE		23278	739	21.8	3.2	76	1363	29.3	5.9	102	7176	26.3	30.8	91				
MAGAZINES-TELEVISION: DUAL		15459	1038	30.6	6.7	160	1050	22.5	6.8	118	5912	21.7	38.2	113				
MAGAZINE IMPERATIVE		25829	1214	35.7	4.7	112	1504	32.3	5.8	101	9413	34.5	36.4	108				
TELEVISION IMPERATIVE		26039	754	22.2	2.9	69	1422	30.5	5.5	95	8168	29.9	31.4	93				
NEWSPAPERS-OUTDOOR: DUAL		16605	594	17.5	3.6	85	1025	22.0	6.2	107	5838	21.4	35.2	104				
NEWSPAPER IMPERATIVE		26834	1383	40.7	5.2	123	1704	36.6	6.4	110	10549	38.7	39.3	117				
OUTDOOR IMPERATIVE		23346	982	28.9	4.2	100	993	21.3	4.3	74	7021	25.7	30.1	89				
NEWSPAPERS-RADIO: DUAL		17133	915	26.9	5.3	127	1016	21.8	5.9	103	6511	23.9	38.0	113				
NEWSPAPER IMPERATIVE		25892	1059	31.2	4.1	98	1610	34.6	6.2	108	9683	35.5	37.4	111				
RADIO IMPERATIVE		23167	917	27.0	4.0	94	1242	26.7	5.4	93	7017	25.7	30.3	90				
NEWSPAPERS-TELEVISION: DUAL		17159	856	25.2	5.0	119	1237	26.6	7.2	125	6254	22.9	36.4	108				
NEWSPAPER IMPERATIVE		26214	1150	33.9	4.4	105	1493	32.1	5.7	99	10039	36.8	38.3	114				
TELEVISION IMPERATIVE		23412	970	28.6	4.1	99	1199	25.7	5.1	89	7291	26.7	31.1	92				
OUTDOOR-RADIO: DUAL		15303	538	15.8	3.5	84	655	14.1	4.3	74	4830	17.7	31.6	94				
OUTDOOR IMPERATIVE		24901	1059	31.2	4.3	101	1386	29.8	5.6	97	8255	30.3	33.2	98				
RADIO IMPERATIVE		26492	1244	36.6	4.7	112	1779	38.2	6.7	117	9467	34.7	35.7	106				
OUTDOOR-TELEVISION: DUAL		14794	648	19.1	4.4	104	794	17.0	5.4	93	5004	18.3	33.8	100				
OUTDOOR IMPERATIVE		25437	917	27.0	3.6	86	1224	26.3	4.8	84	8395	30.8	33.0	98				
TELEVISION IMPERATIVE		27877	1298	38.2	4.7	111	1674	35.9	6.0	104	9861	36.1	35.4	105				
RADIO-TELEVISION: DUAL		15996	689	20.3	4.3	103	920	19.8	5.8	100	5225	19.1	32.7	97				
RADIO IMPERATIVE		25478	1106	32.6	4.3	104	1473	31.6	5.8	101	8884	32.6	34.9	103				
TELEVISION IMPERATIVE		26573	1186	34.9	4.5	106	1610	34.6	6.1	105	9338	34.2	35.1	104				

	TOTAL U.S. '000	BAKER'S JOY				MAZOLA NO STICK				PAM				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	3396	100.0	4.2	100	4658	100.0	5.8	100	27288	100.0	33.7	100				
ATLANTIC MONTHLY	415	**23	0.7	5.5	132	**10	0.2	2.4	42	*170	0.6	41.0	122				
BARRON'S	453	**13	0.4	2.9	68	**9	0.2	2.0	35	*159	0.6	35.1	104				
BETTER HOMES & GARDENS	16256	981	28.9	6.0	144	1183	25.4	7.3	127	6745	24.7	41.5	123				
BON APPETIT	2535	**97	2.9	3.8	91	*198	4.3	7.8	136	1021	3.7	40.3	120				
BUSINESS WEEK	1278	**37	1.1	2.9	69	**106	2.3	8.3	144	352	1.3	27.5	82				
CAR AND DRIVER	378	**18	0.5	4.8	114	**40	0.9	10.6	184	**133	0.5	35.2	104				
CBS MAGAZINE NETWORK (GROSS)	1498	*184	5.4	12.3	293	**131	2.8	8.7	152	645	2.4	43.1	128				
CHANGING TIMES	1505	**68	2.0	4.5	108	**86	1.8	5.7	99	687	2.5	45.6	135				
COLONIAL HOMES	1231	**131	3.9	10.6	254	*83	1.8	6.7	117	509	1.9	41.3	123				
CONDE NAST MAG. PKG. (GROSS)	14146	686	20.2	4.8	116	758	16.3	5.4	93	4865	17.8	34.4	102				
CONSUMERS DIGEST	1323	**136	4.0	10.3	245	**50	1.1	3.8	66	557	2.0	42.1	125				
COSMOPOLITAN	7102	425	12.5	6.0	143	379	8.1	5.3	93	2617	9.6	36.8	109				
COUNTRY LIVING	2481	*161	4.7	6.5	155	*169	3.6	6.8	118	1196	4.4	48.2	143				
CUISINE	1472	**61	1.8	4.1	99	**115	2.5	7.8	136	690	2.5	46.9	139				
CYCLE WORLD	425	**44	1.3	10.4	247	**34	0.7	8.0	139	**155	0.6	36.5	108				
DCI:CREATIVE IDEAS FOR LIV	2510	*209	6.2	8.3	199	*133	2.9	5.3	92	1165	4.3	46.4	138				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	613	18.1	9.2	218	365	7.8	5.5	95	3343	12.3	49.1	148				
DISCOVER	894	**56	1.6	6.3	149	**16	0.3	1.8	31	273	1.0	30.5	91				
EBONY	3507	*178	5.2	5.1	121	210	4.5	6.0	104	728	2.7	20.8	62				
ESQUIRE	1083	**49	1.4	4.5	108	**44	0.9	4.1	71	265	1.0	24.5	73				
ESSENCE	1830	**92	2.7	5.0	120	**61	1.3	3.3	58	343	1.3	18.7	56				
FAMILY CIRCLE	15930	1014	29.9	6.4	152	1109	23.8	7.0	121	6358	23.3	39.9	118				
THE FAMILY HANDYMAN	1126	**106	3.1	9.4	224	**114	2.4	10.1	176	432	1.6	38.4	114				
FAMILY WEEKLY	11468	626	18.4	5.5	130	723	15.5	6.3	110	4564	16.7	39.8	118				
FIELD & STREAM	2234	**149	4.4	6.7	159	**128	2.7	5.7	100	876	3.2	39.2	116				
FOOD & WINE	579	**52	1.5	9.0	214	**31	0.7	5.4	93	222	0.8	38.3	114				
FORBES	728	**51	1.5	7.0	167	**24	0.5	3.3	57	555	0.9	35.0	104				
FORTUNE	906	**47	1.4	5.2	124	**20	0.4	2.2	38	299	1.1	33.0	98				
GENTLEMEN'S QUARTERLY	791	**39	1.1	4.9	118	**32	0.7	4.0	70	*181	0.7	22.9	68				
GLAMOUR	5265	284	8.4	5.4	129	330	7.1	6.3	109	1818	6.7	34.5	102				
GOLF DIGEST	636	**32	0.9	5.0	120	**56	1.2	8.8	153	329	1.2	51.7	154				
GOLF DIGEST/TENNIS (GROSS)	1186	**44	1.3	3.7	88	**111	2.4	9.4	163	543	2.0	45.8	136				
GOLF MAGAZINE	441	**12	0.4	2.7	65	**17	0.4	3.9	67	*242	0.9	54.9	163				
GOLF MAGAZINE/SKI (GROSS)	922	**32	0.9	3.5	83	**53	1.1	5.7	100	369	1.4	40.0	119				
GOOD HOUSEKEEPING	16487	1034	30.4	6.3	150	1093	23.5	6.6	115	6870	25.2	41.7	124				
HARPER'S BAZAAR	2423	**74	2.2	3.1	73	**83	1.8	3.4	60	845	3.1	34.9	104				
HEALTH	1994	*155	4.6	7.8	185	*153	3.3	7.7	133	795	2.9	39.9	118				
HEARST MAG CORP. BUY (GROSS)	44101	2726	80.3	6.2	147	2599	55.8	5.9	102	17945	65.8	40.7	121				
HEARST MAN POWER (GROSS)	1993	**138	4.1	6.9	165	**102	2.2	5.1	89	872	3.2	43.8	130				
HEARST WOMAN POWER (GROSS)	31274	1932	56.9	6.2	147	1908	41.0	6.1	106	12593	46.1	40.3	120				
HOUSE BEAUTIFUL	3623	*236	6.9	6.5	155	221	4.7	6.1	106	1512	5.5	41.7	124				
INC.	283	**14	0.4	4.9	118	**9	0.2	3.2	55	**69	0.3	24.4	72				
JET	2928	**113	3.3	3.9	92	*148	3.2	5.1	88	586	2.1	20.0	59				
LADIES' HOME JOURNAL	11918	765	22.5	6.4	153	757	16.3	6.4	110	5008	18.4	42.0	125				
LHJ FAMILY GRP COMBO(GROSS)	16764	1088	32.0	6.5	155	1094	23.5	6.5	113	6999	25.6	41.8	124				
LIFE	4254	271	8.0	6.4	152	275	5.9	6.5	112	1463	5.4	34.4	102				
L.A. TIMES HOME MAGAZINE	1145	**81	2.4	7.1	169	**18	0.4	1.6	27	466	1.7	40.7	121				
MADEMOISELLE	2884	*169	5.0	5.9	140	*179	3.8	6.2	108	987	3.6	34.2	102				
MC CALL'S	13460	835	24.6	6.2	148	977	21.0	7.3	126	5553	20.3	41.3	122				
MC CALL'S/WRK MOTHER (GROSS)	14606	941	27.7	6.4	154	1028	22.1	7.0	122	5945	21.8	40.7	121				
MECHANIX ILLUSTRATED	772	**111	3.3	14.4	343	**71	1.5	9.2	160	431	1.6	55.8	166				
METROPOLITAN HOME	967	**78	2.3	8.1	192	**22	0.5	2.3	40	393	1.4	40.6	121				
MONEY	1588	**62	1.8	3.9	93	*120	2.6	7.6	131	594	2.2	37.4	111				
MOTHER EARTH NEWS	1002	**98	2.9	9.8	233	*100	2.1	10.0	174	426	1.6	42.5	126				
MS.	825	**54	1.6	6.5	156	**36	0.8	4.4	76	231	0.8	28.0	83				
NATIONAL ENQUIRER	10336	467	13.8	4.5	108	501	10.8	4.8	84	3760	13.8	36.4	108				
NATIONAL GEOGRAPHIC	9597	543	16.0	5.7	135	691	14.8	7.2	125	3900	14.3	40.6	121				
NATIONAL SUNDAY MAGAZINE PKG	49558	2294	67.6	4.6	110	3057	65.6	6.2	107	18028	66.1	36.4	108				
NATURAL HISTORY	573	**37	1.1	6.5	154	**27	0.6	4.7	82	*158	0.6	27.6	82				
NEW WOMAN	1699	**52	1.5	3.1	73	*121	2.6	7.1	124	565	2.1	33.3	99				
NEW YORK INCLUDING CUE	443	**4	0.1	0.9	22	**33	0.7	7.4	130	*141	0.5	31.8	94				
THE NEW YORKER	1270	**39	1.1	3.1	73	**80	1.7	6.3	110	431	1.6	33.9	101				
NEWSWEEK	6277	371	10.9	5.9	141	426	9.1	6.8	118	2553	9.4	40.7	121				
THE N.Y. TIMES DAILY EDITION	1205	**18	0.5	1.5	36	*87	1.9	7.2	126	431	1.6	35.8	106				
THE N.Y. TIMES MAGAZINE	2081	**65	1.9	3.1	74	**152	3.3	7.3	127	623	2.3	29.9	89				
OWMI	788	**36	1.1	4.6	109	**71	1.5	9.0	157	*221	0.8	28.0	83				
ON CABLE	1158	**33	1.0	2.8	68	**60	1.3	5.2	90	325	1.2	28.1	83				
1001 HOME IDEAS	2852	*168	4.9	5.9	140	*184	4.0	6.5	112	1196	4.4	41.9	124				
ORGANIC GARDENING	1658	*127	3.7	7.7	183	*123	2.6	7.4	129	679	2.5	41.0	122				
OUTDOOR LIFE	896	**39	1.1	4.4	104	*74	1.6	8.3	144	370	1.4	41.3	123				
PARADE MAGAZINE	24275	1128	33.2	4.6	111	1726	37.1	7.1	124	8688	31.8	35.8	106				

NON-STICK COOKING SPRAY: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	BAKER'S JOY				MAZOLA NO STICK				PAM				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	DOWN	ACROSS	INDX	'000	%	DOWN	ACROSS	%	INDX	INDX
TOTAL FEMALE HOMEMAKERS	80986	3396	100.0	4.2	100	4658	100.0	5.8	100		27288	100.0	33.7	100			
PARENTS	3845	**210	6.2	5.5	130	*215	4.6	5.6	97		1346	4.9	35.0	104			
PENTHOUSE	831	**81	2.4	9.7	232	**95	2.0	11.4	199		*301	1.1	36.2	107			
PEOPLE	11645	620	18.3	5.3	127	739	15.9	6.3	110		4310	15.8	37.0	110			
PLAYBOY	2006	**113	3.3	5.6	134	*139	3.0	6.9	120		647	2.4	32.3	96			
POPULAR HOT RODDING	297	**48	1.4	16.2	385	**3	0.1	1.0	18		**80	0.3	26.9	80			
POPULAR MECHANICS	1018	**57	1.7	5.6	134	**64	1.4	6.3	109		501	1.8	49.2	146			
POPULAR SCIENCE	878	**38	1.1	4.3	103	**104	2.2	11.8	206		371	1.4	42.3	125			
PREVENTION	3913	*148	4.4	3.8	90	256	5.5	6.5	114		1673	6.1	42.8	127			
PSYCHOLOGY TODAY	1710	**63	1.9	3.7	88	**106	2.3	6.2	108		553	2.0	32.3	96			
READER'S DIGEST	22204	1122	33.0	5.1	121	1410	30.3	6.4	110		8960	32.8	40.4	120			
REDBOOK	7684	473	13.9	6.2	147	435	9.3	5.7	98		3107	11.4	40.4	120			
ROAD & TRACK	410	**17	0.5	4.1	99	**60	1.3	14.6	254		*216	0.8	52.7	156			
ROLLING STONE	969	**32	0.9	3.3	79	**68	1.5	7.0	122		290	1.1	29.9	89			
RUNNER'S WORLD	298	**8	0.2	2.7	64	**12	0.3	4.0	70		**136	0.5	45.6	135			
SATURDAY EVENING POST	1169	**101	3.0	8.6	206	**107	2.3	9.2	159		428	1.6	36.6	109			
SCIENCE 84	587	**34	1.0	5.8	138	**66	1.4	11.2	195		*262	1.0	44.6	132			
SCIENCE DIGEST	482	**57	1.7	11.8	282	**24	0.5	5.0	87		*240	0.9	49.8	148			
SCIENTIFIC AMERICAN	594	**62	1.8	10.4	249	**30	0.6	5.1	88		*232	0.9	39.1	116			
SELF	2089	**101	3.0	4.8	115	**60	1.3	2.9	50		682	2.5	32.6	97			
SEVENTEEN	2411	**129	3.8	5.4	128	**86	1.8	3.6	62		703	2.6	29.2	87			
SKI	480	**20	0.6	4.2	99	**36	0.8	7.5	130		**127	0.5	26.5	79			
SMITHSONIAN	2760	*177	5.2	6.4	153	*266	5.7	9.6	168		1089	4.0	39.5	117			
SOAP OPERA DIGEST	3013	*205	6.0	6.8	162	*137	2.9	4.5	79		949	3.5	31.5	93			
SOUTHERN LIVING	4184	404	11.9	9.7	230	232	5.0	5.5	96		2178	8.0	52.1	154			
SPORT	559	**20	0.6	3.6	85	**30	0.6	5.4	93		**166	0.6	29.7	88			
THE SPORTING NEWS	436	**21	0.6	4.8	115	**11	0.2	2.5	44		**157	0.6	36.0	107			
SPORTS AFIELD	493	**23	0.7	4.7	111	**14	0.3	2.8	49		*131	0.5	26.6	79			
SPORTS ILLUSTRATED	2758	*130	3.8	4.7	112	*274	5.9	9.9	173		1026	3.8	37.2	110			
STAR	7456	417	12.3	5.6	133	459	9.9	6.2	107		2548	9.3	34.2	101			
SUNDAY	24936	977	28.8	3.9	93	1555	33.4	6.2	108		8658	31.7	34.7	103			
SUNSET	2124	**133	3.9	6.3	149	**140	3.0	6.6	115		1087	4.0	51.2	152			
TV GUIDE	21661	1194	35.2	5.5	131	1156	24.8	5.3	93		7519	27.6	34.7	103			
TENNIS	550	**12	0.4	2.2	52	**55	1.2	10.0	174		*214	0.8	38.9	115			
TIME	8880	553	16.3	6.2	149	570	12.2	6.4	112		3370	12.3	38.0	113			
TOWN & COUNTRY	917	**44	1.3	4.8	114	**33	0.7	3.6	63		352	1.3	38.4	114			
TRAVEL & LEISURE	972	**64	1.9	6.6	157	**50	1.1	5.1	89		450	1.6	46.3	137			
TRUE STORY	3356	*162	4.8	4.8	115	*137	2.9	4.1	71		1069	3.9	31.9	95			
U.S. NEWS & WORLD REPORT	3410	*262	7.7	7.7	183	*256	5.5	7.5	131		1449	5.3	42.5	126			
USA TODAY	1759	**84	2.5	4.8	114	**110	2.4	6.3	109		686	2.5	39.0	116			
US	1873	*167	4.9	8.9	213	**63	1.4	3.4	58		619	2.3	33.0	98			
VOGUE	3909	*132	3.9	3.4	81	*188	4.0	4.8	84		1378	5.0	35.3	105			
HALL STREET JOURNAL	1886	**63	1.9	3.3	80	**116	2.5	6.2	107		727	2.7	38.5	114			
WEIGHT WATCHERS	2120	*151	4.4	7.1	170	*174	3.7	8.2	143		934	3.4	44.1	131			
WOMAN'S DAY	14172	937	27.6	6.6	158	1029	22.1	7.3	126		5690	20.9	40.1	119			
WORKING MOTHER	1146	**106	3.1	9.2	221	**52	1.1	4.5	79		392	1.4	34.2	102			
WORKING WOMAN	1322	**102	3.0	7.7	184	*110	2.4	8.3	145		386	1.4	29.2	87			
WORLD TENNIS	*163	**6	0.2	3.7	88	**25	0.5	15.3	267		**75	0.3	46.0	137			
ZIFF-DAVIS MAG NETHK (GROSS)	2532	*229	6.7	9.0	216	*165	3.5	6.5	113		928	3.4	36.7	109			
BLAIR INSERTS	43657	2017	59.4	4.6	110	2753	59.1	6.3	110		15467	56.7	35.4	105			
DAILY NEWSPAPERS																	
READ ANY	51633	2303	67.8	4.5	106	3189	68.5	6.2	107		18727	68.6	36.3	108			
READ ONE	43463	1890	55.7	4.3	104	2605	55.9	6.0	104		15478	56.7	35.6	106			
READ TWO OR MORE	8170	413	12.2	5.1	121	584	12.5	7.1	124		3249	11.9	39.8	118			
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2397	70.6	4.6	109	3285	70.5	6.2	108		19145	70.2	36.3	108			
READ ONE	46126	2170	63.9	4.7	112	2855	61.3	6.2	108		16534	60.6	35.8	106			
READ TWO OR MORE	6552	227	6.7	3.5	83	430	9.2	6.6	114		2612	9.6	39.9	118			
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.74				26.51					26.61						
30 DAY REACH	71455	3019	88.9	4.2	101	4014	86.2	5.6	98		23818	87.3	33.3	99			
50 SHMG - 30 DAY AV FREQ	14.56	14.58				14.20					13.99						
30 DAY REACH	67742	2866	84.4	4.2	101	3742	80.3	5.5	96		22699	83.2	33.5	99			
25 SHMG - 30 DAY AV FREQ	7.94	7.84				7.88					7.69						
30 DAY REACH	62117	2660	78.3	4.3	102	3367	72.3	5.4	94		20656	75.7	33.3	99			
CABLE TV: HOME WIRED	32077	1541	45.4	4.8	115	1930	41.4	6.0	105		11995	44.0	37.4	111			
HOME NOT WIRED	48909	1856	54.7	3.8	90	2728	58.6	5.6	97		15293	56.0	31.3	93			
HAVE PAY CABLE	15935	794	23.4	5.0	119	967	20.8	6.1	106		5809	21.3	36.5	108			

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3396	100.0	4.2	100	4658	100.0	5.8	100	27288	100.0	33.7	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1828	53.8	4.2	99	2429	52.1	5.5	96	15092	55.3	34.4	102				
10:00 AM - 3:00 PM	30659	1273	37.5	4.2	99	1755	37.7	5.7	100	10666	39.1	34.8	103				
3:00 PM - 7:00 PM	31045	1439	42.4	4.6	111	1835	39.4	5.9	103	10561	38.7	34.0	101				
7:00 PM - MIDNIGHT	15767	718	21.1	4.6	109	835	17.9	5.3	92	5051	18.5	32.0	95				
MIDNIGHT - 6:00 AM	9120	448	13.2	4.9	117	539	11.6	5.9	103	3107	11.4	34.1	101				
6:00 AM - MIDNIGHT	58527	2542	74.9	4.3	104	3223	69.2	5.5	96	19768	72.4	33.8	100				
ENTIRE DAY	59311	2608	76.8	4.4	105	3271	70.2	5.5	96	20115	73.7	33.9	101				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	706	20.8	4.4	104	912	19.6	5.6	98	5662	20.7	35.0	104				
ALL NEWS	2256	**79	2.3	3.5	84	**85	1.8	3.8	66	752	2.8	33.3	99				
AOR/PROGRESSIVE	3874	**149	4.4	3.8	92	*286	6.1	7.4	128	1178	4.3	30.4	90				
BEAUTIFUL MUSIC	5660	*234	6.9	4.1	99	285	6.1	5.0	88	2207	8.1	39.0	116				
BLACK	2204	**101	3.0	4.6	109	**94	2.0	4.3	74	550	2.0	25.0	74				
CLASSICAL	1418	**59	1.7	4.2	99	**134	2.9	9.4	164	497	1.8	35.0	104				
CHR/ROCK	9538	530	15.6	5.6	133	517	11.1	5.4	94	3033	11.1	31.8	94				
COUNTRY	12648	595	17.5	4.7	112	769	16.5	6.1	106	4641	17.0	36.7	109				
GOLDEN OLDIES	1191	**51	1.5	4.3	102	**23	0.5	1.9	34	302	1.1	25.4	75				
MOR/NOSTALGIA	4757	**121	3.6	2.5	61	308	6.6	6.5	113	1480	5.4	31.1	92				
NEWS/TALK	3863	**108	3.2	2.8	67	*238	5.1	6.2	107	1450	5.3	37.5	111				
RELIGIOUS	3084	**48	1.4	1.6	37	**116	2.5	3.8	65	865	3.2	28.0	83				
SOFT ROCK	521	**14	0.4	2.7	64	**12	0.3	2.3	40	*156	0.6	29.9	89				
URBAN CONTEMPORARY	1585	**84	2.5	5.3	126	**95	2.0	6.0	104	266	1.0	16.8	50				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*122	3.6	3.7	89	*225	4.8	6.9	120	1024	3.8	31.4	93				
ABC DIRECTION	2316	**79	2.3	3.4	81	*126	2.7	5.4	95	698	2.6	30.1	89				
ABC ENTERTAINMENT	4834	**136	4.0	2.8	67	278	6.0	5.8	100	1613	5.9	33.4	99				
ABC FM	2202	*186	5.5	8.4	201	**69	1.5	3.1	54	581	2.1	26.4	78				
ABC INFORMATION	5425	*196	5.8	3.6	86	364	7.8	6.7	117	1970	7.2	36.3	108				
ABC ROCK	1677	**56	1.6	3.3	80	**154	3.3	9.2	160	501	1.8	29.9	89				
CBS	4430	*189	5.6	4.3	102	230	4.9	5.2	90	1717	6.3	38.8	115				
MUTUAL	4992	*243	7.2	4.9	116	335	7.2	6.7	117	1816	6.7	36.4	108				
NBC	4679	*248	7.3	5.3	126	*246	5.3	5.3	91	1535	5.6	32.8	97				
RADIORADIO	2298	*76	2.2	3.8	91	*92	2.0	4.6	80	648	2.4	32.5	96				
RKO ONE	1994	**151	4.4	6.6	157	*162	3.5	7.0	123	664	2.4	28.9	86				
RKO TWO	3311	**116	3.4	3.5	84	*216	4.6	6.5	113	1087	4.0	32.8	97				
THE SOURCE	2114	**85	2.5	4.0	96	**110	2.4	5.2	90	612	2.2	28.9	86				
NON-WIRED: BLAIR	8654	343	10.1	4.0	95	397	8.5	4.6	80	3226	11.8	37.3	111				
INTERNET	12025	587	17.3	4.9	116	729	15.7	6.1	105	4173	15.3	34.7	103				
KATZ RADIO GROUP	15359	557	16.4	3.6	86	829	17.8	5.4	94	5194	19.0	33.8	100				
SUPERNET	10628	533	15.7	5.0	120	600	12.9	5.6	98	3578	13.1	33.7	100				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	349	10.3	4.0	96	494	10.6	5.7	99	3010	11.0	34.8	103				
MKDAY 9:00 AM - 1:00 PM	12163	536	15.8	4.4	105	728	15.6	6.0	104	4051	14.8	33.3	99				
MKDAY 1:00 PM - 4:30 PM	16150	712	21.0	4.4	105	1034	22.2	6.4	111	5378	19.7	33.3	99				
MKDAY 4:30 PM - 7:30 PM	22463	945	27.8	4.2	100	1288	27.7	5.7	100	7468	27.4	33.2	99				
MKDAY 7:30 PM - 8:00 PM	31795	1359	40.0	4.3	102	1786	38.3	5.6	98	10805	39.6	34.0	101				
MKDAY 11:00 PM - 11:30 PM	23977	1019	30.0	4.2	101	1535	33.0	6.4	111	8455	31.0	35.3	105				
MKDAY 11:30 PM - 1:00 AM	7703	376	11.1	4.9	116	488	10.5	6.3	110	2574	9.4	33.4	99				
M-SAT 8-11 PM+SUN 7-11 PM	33800	1472	43.3	4.4	104	1919	41.2	5.7	99	11645	42.7	34.5	102				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	227	6.7	3.5	83	366	7.9	5.6	97	2075	7.6	31.7	94				
ANOTHER WORLD	N 4620	204	6.0	4.4	105	342	7.3	7.4	129	1721	6.3	37.3	111				
AS THE WORLD TURNS	C 5614	262	7.7	4.7	111	411	8.8	7.3	127	2057	7.5	36.6	109				
CAPITOL	C 3396	173	5.1	5.1	121	278	6.0	8.2	142	1241	4.5	36.5	108				
CBS MORN. NEWS 1	C 1446	**52	1.5	3.6	86	*47	1.0	3.3	57	542	2.0	37.5	111				
CBS MORN. NEWS 2	C 1207	**42	1.2	3.5	83	*42	0.9	3.5	60	430	1.6	35.6	106				
DAYS OF OUR LIVES	N 5877	305	9.0	5.2	124	440	9.4	7.5	130	2033	7.5	34.6	103				
FACTS OF LIFE - DAYTIME	N 2290	142	4.2	6.2	148	139	3.0	6.1	106	699	2.6	30.5	91				
FAMILY FEUD	A 3023	115	3.4	3.8	91	189	4.1	6.3	109	928	3.4	30.7	91				
GENERAL HOSPITAL	A 6097	280	8.2	4.6	110	315	6.8	5.2	90	1748	6.4	28.7	85				
GOOD MORNING, AMERICA-730	A 3515	138	4.1	3.9	94	232	5.0	6.6	115	1204	4.4	34.3	102				
GOOD MORNING, AMERICA-830	A 2818	138	4.1	4.9	117	159	3.4	5.6	98	1115	4.1	39.6	117				
GUIDING LIGHT	C 5339	257	7.6	4.8	115	423	9.1	7.9	138	2006	7.4	37.6	112				
ONE LIFE TO LIVE	A 4478	180	5.3	4.0	96	219	4.7	4.9	85	1357	5.0	30.3	90				
PRESS YOUR LUCK	C 2244	97	2.9	4.3	103	99	2.1	4.4	77	751	2.8	33.5	99				
PRICE IS RIGHT 1	C 4348	218	6.4	5.0	120	225	4.8	5.2	90	1405	5.1	32.3	96				
PRICE IS RIGHT 2	C 5014	266	7.8	5.3	127	277	5.9	5.5	96	1706	6.3	34.0	101				
RYAN'S HOPE	A 3150	115	3.4	3.7	87	222	4.8	7.0	123	905	3.3	28.7	85				
SALE OF THE CENTURY	N 2695	*141	4.2	5.2	125	150	3.2	5.6	97	1039	3.8	38.6	114				
SEARCH FOR TOMORROW	N 2319	*167	4.9	7.2	172	*152	3.3	6.6	114	830	3.0	35.8	106				
TODAY SHOW 1	N 2693	*80	2.4	3.0	71	116	2.5	4.3	75	962	3.5	35.7	106				
TODAY SHOW 2	N 2498	*97	2.9	3.9	93	157	3.4	6.3	109	913	3.3	36.5	108				
\$25,000 PYRAMID	C 2753	*83	2.4	3.0	72	158	3.4	5.7	100	975	3.6	35.4	105				
WHEEL OF FORTUNE	N 4388	228	6.7	5.2	124	269	5.8	6.1	107	1477	5.4	33.7	100				
YOUNG AND THE RESTLESS	C 5695	251	7.4	4.4	105	385	8.3	6.8	118	1903	7.0	33.4	99				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	**68	2.0	3.9	92	*69	1.5	3.9	68	634	2.3	36.0	107				
NBA PLAYOFF GAME -1 C	1136	**32	0.9	2.8	67	*64	1.4	5.6	98	390	1.4	34.3	102				
NBC MAJOR LEAGUE PRE-GAME N	953	**22	0.6	2.3	55	**11	0.2	1.2	20	284	1.0	29.8	88				
SPORTSWORLD - SUN N	1233	**16	0.5	1.3	31	**79	1.7	6.4	111	439	1.6	35.6	106				
SUNDAY MORNING C	1611	*102	3.0	6.3	151	**53	1.1	3.3	57	530	1.9	32.9	98				

NON-STICK COOKING SPRAY: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	BAKER'S JOY				MAZOLA NO STICK				PAM				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	3396	100.0	4.2	100	4658	100.0	5.8	100	27288	100.0	33.7	100				
WKDAY LOCAL EVENING TV NEWS	26063	975	28.7	3.7	89	1428	30.7	5.5	95	9098	33.3	34.9	104				
NETWORK AFFILIATES - EARLY	20261	809	23.8	4.0	95	1282	27.5	6.3	110	7362	27.0	36.3	108				
NETWORK AFFILIATES - LATE	2076	98	2.9	4.7	113	127	2.7	6.1	106	681	2.5	32.8	97				
INDEPENDENTS - LATE																	
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	458	13.5	4.4	104	623	13.4	6.0	104	3461	12.7	33.1	98				
ABC MONDAY NIGHT MOVIE	A 6412	228	6.7	3.6	85	371	8.0	5.8	101	2327	8.5	36.3	108				
ABC SUNDAY NIGHT MOVIE	A 12407	517	15.2	4.2	99	745	16.0	6.0	104	4652	17.0	37.5	111				
ABC WORLD NEWS TONIGHT	A 6176	233	6.9	3.8	90	373	8.0	6.0	105	2143	7.9	34.7	103				
AFTERMASH	C 5863	**222	6.5	3.8	90	*229	4.9	3.9	68	1903	7.0	32.5	96				
ALICE	C 9594	386	11.4	4.0	96	501	10.8	5.2	91	3064	11.2	31.9	95				
AMERICAN PARADE	C 6622	266	7.8	4.0	96	384	8.2	5.8	101	2446	9.0	36.9	110				
BENSON	A 10886	503	14.8	4.6	110	542	11.6	5.0	87	3658	13.4	33.6	100				
BLUE THUNDER	A 5036	230	6.8	4.6	109	272	5.8	5.4	94	1913	7.0	38.0	113				
CAGNEY & LACEY	C 9965	433	12.8	4.3	104	581	12.5	5.8	101	3670	13.4	36.8	109				
CBS EVENING NEWS-DEAN	C 3491	**120	3.5	3.4	82	*161	3.5	4.6	80	1291	4.7	37.0	110				
CBS EVENING NEWS-RATHER	C 7123	221	6.5	3.1	74	415	8.9	5.8	101	2369	8.7	33.3	99				
CBS SAT. NEWS-SCHIEFFER	C 3621	119	3.5	3.3	78	160	3.4	4.4	77	1360	5.0	37.6	111				
CBS SATURDAY NIGHT MOVIE	C 5436	232	6.8	4.3	102	278	6.0	5.1	89	1911	7.0	35.2	104				
CBS WEDNESDAY NIGHT MOVIE	C 6100	224	6.6	3.7	88	300	6.4	4.9	86	2100	7.7	34.4	102				
CHEERS	N 8889	370	10.9	4.2	99	441	9.5	5.0	86	3142	11.5	35.3	105				
DALLAS	C 22109	1125	33.1	5.1	121	1226	26.3	5.5	96	7950	29.1	36.0	107				
DIFF'RENT STROKES	N 6940	271	8.0	3.9	93	358	7.7	5.2	90	2190	8.0	31.6	94				
DOUBLE TROUBLE	N 7223	331	9.7	4.6	109	350	7.5	4.8	84	2233	8.2	30.9	92				
DUCK FACTORY	N 5595	*191	5.6	3.4	81	247	5.3	4.4	77	2070	7.6	37.0	110				
DUKES OF HAZZARD	C 5768	296	8.7	5.1	122	311	6.7	5.4	94	1940	7.1	33.6	100				
DYNASTY	A 20053	797	23.5	4.0	95	1171	25.1	5.8	102	7054	25.9	35.2	104				
FACTS OF LIFE	N 8087	392	11.5	4.8	116	376	8.1	4.6	81	2532	9.3	31.3	93				
FALCON CREST	C 20046	1002	29.5	5.0	119	1135	24.4	5.7	98	7262	26.6	36.2	108				
FALL GUY	A 9084	355	10.5	3.9	93	568	12.2	6.3	109	3012	11.0	33.2	98				
FAMILY TIES	N 7964	298	8.8	3.7	89	416	8.9	5.2	91	2487	9.1	31.2	93				
FANTASY ISLAND	A 7687	288	8.5	3.7	89	438	9.4	5.7	99	2404	8.8	31.3	93				
FOULUPS, BLEEPs & BLUNDERS	A 8861	431	12.7	4.9	116	572	12.3	6.5	112	3246	11.9	36.6	109				
FOUR SEASONS	C 5095	**168	4.9	3.3	79	*226	4.9	4.4	77	1767	6.5	34.7	103				
GIMME A BREAK	N 8838	330	9.7	3.7	89	502	10.8	5.7	99	2627	9.6	29.7	88				
HART TO HART	A 8978	440	13.0	4.9	117	511	11.0	5.7	99	3132	11.5	34.9	104				
HILL STREET BLUES	N 8590	332	9.8	3.9	92	419	9.0	4.9	85	2987	10.9	34.8	103				
HOTEL	A 14085	629	18.5	4.5	106	864	18.5	6.1	107	5120	18.8	36.4	108				
JEFFERSONS	C 9360	371	10.9	4.0	95	510	10.9	5.4	95	3130	11.5	33.4	99				
JENNIFER SLEPT HERE	N 5841	261	7.7	4.5	107	296	6.4	5.1	88	1861	6.8	31.9	95				
KATE & ALLIE	C 9206	400	11.8	4.3	104	495	10.6	5.4	93	3187	11.7	34.6	103				
KNIGHT RIDER	N 7076	366	10.8	5.2	123	608	13.1	8.6	149	2254	8.3	31.9	95				
LOVE BOAT	A 12219	419	12.3	3.4	82	734	15.8	6.0	104	4135	15.2	33.8	100				
MAGNUM PI	C 11199	502	14.8	4.5	107	741	15.9	6.6	115	4057	14.9	36.2	108				
MAMA'S FAMILY	N 6057	*233	6.9	3.8	92	315	6.8	5.2	90	2294	8.4	37.9	112				
MASTER, THE	N 3598	*164	4.8	4.6	109	309	6.6	8.6	149	1185	4.3	32.9	98				
MATT HOUSTON	A 6344	281	8.3	4.4	106	399	8.6	6.3	109	2042	7.5	32.2	96				
NBC MONDAY NIGHT MOVIE	N 11994	615	18.1	5.1	122	751	16.1	6.3	109	3931	14.4	32.8	97				
NBC NIGHTLY NEWS	N 5132	158	4.7	3.1	73	304	6.5	5.9	103	1950	7.1	38.0	113				
NBC NIGHTLY NEWS-SAT	N 3375	**84	2.5	2.5	59	*177	3.8	5.2	91	1106	4.1	32.8	97				
NBC NIGHTLY NEWS-SUN	N 3130	**90	2.7	2.9	69	*208	4.5	6.6	116	1003	3.7	32.0	95				
NBC SUNDAY NIGHT MOVIE	N 8284	296	8.7	3.6	85	540	11.6	6.5	113	3424	8.9	29.3	87				
NEMHART	C 9240	350	10.3	3.8	90	555	11.9	6.0	104	3209	11.8	34.7	103				
ONE DAY AT A TIME	C 7288	305	9.0	4.2	100	363	7.8	5.0	87	2502	9.2	34.3	102				
PEOPLE ARE FUNNY	N 4855	*228	6.7	4.7	112	269	5.8	5.5	96	1790	6.6	36.9	109				
REAL PEOPLE	N 8869	341	10.0	3.8	92	459	9.9	5.2	90	3033	11.1	34.2	101				
REMINGTON STEELE	N 7743	346	10.2	4.5	107	495	10.6	6.4	111	2537	9.3	32.8	97				
RIPLEY'S BELIEVE IT - NOT	A 5345	*249	7.3	4.7	111	373	8.0	7.0	121	1967	7.2	36.8	109				
RIPTIDE	N 6988	310	9.1	4.4	106	521	11.2	7.5	130	2456	9.0	35.1	104				
SCARECROW & MRS. KING	C 10002	407	12.0	4.1	97	525	11.3	5.2	91	3419	12.5	34.2	101				
SIMON & SIMON	C 10638	437	12.9	4.1	98	756	16.2	7.1	124	3623	13.3	34.1	101				
60 MINUTES	C 13293	523	15.4	3.9	94	639	13.7	4.8	84	4682	17.2	35.2	105				
ST. ELSEWHERE	N 7017	310	9.1	4.4	105	450	9.7	6.4	111	2416	8.9	34.4	102				
THREE'S COMPANY	A 10917	518	15.3	4.7	113	607	13.0	5.6	97	3948	14.5	36.2	107				
T.J. HOOKER	A 9204	340	10.0	3.7	88	607	13.0	6.6	115	3272	12.0	35.5	106				
TONIGHT SHOW	N 2372	128	3.8	5.4	129	164	3.5	6.9	120	875	3.2	36.9	109				
TRAPPER JOHN, M.D.	C 9846	399	11.7	4.1	97	405	8.7	4.1	72	3423	12.5	34.8	103				
TV BLOOPERS & PRAC. JOKES	N 9105	393	11.6	4.3	103	512	11.0	5.6	98	3175	11.6	34.9	103				
20/20	A 9387	444	13.1	4.7	113	542	11.6	5.8	100	3483	12.8	37.1	110				
WEBSTER	A 11067	492	14.5	4.4	106	584	12.5	5.3	92	3816	14.0	34.5	102				
WORLD NEWS - SUN	A 3062	**102	3.0	3.3	79	*273	5.9	8.9	155	1138	4.2	37.2	110				
YELLOW ROSE	N 4978	*131	3.9	2.6	63	335	7.2	6.7	117	1794	6.6	36.0	107				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	*537	15.8	6.0	144	420	9.0	4.7	82	3553	13.0	40.0	119				
BASKETBALL - COLLEGE GAMES	4080	**225	6.6	5.5	132	*226	4.9	5.5	96	1548	5.7	37.9	113				
BASKETBALL - PRO GAMES	3607	**120	3.5	3.3	79	*179	3.8	5.0	86	1291	4.7	35.8	106				
BOWLING	3883	**206	6.1	5.3	127	*241	5.2	6.2	108	1476	5.4	38.0	113				
BOXING	3928	*157	4.6	4.0	95	*220	4.7	5.6	97	1171	4.3	29.8	88				
FOOTBALL - COLLEGE GAMES	6366	*355	10.5	5.6	133	508	10.9	8.0	139	2565	9.4	40.3	120				
FOOTBALL - PRO GAMES	11300	714	21.0	6.3	151	775	16.6	6.9	119	4480	16.4	39.6	118				
GOLF	3378	**182	5.4	5.4	128	*205	4.4	6.1	106	1445	5.3	42.8	127				
POST-SEASON COLL. FOOTBALL	4906	*295	8.7	6.0	143	*277	5.9	5.6	98	1866	6.8	38.0	113				
POST-SEASON PRO FOOTBALL	6120	*437	12.9	7.1	170	539	11.6	8.8	153	2574	9.4	42.1	125				
TENNIS	3033	*150	4.4	4.9	118	*205	4.4	6.8	118	1147	4.2	37.8	112				

FROZEN COMPLETE DINNERS (TV DINNERS)

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-4

		'000	%	UNWEIGHTED							
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?											
	YES	28553	35.3		3374						
	NO	52433	64.7		6061						
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED	
		'000	%	'000	%	'000	%	'000	%		
IF YES											
5B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?											
ARMOUR DINNER CLASSICS		3707	4.6	742	.9	2302	2.8	663	.8	460	
BANQUET/EXTRA HELPING		6529	8.1	1833	2.3	3586	4.4	1110	1.4	768	
CHUN KING		1491	1.8	233	.3	840	1.0	419	.5	177	
LA CHOY		1334	1.6	341	.4	702	.9	291	.4	167	
LE MENU (SWANSON)		4866	6.0	1027	1.3	2990	3.7	849	1.0	582	
MORTON		6893	8.5	2245	2.8	3679	4.5	969	1.2	805	
PINATA		352	.4	16	*	166	.2	170	.2	46	
SWANSON/HUNGRY MAN		13125	16.2	4958	6.1	6751	8.3	1417	1.7	1505	
WEIGHT WATCHERS		3333	4.1	837	1.0	1548	1.9	948	1.2	402	
OTHER BRANDS		6182	7.6	3003	3.7	2015	2.5	1164	1.4	685	
DO NOT KNOW		137	.2							21	
		'000	%	UNWEIGHTED							
5C. ABOUT HOW MANY FROZEN COMPLETE DINNERS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?											
10 OR MORE	H	1423	1.8	154							
7 - 9	H	1399	1.7	154							
6	H	1749	2.2	215							
5	H	1644	2.0	195							
4	H	4033	5.0	467							
3	M	3710	4.6	436							
2	M	5168	6.4	651							
1	L	3104	3.8	379							
NONE	L	6325	7.8	723							

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	28553	100.0	35.3	100	10248	100.0	12.7	100	8877	100.0	11.0	100	9428	100.0	11.6	100
18 - 24	9282	2923	10.2	31.5	89	1030	10.1	11.1	88	968	10.9	10.4	95	926	9.8	10.0	86
25 - 34	19072	7004	24.5	36.7	104	2221	21.7	11.6	92	2168	24.4	11.4	104	2616	27.7	13.7	118
35 - 44	14591	5560	19.5	38.1	108	2021	19.7	13.9	109	1546	17.4	10.6	97	1993	21.1	13.7	117
45 - 54	11345	4311	15.1	38.0	108	1362	13.3	12.0	95	1248	14.1	11.0	100	1701	18.0	15.0	129
55 - 64	11635	3723	13.0	32.0	91	1454	14.2	12.5	99	1232	13.9	10.6	97	1037	11.0	8.9	77
65 OR OLDER	15061	5032	17.6	33.4	95	2161	21.1	14.3	113	1715	19.3	11.4	104	1156	12.3	7.7	66
18 - 34	28354	9927	34.8	35.0	99	3250	31.7	11.5	91	3135	35.3	11.1	101	3542	37.6	12.5	107
18 - 49	48339	17574	61.5	36.4	103	5984	58.4	12.4	98	5208	58.7	10.8	98	6382	67.7	13.2	113
25 - 54	45008	16875	59.1	37.5	106	5603	54.7	12.4	98	4962	55.9	11.0	101	6310	66.9	14.0	120
35 - 49	19985	7646	26.8	38.3	109	2733	26.7	13.7	108	2073	23.4	10.4	95	2840	30.1	14.2	122
50 OR OLDER	32647	10979	38.5	33.6	95	4264	41.6	13.1	103	3669	41.3	11.2	103	3047	32.3	9.3	80
GRADUATED COLLEGE	11155	3578	12.5	32.1	91	1312	12.8	11.8	93	1262	14.2	11.3	103	1004	10.6	9.0	77
ATTENDED COLLEGE	13682	5006	17.5	36.6	104	1638	16.0	12.0	95	1464	16.5	10.7	98	1904	20.2	13.9	120
GRADUATED HIGH SCHOOL	33880	12734	44.6	37.6	107	4491	43.8	13.3	105	3897	43.9	11.5	105	4347	46.1	12.8	110
DID NOT GRADUATE HIGH SCHOOL	22270	7235	25.3	32.5	92	2807	27.4	12.6	100	2255	25.4	10.1	92	2174	23.1	9.8	84
EMPLOYED	40306	14427	50.5	35.8	102	4973	48.5	12.3	98	4434	49.9	11.0	100	5020	53.2	12.5	107
EMPLOYED FULL-TIME	32850	11533	40.4	35.1	100	4132	40.3	12.6	99	3547	40.0	10.8	99	3854	40.9	11.7	101
EMPLOYED PART-TIME	7456	2894	10.1	38.8	110	841	8.2	11.3	89	887	10.0	11.9	109	1166	12.4	15.6	134
NOT EMPLOYED	40680	14126	49.5	34.7	98	5275	51.5	13.0	102	4443	50.1	10.9	100	4408	46.8	10.8	93
PROFESSIONAL/MANAGER	10392	3576	12.5	34.4	98	1310	12.8	12.6	100	1176	13.2	11.3	103	1090	11.6	10.5	90
TECH/CLERICAL/SALES	17574	6639	23.3	37.8	107	2163	21.1	12.3	97	1940	21.9	11.0	101	2536	26.9	14.4	124
PRECISION/CRAFT	985	*349	1.2	35.4	100	**77	0.8	7.8	62	**172	1.9	17.5	159	**99	1.1	10.1	86
OTHER EMPLOYED	11354	3864	13.5	34.0	97	1423	13.9	12.5	99	1146	12.9	10.1	92	1295	13.7	11.4	98
SINGLE	9863	3533	12.4	35.8	102	1254	12.2	12.7	100	1228	13.8	12.5	114	1051	11.1	10.7	92
MARRIED	51375	17463	61.2	34.0	96	5832	56.9	11.4	90	5306	59.8	10.3	94	6326	67.1	12.3	106
DIVORCED/SEPARATED/WIDOWED	19748	7556	26.5	38.3	109	3161	30.8	16.0	126	2343	26.4	11.9	108	2052	21.8	10.4	89
PARENTS	32590	12151	42.6	37.3	106	4241	41.4	13.0	103	3505	39.5	10.8	98	4405	46.7	13.5	116
WHITE	70416	25284	88.6	35.9	102	8856	86.4	12.6	99	7835	88.3	11.1	102	8593	91.1	12.2	105
BLACK	8778	2668	9.3	30.4	86	1127	11.0	12.8	101	906	10.2	10.3	94	635	6.7	7.2	62
OTHER	1791	*601	2.1	33.6	95	**265	2.6	14.8	117	**136	1.5	7.6	69	**200	2.1	11.2	96
NORTHEAST-CENSUS	17786	5441	19.1	30.6	87	2101	20.5	11.8	93	1890	21.3	10.6	97	1450	15.4	8.2	70
NORTH CENTRAL	20741	8070	28.3	38.9	110	2841	27.7	13.7	108	2331	26.3	11.2	103	2899	30.7	14.0	120
SOUTH	27775	9713	34.0	35.0	99	3572	34.9	12.9	102	3191	35.9	11.5	105	2951	31.3	10.6	91
WEST	14683	5328	18.7	36.3	103	1734	16.9	11.8	93	1465	16.5	10.0	91	2128	22.6	14.5	124
NORTHEAST-MKTG.	17961	5694	19.9	31.7	90	2172	21.2	12.1	96	2112	23.8	11.8	107	1410	15.0	7.9	67
EAST CENTRAL	11885	4291	15.0	36.1	102	1883	18.4	15.8	125	1122	12.6	9.4	86	1287	13.7	10.8	93
WEST CENTRAL	14090	5550	19.4	39.4	112	1693	16.5	12.0	95	1716	19.3	12.2	111	2141	22.7	15.2	131
SOUTH	24081	8289	29.0	34.4	98	2935	28.6	12.2	96	2644	29.8	11.0	100	2711	28.8	11.3	97
PACIFIC	12969	4729	16.6	36.5	103	1565	15.3	12.1	95	1283	14.5	9.9	90	1880	19.9	14.5	125
COUNTY SIZE A	32439	11425	40.0	35.2	100	4324	42.2	13.3	105	3928	44.2	12.1	110	3172	33.6	9.8	84
COUNTY SIZE B	24915	9141	32.0	36.7	104	3272	31.9	13.1	104	2710	30.5	10.9	99	3159	33.5	12.7	109
COUNTY SIZE C	12930	4423	15.5	34.2	97	1420	13.9	11.0	87	1289	14.5	10.0	91	1714	18.2	13.3	114
COUNTY SIZE D	10703	3565	12.5	33.3	94	1231	12.0	11.5	91	949	10.7	8.9	81	1384	14.7	12.9	111
METRO CENTRAL CITY	24518	8568	30.0	34.9	99	3203	31.3	13.1	103	2795	31.5	11.4	104	2570	27.3	10.5	90
METRO SUBURBAN	35919	13002	45.5	36.2	103	4622	45.1	12.9	102	4082	46.0	11.4	104	4298	45.6	12.0	103
NON METRO	20549	6984	24.5	34.0	96	2423	23.6	11.8	93	2000	22.5	9.7	89	2561	27.2	12.5	107
TOP 5 ADI'S	18341	6517	22.8	35.5	101	2396	23.4	13.1	103	2235	25.2	12.2	111	1885	20.0	10.3	88
TOP 10 ADI'S	25378	8797	30.8	34.7	98	3255	31.8	12.8	101	3094	34.9	12.2	111	2448	26.0	9.6	83
TOP 20 ADI'S	36488	12695	44.5	34.8	99	4633	45.2	12.7	100	4246	47.8	11.6	106	3817	40.5	10.5	90
HSULD INC. \$50,000 OR MORE	6612	2424	8.5	36.7	104	868	8.5	13.1	104	818	9.2	12.4	113	739	7.8	11.2	96
\$40,000 OR MORE	12659	4425	15.5	35.0	99	1578	15.4	12.5	99	1407	15.8	11.1	101	1440	15.3	11.4	98
\$30,000 OR MORE	24698	8531	29.9	34.5	98	2808	27.4	11.4	90	2616	29.5	10.6	97	3107	33.0	12.6	108
\$25,000 OR MORE	32077	11325	39.7	35.3	100	3840	37.5	12.0	95	3493	39.3	10.9	99	3992	42.3	12.4	107
\$20,000 - \$24,999	9144	3214	11.3	35.1	100	1161	11.3	12.7	100	976	11.0	10.7	97	1076	11.4	11.8	101
\$15,000 - \$19,999	8728	3078	10.8	35.3	100	1103	10.8	12.6	100	989	11.1	11.3	103	987	10.5	11.3	97
\$10,000 - \$14,999	12562	4534	15.9	36.1	102	1781	17.4	14.2	112	1278	14.4	10.2	93	1475	15.6	11.7	101
UNDER \$10,000	18475	6402	22.4	34.7	98	2363	23.1	12.8	101	2141	24.1	11.6	106	1898	20.1	10.3	88
HOUSEHOLD OF 1 PERSON	11987	4184	14.7	34.9	99	1562	15.2	13.0	103	1495	16.8	12.5	114	1127	12.0	9.4	81
2 PEOPLE	26577	8907	31.2	33.5	95	3229	31.5	12.1	96	2986	33.6	11.2	103	2692	28.6	10.1	87
3 OR 4 PEOPLE	30617	11046	38.7	36.1	102	3614	35.3	11.8	93	3355	37.8	11.0	100	4077	43.2	13.3	114
5 OR MORE PEOPLE	11804	4417	15.5	37.4	106	1843	18.0	15.6	123	1041	11.7	8.8	80	1532	16.2	13.0	111
NO CHILD IN HSHLD	46165	15621	54.7	33.8	96	5737	56.0	12.4	98	5108	57.5	11.1	101	4776	50.7	10.3	89
CHILD(REN) UNDER 2 YRS	5325	1618	5.7	30.4	86	*424	4.1	8.0	63	*443	5.0	8.3	76	751	8.0	14.1	121
2 - 5 YEARS	14221	4806	16.8	33.8	96	1659	16.2	11.7	92	1492	16.8	10.5	96	1654	17.5	11.6	100
6 - 11 YEARS	15117	5670	19.9	37.5	106	2051	20.0	13.6	107	1527	17.2	10.1	92	2092	22.2	13.8	119
12 - 17 YEARS	16611	6643	23.3	40.0	113	2457	24.0	14.8	117	1921	21.6	11.6	106	2266	24.0	13.6	117
RESIDENCE OWNED	55884	19589	68.6	35.1	99	6885	67.2	12.3	97	5975	67.3	10.7	98	6728	71.4	12.0	103
VALUE: \$50,000 OR MORE	31744	10853	38.0	34.2	97	3614	35.3	11.4	90	3598	40.5	11.3	103	3641	38.6	11.5	99
VALUE: UNDER \$50,000	24140	8736	30.6	36.2	103	3271	31.9	13.6	107	2377	26.8	9.8	90	3087	32.7	12.8	110

FROZEN COMPLETE DINNERS (TV DINNERS): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	28553	100.0	35.3	100	10248	100.0	12.7	100	8877	100.0	11.0	100	9428	100.0	11.6	100
MAGAZINES	QUINTILE 1	15799	6168	21.6	39.0	111	2226	21.7	14.1	111	2037	22.9	12.9	118	1905	20.2	12.1	104
	QUINTILE 2	17259	6305	22.1	36.5	104	2343	22.9	13.6	107	1930	21.7	11.2	102	2031	21.5	11.8	101
	QUINTILE 3	13545	4417	15.5	32.6	92	1514	14.8	11.2	88	1302	14.7	9.6	88	1601	17.0	11.8	102
	QUINTILE 4	15133	5270	18.5	34.8	99	1657	16.2	10.9	87	1511	17.0	10.0	91	2103	22.3	13.9	119
	QUINTILE 5	19250	6393	22.4	33.2	94	2508	24.5	13.0	103	2097	23.6	10.9	99	1788	19.0	9.3	80
NEWSPAPERS	QUINTILE 1	12413	4344	15.2	35.0	99	1816	17.7	14.6	116	1305	14.7	10.5	96	1224	13.0	9.9	85
	QUINTILE 2	24116	8778	30.7	36.4	103	3013	29.4	12.5	99	2965	33.4	12.3	112	2801	29.7	11.6	100
	QUINTILE 3	11261	4061	14.2	36.1	102	1321	12.9	11.7	93	1294	14.6	11.5	105	1446	15.3	12.8	111
	QUINTILE 4	20255	7233	25.3	35.7	101	2565	25.0	12.7	100	2153	24.3	10.6	97	2514	26.7	12.4	107
	QUINTILE 5	12940	4137	14.5	32.0	91	1533	15.0	11.8	94	1160	13.1	9.0	82	1444	15.3	11.2	96
OUTDOOR	QUINTILE 1	14852	5463	19.1	36.8	104	2065	20.2	13.9	110	1637	18.4	11.0	101	1762	18.7	11.9	102
	QUINTILE 2	15725	5522	19.3	35.1	100	1853	18.1	11.8	93	1861	21.0	11.8	108	1807	19.2	11.5	99
	QUINTILE 3	16330	6073	21.3	37.2	105	2123	20.7	13.0	103	2012	22.7	12.3	112	1937	20.5	11.9	102
	QUINTILE 4	16744	5644	19.8	33.7	96	2114	20.6	12.6	100	1629	18.4	9.7	89	1900	20.2	11.3	97
	QUINTILE 5	17334	5852	20.5	33.8	96	2093	20.4	12.1	95	1738	19.6	10.0	91	2022	21.4	11.7	100
RADIO-DRIVE TIME	QUINTILE 1	15911	6241	21.9	39.2	111	2295	22.4	14.4	114	1901	21.4	11.9	109	2046	21.7	12.9	110
	QUINTILE 2	14837	5160	18.1	34.8	99	1698	16.6	11.4	90	1703	19.2	11.5	105	1758	18.6	11.8	102
	QUINTILE 3	15339	5034	17.6	32.8	93	1739	17.0	11.3	90	1447	16.3	9.4	86	1848	19.6	12.0	103
	QUINTILE 4	16723	5610	19.6	33.5	95	2115	20.6	12.6	100	1547	17.4	9.3	84	1948	20.7	11.6	100
	QUINTILE 5	18176	6508	22.8	35.8	102	2400	23.4	13.2	104	2279	25.7	12.5	114	1828	19.4	10.1	86
RADIO-MID- DAY	TERCILE 1	21020	7417	26.0	35.3	100	2639	25.8	12.6	99	2367	26.7	11.3	103	2412	25.6	11.5	99
	TERCILE 2	21610	8184	28.7	37.9	107	2927	28.6	13.5	107	2503	28.2	11.6	106	2754	29.2	12.7	109
	TERCILE 3	38355	12952	45.4	33.8	96	4681	45.7	12.2	96	4008	45.2	10.4	95	4263	45.2	11.1	95
RADIO-TOTAL	QUINTILE 1	15988	6143	21.5	38.4	109	2376	23.2	14.9	117	1857	20.9	11.6	106	1910	20.3	11.9	103
	QUINTILE 2	15626	5614	19.7	35.9	102	1767	17.2	11.3	89	1878	21.2	12.0	110	1969	20.9	12.6	108
	QUINTILE 3	16723	5719	20.0	34.2	97	1940	18.9	11.6	92	1777	20.0	10.6	97	2002	21.2	12.0	103
	QUINTILE 4	16342	5607	19.6	34.3	97	2069	20.2	12.7	100	1506	17.0	9.2	84	2033	21.6	12.4	107
	QUINTILE 5	16306	5470	19.2	33.5	95	2095	20.4	12.8	102	1860	21.0	11.4	104	1515	16.1	9.3	80
TV-PRIME TIME	QUINTILE 1	15953	5699	20.0	35.7	101	2257	22.0	14.1	112	1618	18.2	10.1	93	1824	19.3	11.4	98
	QUINTILE 2	16137	5937	20.8	36.8	104	2053	20.0	12.7	101	2004	22.6	12.4	113	1880	19.9	11.7	100
	QUINTILE 3	16420	5540	19.4	33.7	96	1937	18.9	11.8	93	1823	20.5	11.1	101	1781	18.9	10.8	93
	QUINTILE 4	16687	5668	19.9	34.0	96	1835	17.9	11.0	87	1712	19.3	10.3	94	2121	22.5	12.7	109
	QUINTILE 5	15789	5708	20.0	36.2	103	2165	21.1	13.7	108	1721	19.4	10.9	99	1822	19.3	11.5	99
TV-DAYTIME	TERCILE 1	27736	10210	35.8	36.8	104	3922	38.3	14.1	112	2985	33.6	10.8	98	3302	35.0	11.9	102
	TERCILE 2	26489	9342	32.7	35.3	100	3455	33.7	13.0	103	2792	31.5	10.5	96	3095	32.8	11.7	100
	TERCILE 3	26761	9001	31.5	33.6	95	2870	28.0	10.7	85	3100	34.9	11.6	106	3032	32.2	11.3	97
TV-TOTAL	QUINTILE 1	16345	5897	20.7	36.1	102	2290	22.3	14.0	111	1743	19.6	10.7	97	1863	19.8	11.4	98
	QUINTILE 2	16447	5963	20.9	36.3	103	2297	22.4	14.0	110	1830	20.6	11.1	102	1836	19.5	11.2	96
	QUINTILE 3	15980	5453	19.1	34.1	97	1944	19.0	12.2	96	1555	17.5	9.7	89	1954	20.7	12.2	105
	QUINTILE 4	15887	5789	20.3	36.4	103	1906	18.6	12.0	95	1898	21.4	11.9	109	1985	21.1	12.5	107
	QUINTILE 5	16326	5452	19.1	33.4	95	1810	17.7	11.1	88	1851	20.9	11.3	103	1790	19.0	11.0	94
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	7455	26.1	36.0	102	2786	27.2	13.4	106	2573	29.0	12.4	113	2097	22.2	10.1	87
	NEWSPAPER IMPERATIVE	19186	7245	25.4	37.8	107	2534	24.7	13.2	104	2079	23.4	10.8	99	2632	27.9	13.7	118
		21899	7808	27.3	35.7	101	2639	25.8	12.1	95	2460	27.7	11.2	102	2710	28.7	12.4	106
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	5770	20.2	37.3	106	2109	20.6	13.6	108	1796	20.2	11.6	106	1865	19.8	12.1	104
	OUTDOOR IMPERATIVE	25953	9317	32.6	35.9	102	3437	33.5	13.2	105	2868	32.3	11.1	101	3013	32.0	11.6	100
		24400	8299	29.1	34.0	96	2825	27.6	11.6	91	2707	30.5	11.1	101	2768	29.4	11.3	97
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	7035	24.6	39.0	111	2466	24.1	13.7	108	2294	25.8	12.7	116	2275	24.1	12.6	108
	RADIO IMPERATIVE	23571	8207	28.7	34.8	99	3062	29.9	13.0	103	2431	27.4	10.3	94	2714	28.8	11.5	99
		23278	7965	27.9	34.2	97	2678	26.1	11.5	91	2536	28.6	10.9	99	2751	29.2	11.8	102
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	6088	21.3	39.4	112	2332	22.8	15.1	119	1974	22.2	12.8	116	1783	18.9	11.5	99
	TELEVISION IMPERATIVE	25829	9141	32.0	35.4	100	3159	30.8	12.2	97	2803	31.6	10.9	99	3179	33.7	12.3	106
		26039	8821	30.9	33.9	96	3165	30.9	12.2	96	2617	29.5	10.1	92	3039	32.2	11.7	100
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	6115	21.4	36.8	104	2177	21.2	13.1	104	2080	23.4	12.5	114	1858	19.7	11.2	96
	OUTDOOR IMPERATIVE	26834	9548	33.4	35.6	101	3443	33.6	12.8	101	3000	33.8	11.2	102	3105	32.9	11.6	99
		23346	8228	28.8	35.2	100	2937	28.7	12.6	99	2480	27.9	10.6	97	2811	29.8	12.0	103
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	6238	21.8	36.4	103	2271	22.2	13.3	105	1921	21.6	11.2	102	2046	21.7	11.9	103
	RADIO IMPERATIVE	25892	9255	32.4	35.7	101	3387	33.1	13.1	103	3005	33.9	11.6	106	2863	30.4	11.1	95
		23167	8558	30.0	36.9	105	2816	27.5	12.2	96	2744	30.9	11.8	108	2999	31.8	12.9	111
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	6219	21.8	36.2	103	2479	24.2	14.4	114	1979	22.3	11.5	105	1761	18.7	10.3	88
	TELEVISION IMPERATIVE	26214	9348	32.7	35.7	101	3132	30.6	11.9	94	3130	35.3	11.9	109	3086	32.7	11.8	101
		23412	8447	29.6	36.1	102	2985	29.1	12.7	101	2481	27.9	10.6	97	2982	31.6	12.7	109
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	5674	19.9	37.1	105	1910	18.6	12.5	99	1867	21.0	12.2	111	1896	20.1	12.4	106
	RADIO IMPERATIVE	24901																

FROZEN COMPLETE DINNERS (TV DINNERS): USAGE IN LAST 30 DAYS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	28553	100.0	35.3	100	10248	100.0	12.7	100	8877	100.0	11.0	100	9428	100.0	11.6	100
ATLANTIC MONTHLY	415	*161	0.6	38.8	110	*77	0.8	18.6	147	*50	0.6	12.0	110	*34	0.4	8.2	70
BARRON'S	453	*242	0.8	53.4	152	*96	0.9	21.2	167	*102	1.1	22.5	205	*44	0.5	9.7	83
BETTER HOMES & GARDENS	16256	6027	21.1	37.1	105	1907	18.6	11.7	93	2007	22.6	12.3	113	2112	22.4	13.0	112
BON APPETIT	2535	802	2.8	31.6	90	*273	2.7	10.8	85	311	3.5	12.3	112	*218	2.3	8.6	74
BUSINESS WEEK	1278	491	1.7	38.4	109	*122	1.2	9.5	75	*208	2.3	16.3	148	*161	1.7	12.6	108
CAR AND DRIVER	378	*152	0.5	40.2	114	*62	0.6	16.4	130	*69	0.8	18.3	167	*20	0.2	5.3	45
CBS MAGAZINE NETWORK (GROSS)	1498	581	2.0	38.8	110	*182	1.8	12.1	96	*194	2.2	13.0	118	*205	2.2	13.7	118
CHANGING TIMES	1505	569	2.0	37.8	107	*216	2.1	14.4	113	*135	1.5	9.0	82	*218	2.3	14.5	124
COLONIAL HOMES	1231	439	1.5	35.7	101	*176	1.7	14.3	113	*127	1.4	10.3	94	*136	1.4	11.0	95
CONDE NAST MAG. PKG. (GROSS)	14146	5405	18.9	38.2	108	2111	20.6	14.9	118	1574	17.7	11.1	102	1720	18.2	12.2	104
CONSUMERS DIGEST	1323	561	2.0	42.4	120	*250	2.4	18.9	149	*112	1.3	8.5	77	*199	2.1	15.0	129
COSMOPOLITAN	7102	2678	9.4	37.7	107	1025	10.0	14.4	114	824	9.3	11.6	106	829	8.8	11.7	109
COUNTRY LIVING	2481	921	3.2	37.1	105	286	2.8	11.5	91	319	3.6	12.9	117	316	3.4	12.7	109
CUISINE	1472	434	1.5	29.5	84	*162	1.6	11.0	87	*141	1.6	9.6	87	*131	1.4	8.9	76
CYCLE WORLD	425	*178	0.6	41.9	119	*65	0.6	15.3	121	*44	0.5	10.4	94	*68	0.7	16.0	137
DCI:CREATIVE IDEAS FOR LIV	2510	981	3.4	39.1	111	301	2.9	12.0	95	318	3.6	12.7	116	362	3.8	14.4	124
DCI:GREAT IDEA/SO.LIV(GROSS)	6694	2595	9.1	38.8	110	865	8.4	12.9	102	872	9.8	13.0	119	858	9.1	12.8	110
DISCOVER	894	330	1.2	36.9	105	*154	1.5	17.2	136	*91	1.0	10.2	93	*85	0.9	9.5	82
EBONY	3507	1142	4.0	32.6	92	470	4.6	13.4	106	386	4.3	11.0	100	287	3.0	8.2	70
ESQUIRE	1083	397	1.4	36.7	104	*126	1.2	11.6	92	*171	1.9	15.8	144	*101	1.1	9.3	80
ESSENCE	1830	640	2.2	35.0	99	218	2.1	11.9	94	222	2.5	12.1	111	*201	2.1	11.0	94
FAMILY CIRCLE	15930	5659	19.8	35.5	101	2031	19.8	12.7	101	1623	18.3	10.2	93	2005	21.3	12.6	108
THE FAMILY HANDYMAN	1126	459	1.6	40.8	116	*222	2.2	19.7	156	*119	1.3	10.6	96	*118	1.3	10.5	90
FAMILY WEEKLY	11468	4211	14.7	36.7	104	1465	14.3	12.8	101	1166	13.1	10.2	93	1579	16.7	13.8	118
FIELD & STREAM	2234	725	2.5	32.5	92	*187	1.8	8.4	66	353	4.0	15.8	144	*186	2.0	8.3	72
FOOD & WINE	579	229	0.8	39.6	112	*48	0.5	8.3	66	*128	1.4	22.1	202	*53	0.6	9.2	79
FORBES	728	*251	0.9	34.5	98	*108	1.1	14.8	117	*110	1.2	15.1	138	*33	0.4	4.5	39
FORTUNE	906	391	1.4	43.2	122	*103	1.0	11.4	90	*214	2.4	23.6	215	*74	0.8	8.2	70
GENTLEMEN'S QUARTERLY	791	348	1.2	44.0	125	*109	1.1	13.8	109	*127	1.4	16.1	146	*112	1.2	14.2	122
GLAMOUR	5265	1988	7.0	37.8	107	714	7.0	13.6	107	603	6.8	11.5	104	671	7.1	12.7	109
GOLF DIGEST	636	*251	0.9	39.5	112	*99	1.0	15.6	123	*80	0.9	12.6	115	*73	0.8	11.5	99
GOLF DIGEST/TENNIS (GROSS)	1186	445	1.6	37.5	106	*163	1.6	13.7	109	*141	1.6	11.9	108	*141	1.5	11.9	102
GOLF MAGAZINE	441	*169	0.6	38.3	109	*54	0.5	12.2	97	*98	1.1	22.2	203	*17	0.2	3.9	33
GOLF MAGAZINE/SKI (GROSS)	922	365	1.3	39.6	112	*107	1.0	11.6	92	*169	1.9	18.3	167	*89	0.9	9.7	83
GOOD HOUSEKEEPING	16487	6056	21.2	36.7	104	1981	19.3	12.0	95	1847	20.8	11.2	102	2228	23.6	13.5	116
HARPER'S BAZAAR	2423	917	3.2	37.8	107	372	3.6	15.4	121	231	2.6	9.5	87	315	3.3	13.0	112
HEALTH	1994	885	3.1	44.4	126	317	3.1	15.9	126	237	2.7	11.9	108	331	3.5	16.6	143
HEARST MAG CORP. BUY (GROSS)	44101	16566	58.0	37.6	107	6073	59.3	13.8	109	4972	56.0	11.3	103	5521	58.6	12.5	108
HEARST MAN POWER (GROSS)	1993	847	3.0	42.5	121	296	2.9	14.9	117	*278	3.1	13.9	127	272	2.9	13.6	117
HEARST WOMAN POWER (GROSS)	31274	11647	40.8	37.2	106	4200	41.0	13.4	106	3460	39.0	11.1	101	3986	42.3	12.7	109
HOUSE BEAUTIFUL	3623	1420	5.0	39.2	111	589	5.7	16.3	128	425	4.8	11.7	107	406	4.3	11.2	96
INC.	283	*118	0.4	41.7	118	*33	0.3	11.7	92	*53	0.6	18.7	171	*32	0.3	11.3	97
JET	2928	1037	3.6	35.4	100	456	4.4	15.6	123	360	4.1	12.3	112	222	2.4	7.6	65
LADIES' HOME JOURNAL	11918	4644	16.3	39.0	111	1683	16.4	14.1	112	1478	16.6	12.4	113	1483	15.7	12.4	107
LHJ FAMILY GRP COMBO(GROSS)	16764	6631	23.2	39.6	112	2416	23.6	14.4	114	2073	23.4	12.4	113	2142	22.7	12.8	110
LIFE	4254	1712	6.0	40.2	114	631	6.2	14.8	117	541	6.1	12.7	116	540	5.7	12.7	109
L.A. TIMES HOME MAGAZINE	1145	342	1.2	29.9	85	*182	1.8	15.9	126	*57	0.6	5.0	45	*102	1.1	8.9	77
MADEMOISELLE	2884	1099	3.8	38.1	108	408	4.0	14.1	112	308	3.5	10.7	97	383	4.1	13.3	114
MC CALL'S	13460	5149	18.0	38.3	109	1881	18.4	14.0	110	1433	16.1	10.6	97	1834	19.5	13.6	117
MC CALL'S/WRK MOTHER (GROSS)	14606	5625	19.7	38.5	109	2040	19.9	14.0	110	1570	17.7	10.7	98	2015	21.4	13.8	119
MECHANIX ILLUSTRATED	772	325	1.1	42.1	119	*132	1.3	17.1	135	*70	0.8	9.1	83	*123	1.3	15.9	137
METROPOLITAN HOME	967	346	1.2	35.8	101	*164	1.6	17.0	134	*113	1.3	11.7	107	*69	0.7	7.1	61
MONEY	1588	596	2.1	37.5	106	*265	2.6	16.7	132	*193	2.2	12.2	111	*138	1.5	8.7	75
MOTHER EARTH NEWS	1002	365	1.3	36.4	103	*77	0.8	7.7	61	*135	1.5	13.5	123	*153	1.6	15.3	131
MS.	825	315	1.1	38.2	108	*87	0.8	10.5	83	*80	0.9	9.7	88	*148	1.6	17.9	154
NATIONAL ENQUIRER	10336	3876	13.6	37.5	106	1505	14.7	14.6	115	1180	13.3	11.4	104	1191	12.6	11.5	99
NATIONAL GEOGRAPHIC	9597	3618	12.7	37.7	107	1282	12.5	13.4	106	1079	12.2	11.2	103	1257	13.3	13.1	113
NATIONAL SUNDAY MAGAZINE PKG	49558	17756	62.2	35.8	102	6429	62.7	13.0	103	5743	64.7	11.6	106	5584	59.2	11.3	97
NATURAL HISTORY	573	*211	0.7	36.8	104	*17	0.2	3.0	23	*109	1.2	19.0	174	*85	0.9	14.8	127
NEW WOMAN	1699	676	2.4	39.8	113	*178	1.7	10.5	83	248	2.8	14.6	133	250	2.7	14.7	126
NEW YORK INCLUDING CUE	443	*130	0.5	29.3	83	*38	0.4	8.6	68	*54	0.6	12.2	111	*39	0.4	8.8	76
THE NEW YORKER	1270	410	1.4	32.3	92	*138	1.3	10.9	86	*129	1.5	10.2	93	*143	1.5	11.3	97
NEWSWEEK	6277	2446	8.6	39.0	111	906	8.8	14.4	114	836	9.4	13.3	122	703	7.5	11.2	96
THE N.Y. TIMES DAILY EDITION	1205	365	1.3	30.3	86	*122	1.2	10.1	80	*184	2.1	15.3	139	*59	0.6	4.9	42
THE N.Y. TIMES MAGAZINE	2081	551	1.9	26.5	75	*171	1.7	8.2	65	277	3.1	13.3	121	*103	1.1	4.9	43
OMNI	788	328	1.1	41.6	118	*123	1.2	15.6	123	*135	1.5	17.1	156	*71	0.8	9.0	77
ON CABLE	1158	529	1.9	45.7	130	*218	2.1	18.8	149	*192	2.2	16.6	151	*120	1.3	10.4	89
1001 HOME IDEAS	2852	1102	3.9	38.6	110	416	4.1	14.6	115	358	4.0	12.6	115	328	3.5	11.5	99
ORGANIC GARDENING	1658	609	2.1	36.7	104	*146	1.4	8.8	70	*267	3.0	16.1	147	*197	2.1	11.9	102
OUTDOOR LIFE	896	403	1.4	45.0	128	*76	0.7	8.5	67	*149	1.7	16.6	152	*179	1.9	20.0	172
PARADE MAGAZINE	24275	8509	29.8	35.1	99	3176	31.0	13.1	103	2938	33.1	12.1	110	2396	25.4	9.9	85

FROZEN COMPLETE DINNERS (TV DINNERS): USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80926	28553	100.0	35.3	100	10248	100.0	12.7	100	8877	100.0	11.0	100	9428	100.0	11.6	100
PARENTS	3845	1499	5.2	39.0	111	559	5.5	14.5	115	425	4.8	11.1	101	515	5.5	13.4	115
PENTHOUSE	831	385	1.3	46.3	131	**121	1.2	14.6	115	**139	1.6	16.7	153	**126	1.3	15.2	130
PEOPLE	11645	4710	16.5	40.4	115	1789	17.5	15.4	121	1348	15.2	11.6	106	1573	16.7	13.5	116
PLAYBOY	2006	770	2.7	38.4	109	254	2.5	12.7	100	**266	3.0	13.3	121	250	2.7	12.5	107
POPULAR HOT RODDING	297	*144	0.5	48.5	138	**53	0.5	17.8	141	**55	0.6	18.9	172	**36	0.4	12.1	104
POPULAR MECHANICS	1018	433	1.5	42.5	121	**146	1.4	14.3	113	**155	1.7	15.2	139	**132	1.4	13.0	111
POPULAR SCIENCE	878	363	1.3	41.3	117	**45	0.4	5.1	41	**185	2.1	21.1	192	**132	1.4	15.0	129
PREVENTION	3913	1271	4.5	32.5	92	439	4.3	11.2	89	386	4.3	9.9	90	446	4.7	11.4	98
PSYCHOLOGY TODAY	1710	692	2.4	40.5	115	308	3.0	18.0	142	206	2.3	12.0	110	**178	1.9	10.4	89
READER'S DIGEST	22204	8047	28.2	36.2	103	3073	30.0	13.8	109	2230	25.1	10.0	92	2744	29.1	12.4	106
REDBOOK	7684	2913	10.2	37.9	108	1194	11.7	15.5	123	790	8.9	10.3	94	929	9.9	12.1	104
ROAD & TRACK	410	*184	0.6	44.9	127	**36	0.4	8.8	69	**81	0.9	19.8	180	**67	0.7	16.3	140
ROLLING STONE	969	453	1.6	46.7	133	**114	1.1	11.8	93	*143	1.6	14.8	135	*196	2.1	20.2	174
RUNNER'S WORLD	298	**121	0.4	40.6	115	**30	0.3	10.1	80	**54	0.6	18.1	165	**36	0.4	12.1	104
SATURDAY EVENING POST	1169	405	1.4	34.6	98	**99	1.0	8.5	67	*162	1.8	13.9	126	*145	1.5	12.4	107
SCIENCE 84	567	326	1.1	55.5	158	**129	1.3	22.0	174	**77	0.9	13.1	120	**120	1.3	20.4	176
SCIENCE DIGEST	482	*194	0.7	40.2	114	**62	0.6	12.9	102	**57	0.6	11.8	108	**75	0.8	15.6	134
SCIENTIFIC AMERICAN	594	*233	0.8	39.2	111	**69	0.7	11.6	92	**119	1.3	20.0	183	**46	0.5	7.7	67
SELF	2089	909	3.2	43.5	123	409	4.0	19.6	155	216	2.4	10.3	94	*285	3.0	13.6	117
SEVENTEEN	2411	1151	4.0	47.7	135	478	4.7	19.8	157	348	3.9	14.4	132	325	3.4	13.5	116
SKI	480	*195	0.7	40.6	115	**53	0.5	11.0	87	**71	0.8	14.8	135	**72	0.8	15.0	129
SMITHSONIAN	2760	1048	3.7	38.0	108	375	3.7	13.6	107	326	3.7	11.8	108	348	3.7	12.6	108
SOAP OPERA DIGEST	3013	1269	4.4	42.1	119	576	5.6	19.1	151	361	4.1	12.0	109	332	3.5	11.0	95
SOUTHERN LIVING	4184	1615	5.7	38.6	109	564	5.5	13.5	107	554	6.2	13.2	121	496	5.3	11.9	102
SPORT	559	*228	0.8	40.8	116	**60	0.6	10.7	85	**100	1.1	17.9	163	**68	0.7	12.2	104
THE SPORTING NEWS	436	*208	0.7	47.7	135	**61	0.6	14.0	111	**80	0.9	18.3	167	**66	0.7	15.1	130
SPORTS AFIELD	493	*220	0.8	44.6	127	**87	0.8	17.6	139	**67	0.8	13.6	124	**66	0.7	13.4	115
SPORTS ILLUSTRATED	2758	1069	3.7	38.8	110	401	3.9	14.5	115	325	3.7	11.8	108	343	3.6	12.4	107
STAR	7456	2888	10.1	38.7	110	1149	11.2	15.4	122	900	10.1	12.1	110	839	8.9	11.3	97
SUNDAY	24936	8897	31.2	35.7	101	3283	32.0	13.2	104	2998	33.8	12.0	110	2615	27.7	10.5	90
SUNSET	2124	900	3.2	42.4	120	*282	2.8	13.3	105	*185	2.1	8.7	79	433	4.6	20.4	175
TV GUIDE	21661	8179	28.6	37.8	107	3071	30.0	14.2	112	2408	27.1	11.1	101	2699	28.6	12.5	107
TENNIS	550	*194	0.7	35.3	100	**65	0.6	11.8	93	**61	0.7	11.1	101	**68	0.7	12.4	106
TIME	8880	3399	11.9	38.3	109	1304	12.7	14.7	116	1165	13.1	13.1	120	931	9.9	10.5	90
TOWN & COUNTRY	917	325	1.1	35.4	101	*137	1.3	14.9	118	**103	1.2	11.2	102	**85	0.9	9.3	80
TRAVEL & LEISURE	972	449	1.6	46.2	131	*145	1.4	14.9	118	*135	1.5	13.9	127	*169	1.8	17.4	149
TRUE STORY	3356	1384	4.8	41.2	117	536	5.2	16.0	126	431	4.9	12.8	117	417	4.4	12.4	107
U.S. NEWS & WORLD REPORT	3410	1293	4.5	37.9	108	493	4.8	14.5	114	415	4.7	12.2	111	385	4.1	11.3	97
USA TODAY	1759	684	2.4	38.9	110	*270	2.6	15.3	121	*227	2.6	12.9	118	*187	2.0	10.6	91
US	1873	841	2.9	44.9	127	326	3.2	17.4	138	*225	2.5	12.0	110	291	3.1	15.5	133
VOGUE	3909	1409	4.9	36.0	102	580	5.7	14.8	117	447	5.0	11.4	104	382	4.1	9.8	84
WALL STREET JOURNAL	1886	603	2.1	32.0	91	*193	1.9	10.2	81	*273	3.1	14.5	132	*137	1.5	7.3	62
WEIGHT WATCHERS	2120	806	2.8	38.0	108	364	3.6	17.2	136	*249	2.8	11.7	107	*193	2.0	9.1	78
WOMAN'S DAY	14172	5021	17.6	35.4	100	1816	17.7	12.8	101	1478	16.6	10.4	95	1727	18.3	12.2	105
WORKING MOTHER	1146	477	1.7	41.6	118	*159	1.6	13.9	110	*137	1.5	12.0	109	*181	1.9	15.8	136
WORKING WOMAN	1322	594	2.1	44.9	127	*187	1.8	14.1	112	*196	2.2	14.8	135	*211	2.2	16.0	137
WORLD TENNIS	*163	**32	0.1	19.6	56	**4	0.0	2.5	19	*18	0.2	11.0	101	*11	0.1	6.7	58
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1106	3.9	43.7	124	338	3.3	13.3	105	438	4.9	17.3	158	330	3.5	13.0	112
BLAIR INSERTS	43657	15235	53.4	34.9	99	5597	54.6	12.8	101	5067	57.1	11.6	106	4572	48.5	10.5	90
DAILY NEWSPAPERS																	
READ ANY	51633	18638	65.3	36.1	102	6760	66.0	13.1	103	5751	64.8	11.1	102	6128	65.0	11.9	102
READ ONE	43463	15723	55.1	36.2	103	5655	55.2	13.0	103	4833	54.4	11.1	101	5236	55.5	12.0	103
READ TWO OR MORE	8170	2915	10.2	35.7	101	1104	10.8	13.5	107	918	10.3	11.2	103	892	9.5	10.9	94
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	18713	65.5	35.5	101	6699	65.4	12.7	100	6123	69.0	11.6	106	5890	62.5	11.2	96
READ ONE	46126	16400	57.4	35.6	101	5809	56.7	12.6	100	5349	60.3	11.6	106	5243	55.6	11.4	98
READ TWO OR MORE	6552	2312	8.1	35.3	100	891	8.7	13.6	107	774	8.7	11.8	108	648	6.9	9.9	85
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.37				29.58				27.60				27.82			
30 DAY REACH	71455	25204	88.3	35.3	100	8938	87.2	12.5	99	8041	90.6	11.3	103	8226	87.3	11.5	99
50 SHWG - 30 DAY AV FREQ	14.56	14.95				15.38				14.61				14.81			
30 DAY REACH	67742	23981	84.0	35.4	100	8628	84.2	12.7	101	7627	85.9	11.3	103	7726	81.9	11.4	98
25 SHWG - 30 DAY AV FREQ	7.94	8.03				8.26				7.98				7.81			
30 DAY REACH	62117	22293	78.1	35.9	102	8043	78.5	12.9	102	6971	78.5	11.2	102	7279	77.2	11.7	101
CABLE TV: HOME WIRED	32077	11994	42.0	37.4	106	4338	42.3	13.5	107	3354	37.8	10.5	95	4301	45.6	13.4	115
HOME NOT WIRED	48909	16559	58.0	33.9	96	5909	57.7	12.1	95	5523	62.2	11.3	103	5127	54.4	10.5	90
HAVE PAY CABLE	15935	6042	21.2	37.9	108	2296	22.4	14.4	114	1805	20.3	11.3	103	1941	20.6	12.2	105

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	28553	100.0	35.3	100	10248	100.0	12.7	100	8877	100.0	11.0	100	9428	100.0	11.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	8892	31.1	34.1	97	3503	34.2	13.4	106	2593	29.2	9.9	91	2796	29.7	10.7	92
NETWORK AFFILIATES - LATE	20261	7355	25.8	36.3	103	2595	25.3	12.8	101	2299	25.9	11.3	104	2461	26.1	12.1	104
INDEPENDENTS - LATE	2076	718	2.5	34.6	98	251	2.4	12.1	96	260	2.9	12.5	114	207	2.2	10.0	86
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	3957	13.9	37.9	107	1419	13.8	13.6	107	1152	13.0	11.0	101	1387	14.7	13.3	114
ABC MONDAY NIGHT MOVIE	A 6412	2176	7.6	33.9	96	755	7.4	11.8	93	665	7.5	10.4	95	756	8.0	11.8	101
ABC SUNDAY NIGHT MOVIE	A 12407	4552	15.9	36.7	104	1512	14.8	12.2	96	1567	17.7	12.6	115	1473	15.6	11.9	102
ABC WORLD NEWS TONIGHT	A 6176	2208	7.7	35.8	101	713	7.0	11.5	91	802	9.0	13.0	118	693	7.4	11.2	99
AFTERMASH	C 5863	2199	7.7	37.5	106	847	8.3	14.4	114	656	7.4	11.2	102	696	7.4	11.9	102
ALICE	C 9594	3372	11.8	35.1	100	1219	11.9	12.7	100	916	10.3	9.5	87	1238	13.1	12.9	111
AMERICAN PARADE	C 6622	2103	7.4	31.8	90	804	7.8	12.1	96	673	7.6	10.2	93	626	6.6	9.5	81
BENSON	A 10886	4018	14.1	36.9	105	1539	15.0	14.1	112	1195	13.5	11.0	100	1284	13.6	11.8	101
BLUE THUNDER	A 5036	1931	6.8	38.3	109	756	7.4	15.0	119	519	5.8	10.3	94	655	6.9	13.0	112
CAGNEY & LACEY	C 9965	3452	12.1	34.6	98	1174	11.5	11.8	93	1159	13.1	11.6	106	1119	11.9	11.2	96
CBS EVENING NEWS-DEAN	C 3491	1079	3.8	30.9	88	487	4.8	14.0	110	338	3.8	9.7	88	254	2.7	7.3	62
CBS EVENING NEWS-RATHER	C 7123	2434	8.5	34.2	97	1023	10.0	14.4	113	678	7.6	9.5	87	733	7.8	10.3	88
CBS SAT. NEWS-SCHIEFFER	C 3621	1240	4.3	34.2	97	479	4.7	13.2	105	358	4.0	9.9	90	402	4.3	11.1	95
CBS SATURDAY NIGHT MOVIE	C 5436	1965	6.9	36.1	103	675	6.6	12.4	98	626	7.1	11.5	105	664	7.0	12.2	105
CBS WEDNESDAY NIGHT MOVIE	C 6100	2090	7.3	34.3	97	813	7.9	13.3	105	601	6.8	9.9	90	677	7.2	11.1	95
CHEERS	N 8889	3254	11.4	36.6	104	1342	13.1	15.1	119	941	10.6	10.6	97	971	10.3	10.9	94
DALLAS	C 22109	7457	26.1	33.7	96	2716	26.5	12.3	97	2579	29.1	11.7	106	2161	22.9	9.8	84
DIFF'RENT STROKES	N 6940	2449	8.6	35.3	100	998	9.7	14.4	114	647	7.3	9.3	85	804	8.5	11.6	100
DOUBLE TROUBLE	N 7223	2791	9.8	38.6	110	963	9.4	13.3	105	905	10.2	12.5	114	923	9.8	12.8	110
DUCK FACTORY	N 5595	1983	6.9	35.4	101	804	7.8	14.4	114	590	6.6	10.5	96	589	6.2	10.5	90
DUKES OF HAZZARD	C 5768	1987	7.0	34.4	98	695	6.8	12.0	95	658	7.4	11.4	104	634	6.7	11.0	94
DYNASTY	A 20053	7050	24.7	35.2	100	2553	24.9	12.7	101	2233	25.2	11.1	102	2264	24.0	11.3	97
FACTS OF LIFE	N 8087	3006	10.5	37.2	105	1084	10.6	13.4	106	918	10.3	11.4	104	1004	10.6	12.4	107
FALCON CREST	C 20046	6798	23.8	33.9	96	2367	23.1	11.8	93	2375	26.8	11.8	108	2055	21.8	10.3	88
FALL GUY	A 9084	3303	11.6	36.4	103	1161	11.3	12.8	101	1088	12.3	12.0	109	1054	11.2	11.6	100
FAMILY TIES	N 7964	2788	9.8	35.0	99	972	9.5	12.2	96	861	9.7	10.8	99	955	10.1	12.0	103
FANTASY ISLAND	A 7687	2815	9.9	36.6	104	1028	10.0	13.4	106	899	10.1	11.7	107	888	9.4	11.6	99
FOULUPS, BLEEPES & BLUNDERS	A 8861	3209	11.2	36.2	103	1123	11.0	12.7	100	1068	12.0	12.1	110	1018	10.8	11.5	99
FOUR SEASONS	C 5095	1835	6.4	36.0	102	735	7.2	14.4	114	495	5.6	9.7	89	605	6.4	11.9	102
GIMME A BREAK	N 8838	2913	10.2	33.0	93	1096	10.7	12.4	98	859	9.7	9.7	89	958	10.2	10.8	93
HART TO HART	A 8978	3100	10.9	34.5	98	1051	10.3	11.7	93	945	10.6	10.5	96	1103	11.7	12.3	106
HILL STREET BLUES	N 8590	3105	10.9	36.1	103	1168	11.4	13.6	107	1076	12.1	12.5	114	860	9.1	10.0	86
HOTEL	A 14085	4825	16.9	34.3	97	1850	18.1	13.1	104	1438	16.2	10.2	93	1538	16.3	10.9	94
JEFFERSONS	C 9360	3267	11.4	34.9	99	1202	11.7	12.8	101	1039	11.7	11.1	101	1027	10.9	11.0	94
JENNIFER SLEPT HERE	N 5841	1928	6.8	33.0	94	766	7.5	13.1	104	506	5.7	8.7	79	657	7.0	11.2	97
KATE & ALLIE	C 9206	3212	11.2	34.9	99	1112	10.9	12.1	95	934	10.5	10.1	93	1166	12.4	12.7	109
KNIGHT RIDER	N 7076	2611	9.1	36.9	105	923	9.0	13.0	103	652	7.3	9.2	84	1036	11.0	14.6	126
LOVE BOAT	A 12219	4317	15.1	35.3	100	1711	16.7	14.0	111	1248	14.1	10.2	93	1358	14.4	11.1	95
MAGNUM PI	C 11199	4119	14.4	36.8	104	1489	14.5	13.3	105	1263	14.2	11.3	103	1367	14.5	12.2	105
MAMA'S FAMILY	N 6057	1947	6.8	32.1	91	726	7.1	12.0	95	693	7.8	11.4	104	528	5.6	8.7	75
MASTER, THE	N 3598	1286	4.5	35.7	101	441	4.3	12.3	97	360	4.1	10.0	91	485	5.1	13.5	116
MATT HOUSTON	A 6344	2266	7.9	35.7	101	877	8.6	13.8	109	640	7.2	10.1	92	748	7.9	11.8	101
NBC MONDAY NIGHT MOVIE	N 11994	4202	14.7	35.0	99	1505	14.7	12.5	99	1329	15.0	11.1	101	1367	14.5	11.4	98
NBC NIGHTLY NEWS	N 5132	1743	6.1	34.0	96	767	7.5	14.9	118	485	5.5	9.5	86	491	5.2	9.6	82
NBC NIGHTLY NEWS-SAT	N 3375	1103	3.9	32.7	93	480	4.7	14.2	112	284	3.2	8.4	77	339	3.6	10.0	86
NBC NIGHTLY NEWS-SUN	N 3130	988	3.5	31.6	90	416	4.1	13.3	105	303	3.4	9.7	88	269	2.9	8.6	74
NBC SUNDAY NIGHT MOVIE	N 8284	2975	10.4	35.9	102	1111	10.8	13.4	106	792	8.9	9.6	87	1072	11.4	12.9	111
NEWHART	C 9240	3279	11.5	35.5	101	1094	10.7	11.8	94	1121	12.6	12.1	111	1064	11.3	11.5	99
ONE DAY AT A TIME	C 7288	2521	8.8	34.6	98	889	8.7	12.2	96	709	8.0	9.7	89	923	9.8	12.7	109
PEOPLE ARE FUNNY	N 4855	1678	5.9	34.6	98	670	6.5	13.8	109	535	6.0	11.0	101	473	5.0	9.7	84
REAL PEOPLE	N 8869	3001	10.5	33.8	96	1225	12.0	13.8	109	699	7.9	7.9	72	1077	11.4	12.1	104
REMINGTON STEELE	N 7743	2685	9.4	34.7	98	860	8.4	11.1	88	807	9.1	10.4	95	1018	10.8	13.1	113
RIPLEY'S BELIEVE IT - NOT	A 5345	2075	7.3	38.8	110	835	8.1	15.6	123	570	6.4	10.7	97	669	7.1	12.5	108
RIPTIDE	N 6988	2698	9.4	38.6	110	822	8.0	11.8	93	815	9.2	11.7	106	1062	11.3	15.2	131
SCARECROW & MRS. KING	C 10002	3416	12.0	34.2	97	1290	12.6	12.9	102	1005	11.3	10.0	92	1121	11.9	11.2	96
SIMON & SIMON	C 10638	4007	14.0	37.7	107	1511	14.7	14.2	112	1154	13.0	10.8	99	1341	14.2	12.6	108
60 MINUTES	C 13293	4475	15.7	33.7	95	1776	17.3	13.4	106	1357	15.3	10.2	93	1341	14.2	10.1	87
ST. ELSEWHERE	N 7017	2790	9.8	39.8	113	990	9.7	14.1	111	932	10.5	13.3	121	869	9.2	12.4	106
THREE'S COMPANY	A 10917	4176	14.6	38.3	108	1413	13.8	12.9	102	1270	14.						

FROZEN COMPLETE DINNERS (TV DINNERS): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	BANQUET/EXTRA HELPING				LE MENU (SWANSON)				MORTON				SWANSON/HUNGRY MAN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	6529	100.0	8.1	100	4866	100.0	6.0	100	6893	100.0	8.5	100	13125	100.0	16.2	100
18 - 24	9282	688	10.5	7.4	92	*422	8.7	4.5	76	548	8.0	5.9	69	1523	11.6	16.4	101
25 - 34	19072	1616	24.8	8.5	105	1338	27.5	7.0	117	1667	24.2	8.7	103	3436	26.2	18.0	111
35 - 44	14591	1258	19.3	8.6	107	723	14.9	5.0	82	1351	19.6	9.3	109	2788	21.2	19.1	118
45 - 54	11345	917	14.0	8.1	100	764	15.7	6.7	112	1156	16.8	10.2	120	1860	14.2	16.4	101
55 - 64	11635	980	15.0	8.4	104	743	15.3	6.4	106	795	11.5	6.8	80	1455	11.1	12.5	77
65 OR OLDER	15061	1070	16.4	7.1	88	876	18.0	5.8	97	1377	20.0	9.1	107	2065	15.7	13.7	85
18 - 34	28354	2304	35.3	8.1	101	1760	36.2	6.2	103	2215	32.1	7.8	92	4958	37.8	17.5	108
18 - 49	48339	4068	62.3	8.4	104	2968	61.0	6.1	102	4071	59.1	8.4	99	8732	66.5	18.1	111
25 - 54	45008	3791	58.1	8.4	104	2825	58.1	6.3	104	4173	60.5	9.3	109	8083	61.6	18.0	111
35 - 49	19985	1764	27.0	8.8	109	1208	24.8	6.0	101	1857	26.9	9.3	109	3773	28.7	18.9	116
50 OR OLDER	32647	2461	37.7	7.5	94	1898	39.0	5.8	97	2822	40.9	8.6	102	4394	33.5	13.5	83
GRADUATED COLLEGE	11155	615	9.4	5.5	68	856	17.6	7.7	128	719	10.4	6.4	76	1476	11.2	13.2	82
ATTENDED COLLEGE	13682	1103	16.9	8.1	100	1041	21.4	7.6	127	777	14.2	7.1	84	2406	18.3	17.6	109
GRADUATED HIGH SCHOOL	33880	3232	49.5	9.5	118	2018	41.5	6.0	99	3158	45.8	9.3	110	6021	45.9	17.8	110
DID NOT GRADUATE HIGH SCHOOL	22270	1578	24.2	7.1	88	951	19.5	4.3	71	2039	29.6	9.2	108	3222	24.5	14.5	89
EMPLOYED	40306	3137	48.0	7.8	97	2855	58.7	7.1	118	3289	47.7	8.2	96	6652	50.7	16.5	102
EMPLOYED FULL-TIME	32850	2425	37.1	7.4	92	2505	51.5	7.6	127	2825	41.0	8.6	101	5440	41.4	16.6	102
EMPLOYED PART-TIME	7456	712	10.9	9.5	118	*350	7.2	4.7	78	*464	6.7	6.2	73	1212	9.2	16.3	100
NOT EMPLOYED	40680	3392	52.0	8.3	103	2011	41.3	4.9	82	3604	52.3	8.9	104	6474	49.3	15.9	98
PROFESSIONAL/MANAGER	10392	688	10.5	6.6	82	900	18.5	8.7	144	718	10.4	6.9	81	1520	11.6	14.6	90
TECH/CLERICAL/SALES	17574	1318	20.2	7.5	93	1399	28.8	8.0	132	1511	21.9	8.6	101	3126	23.8	17.8	110
PRECISION/CRAFT	985	**140	2.1	14.2	176	**49	1.0	5.0	83	**80	1.2	8.1	95	**165	1.3	16.8	103
OTHER EMPLOYED	11354	992	15.2	8.7	108	*508	10.4	4.5	74	980	14.2	8.6	101	1841	14.0	16.2	100
SINGLE	9863	887	13.6	9.0	112	655	13.5	6.6	111	632	9.2	6.4	75	1548	11.8	15.7	97
MARRIED	51375	3901	59.7	7.6	94	2919	60.0	5.7	95	4149	60.2	8.1	95	8519	64.9	16.6	102
DIVORCED/SEPARATED/WIDOWED	19748	1740	26.7	8.8	109	1292	26.6	6.5	109	2112	30.6	10.7	126	3058	23.3	15.5	96
PARENTS	32590	2958	45.3	9.1	113	1752	36.0	5.4	89	2823	41.0	8.7	102	6162	46.9	18.9	117
WHITE	70416	5596	85.7	7.9	99	4437	91.2	6.3	105	6002	87.1	8.5	100	11689	89.1	16.6	102
BLACK	8778	768	11.8	8.7	109	*311	6.4	3.5	59	807	11.7	9.2	108	1136	8.7	12.9	80
OTHER	1791	**165	2.5	9.2	114	**119	2.4	6.6	111	**84	1.2	4.7	55	**301	2.3	16.8	104
NORTHEAST-CENSUS	17786	674	10.3	3.8	47	1108	22.8	6.2	104	1476	21.4	8.3	98	2957	22.5	16.6	103
NORTH CENTRAL	20741	2484	38.0	12.0	149	1000	20.6	4.8	80	1583	23.0	7.6	90	3570	27.2	17.2	106
SOUTH	27775	1904	29.2	6.9	85	1565	32.2	5.6	94	3089	44.8	11.1	131	3890	29.6	14.0	86
WEST	14683	1467	22.5	10.0	124	1193	24.5	8.1	135	745	10.8	5.1	60	2708	20.6	18.4	114
NORTHEAST-MKTG.	17961	658	10.1	3.7	45	1180	24.2	6.6	109	1618	23.5	9.0	106	2888	22.0	16.1	99
EAST CENTRAL	11885	1192	18.3	10.0	124	543	11.2	4.6	76	1226	17.8	10.3	121	1708	13.0	14.4	89
WEST CENTRAL	14090	1653	25.3	11.7	146	799	16.4	5.7	94	707	10.3	5.0	59	2757	21.0	19.6	121
SOUTH	24081	1694	25.9	7.0	87	1309	26.9	5.4	90	2676	38.8	11.1	131	3367	25.7	14.0	86
PACIFIC	12969	1332	20.4	10.3	127	1036	21.3	8.0	133	*666	9.7	5.1	60	2406	18.3	18.6	114
COUNTY SIZE A	32439	2269	34.8	7.0	87	2400	49.3	7.4	123	2133	30.9	6.6	77	5512	42.0	17.0	105
COUNTY SIZE B	24915	2008	30.8	8.1	100	1444	29.7	5.8	96	2595	37.6	10.4	122	4041	30.8	16.2	100
COUNTY SIZE C	12930	1184	18.1	9.2	114	627	12.9	4.8	81	1451	21.1	11.2	132	2149	16.4	16.6	103
COUNTY SIZE D	10703	1069	16.4	10.0	124	*395	8.1	3.7	61	714	10.4	6.7	78	1424	10.8	13.3	82
METRO CENTRAL CITY	24518	2145	32.9	8.7	109	1584	32.6	6.5	108	2109	30.6	8.6	101	3922	29.9	16.0	99
METRO SUBURBAN	35919	2469	37.8	6.9	85	2413	49.6	6.7	112	2831	41.1	7.9	93	6125	46.7	17.1	105
NON METRO	20549	1915	29.3	9.3	116	869	17.9	4.2	70	1953	28.3	9.5	112	3078	23.5	15.0	92
TOP 5 ADI'S	18341	1220	18.7	6.7	83	1490	30.6	8.1	135	1170	17.0	6.4	75	3570	27.2	19.5	120
TOP 10 ADI'S	25378	1759	26.9	6.9	86	1916	39.4	7.5	126	1636	23.7	6.4	76	4334	33.0	17.1	105
TOP 20 ADI'S	36488	2508	38.4	6.9	85	2602	53.5	7.1	119	2539	36.8	7.0	82	6066	46.2	16.6	103
MSHLD INC. \$50,000 OR MORE	6612	**443	6.8	6.7	83	*555	11.4	8.4	140	*397	5.8	6.0	71	1178	9.0	17.8	110
\$40,000 OR MORE	12659	792	12.1	6.3	78	1054	21.7	8.3	139	891	12.9	7.0	83	2270	17.3	17.9	111
\$30,000 OR MORE	24698	1754	26.9	7.1	88	1947	40.0	7.9	131	1683	24.4	6.8	80	4219	32.1	17.1	105
\$25,000 OR MORE	32077	2233	34.2	7.0	86	2460	50.6	7.7	128	2316	33.6	7.2	85	5453	41.5	17.0	105
\$20,000 - \$24,999	9144	765	11.7	8.4	104	*454	9.3	5.0	83	628	9.1	6.9	81	1521	11.6	16.6	103
\$15,000 - \$19,999	8728	759	11.6	8.7	108	562	11.5	6.4	107	893	13.0	10.2	120	1243	9.5	14.2	88
\$10,000 - \$14,999	12562	1164	17.8	9.3	115	629	12.9	5.0	83	1199	17.4	9.5	112	2101	16.0	16.7	103
UNDER \$10,000	18475	1608	24.6	8.7	108	761	15.6	4.1	69	1856	26.9	10.0	118	2809	21.4	15.2	94
HOUSEHOLD OF 1 PERSON	11987	791	12.1	6.6	82	907	18.6	7.6	126	1029	14.9	8.6	101	1536	11.7	12.8	79
2 PEOPLE	26577	1959	30.0	7.4	91	1905	39.1	7.2	119	2137	31.0	8.0	94	4142	31.6	15.6	96
3 OR 4 PEOPLE	30617	2836	43.4	9.3	115	1359	27.9	4.4	74	2419	35.1	7.9	93	5331	40.6	17.4	107
5 OR MORE PEOPLE	11804	943	14.4	8.0	99	*696	14.3	5.9	98	1308	19.0	11.1	130	2116	16.1	17.9	111
NO CHILD IN HSHLD	46165	3305	50.6	7.2	89	3017	62.0	6.5	109	3808	55.2	8.2	97	6661	50.8	14.4	89
CHILD(REN) UNDER 2 YRS	5325	*407	6.2	7.6	95	**209	4.3	3.9	65	**256	3.7	4.8	56	900	6.9	16.9	104
2 - 5 YEARS	14221	1227	18.8	8.6	107	804	16.5	5.7	94	1060	15.4	7.5	88	2436	18.6	17.1	106
6 - 11 YEARS	15117	1404	21.5	9.3	115	705	14.5	4.7	78	1452	21.1	9.6	113	2824	21.5	18.7	115
12 - 17 YEARS	16611	1608	24.6	9.7	120	897	18.4	5.4	90	1682	24.4	10.1	119	3310	25.2	19.9	123
RESIDENCE OWNED	55884	4434	67.9	7.9	98	3249	66.8	5.8	97	4898	71.1	8.8	103	8878	67.6	15.9	98
VALUE: \$50,000 OR MORE	31744	2264	34.7	7.1	88	2037	41.9	6.4	107	2138	31.0	6.7	79	4988	38.0	15.7	97
VALUE: UNDER \$50,000	24140	2170	33.2	9.0	112	1212	24.9	5.0	84	2760	40.0	11.4	134	3890	29.6	16.1	99

		TOTAL U.S. '000	BANQUET/EXTRA				HELPING				LE MENU (SWANSON)				MORTON				SWANSON/HUNGRY MAN			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	6529	100.0	8.1	100	4866	100.0	6.0	100	6893	100.0	8.5	100	13125	100.0	16.2	100				
MAGAZINES	QUINTILE 1	15799	1362	20.9	8.6	107	1245	25.6	7.9	131	1463	21.2	9.3	109	2894	22.0	18.3	113				
	QUINTILE 2	17259	1691	25.9	9.8	122	1075	22.1	6.2	104	1327	19.3	7.7	90	2847	21.7	16.5	102				
	QUINTILE 3	13545	921	14.1	6.8	84	831	17.1	6.1	102	1105	16.0	8.2	96	1964	15.0	14.5	89				
	QUINTILE 4	15133	1096	16.8	7.2	90	729	15.0	4.8	80	1463	21.2	9.7	114	2497	19.0	16.5	102				
	QUINTILE 5	19250	1460	22.4	7.6	94	987	20.3	5.1	85	1536	22.3	8.0	94	2924	22.3	15.2	94				
NEWSPAPERS	QUINTILE 1	12413	976	14.9	7.9	98	911	18.7	7.3	122	1124	16.3	9.1	106	2002	15.3	16.1	100				
	QUINTILE 2	24116	1924	29.5	8.0	99	1518	31.2	6.3	105	2014	29.2	8.4	98	3810	29.0	15.8	97				
	QUINTILE 3	11261	1046	16.0	9.3	115	667	13.7	5.9	99	1012	14.7	9.0	106	2044	15.6	18.2	111				
	QUINTILE 4	20255	1735	26.6	8.6	106	1137	23.4	5.6	93	1585	23.0	7.8	92	3318	25.3	16.4	101				
	QUINTILE 5	12940	848	13.0	6.6	81	633	13.0	4.9	81	1158	16.8	8.9	105	1952	14.9	15.1	93				
OUTDOOR	QUINTILE 1	14852	1285	19.7	8.7	107	1138	23.4	7.7	128	1327	19.3	8.9	105	2700	20.6	18.2	112				
	QUINTILE 2	15725	1286	19.7	8.2	101	822	16.9	5.2	87	1274	18.5	8.1	95	2596	19.8	16.5	102				
	QUINTILE 3	16330	1378	21.1	8.4	105	928	19.1	5.7	95	1453	21.1	8.9	105	2878	21.9	17.6	109				
	QUINTILE 4	16744	1127	17.3	6.7	83	885	18.2	5.3	88	1496	21.7	8.9	105	2544	19.4	15.2	94				
	QUINTILE 5	17334	1454	22.3	8.4	104	1094	22.5	6.3	105	1343	19.5	7.7	91	2409	18.4	13.9	86				
RADIO-DRIVE TIME	QUINTILE 1	15911	1393	21.3	8.8	109	1136	23.3	7.1	119	1640	23.8	10.3	121	2829	21.6	17.8	110				
	QUINTILE 2	14837	1270	19.5	8.6	106	771	15.8	5.2	86	1292	18.7	8.7	102	2295	17.5	15.5	95				
	QUINTILE 3	15339	963	14.7	6.3	78	837	17.2	5.5	91	1020	14.8	6.6	78	2455	18.7	16.0	99				
	QUINTILE 4	16723	1413	21.6	8.4	105	969	19.9	5.8	96	1505	21.8	9.0	106	2667	20.3	15.9	98				
	QUINTILE 5	18176	1490	22.8	8.2	102	1152	23.7	6.3	105	1436	20.8	7.9	93	2880	21.9	15.8	98				
RADIO-MID- DAY	QUINTILE 1	21020	1699	26.0	8.1	100	1214	24.9	5.8	96	1951	28.3	9.3	109	3341	25.5	15.9	98				
	QUINTILE 2	21610	1976	30.3	9.1	113	1222	25.1	5.7	94	2080	30.2	9.6	113	3905	29.8	18.1	112				
	QUINTILE 3	38355	2854	43.7	7.4	92	2431	50.0	6.3	105	2863	41.5	7.5	88	5880	44.8	15.3	95				
	QUINTILE 4	15988	1358	20.8	8.5	105	1035	21.3	6.5	108	1564	22.7	9.8	115	2985	22.7	18.7	115				
	QUINTILE 5	15626	1331	20.4	8.5	106	799	16.4	5.1	85	1424	20.7	9.1	107	2530	19.3	16.2	100				
RADIO-TOTAL	QUINTILE 1	16723	1207	18.5	7.2	90	1048	21.5	6.3	104	1285	18.6	7.7	90	2529	19.3	15.1	93				
	QUINTILE 2	16342	1401	21.5	8.6	106	998	20.5	6.1	102	1334	19.4	8.2	96	2703	20.6	16.5	102				
	QUINTILE 3	16306	1231	18.9	7.5	94	987	20.3	6.1	101	1286	18.7	7.9	93	2379	18.1	14.6	90				
	QUINTILE 4	15953	1379	21.1	8.6	107	1039	21.4	6.5	108	1318	19.1	8.3	97	2807	21.4	17.6	109				
	QUINTILE 5	16137	1344	20.6	8.3	103	869	17.9	5.4	90	1534	22.3	9.5	112	2362	18.0	14.6	90				
TV-PRIME TIME	QUINTILE 1	16420	1416	21.7	8.6	107	1063	21.8	6.5	108	1333	19.3	8.1	95	2829	21.6	17.2	106				
	QUINTILE 2	16687	1213	18.6	7.3	90	901	18.5	5.4	90	1246	18.1	7.5	88	2683	20.4	16.1	99				
	QUINTILE 3	15789	1176	18.0	7.4	92	994	20.4	6.3	105	1463	21.2	9.3	109	2444	18.6	15.5	96				
	QUINTILE 4	27736	2537	38.9	9.1	113	1528	31.4	5.5	92	2556	37.1	9.2	108	4592	35.0	16.6	102				
	QUINTILE 5	26489	2092	32.0	7.9	98	1596	32.8	6.0	100	2149	31.2	8.1	95	4499	34.3	17.0	105				
TV-DAYTIME	QUINTILE 1	26761	1899	29.1	7.1	88	1742	35.8	6.5	108	2188	31.7	8.2	96	4035	30.7	15.1	93				
	QUINTILE 2	16345	1540	23.6	9.4	117	884	18.2	5.4	90	1337	19.4	8.2	96	2710	20.6	16.6	102				
	QUINTILE 3	16447	1396	21.4	8.5	105	963	19.8	5.9	97	1587	23.0	9.6	113	2526	19.2	15.4	95				
	QUINTILE 4	15980	1018	15.6	6.4	79	943	19.4	5.9	98	1386	20.1	8.7	102	2500	19.0	15.6	97				
	QUINTILE 5	15887	1543	23.6	9.7	120	1159	23.8	7.3	121	1284	18.6	8.1	95	2751	21.0	17.3	107				
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 1	16326	1032	15.8	6.3	78	917	18.8	5.6	93	1299	18.8	8.0	93	2638	20.1	16.2	100				
	MAGAZINE IMPERATIVE	20721	1749	26.8	8.4	105	1428	29.3	6.9	115	1817	26.4	8.8	103	3295	25.1	15.9	98				
	NEWSPAPER IMPERATIVE	19186	1788	27.4	9.3	116	1253	25.8	6.5	109	1615	23.4	8.4	99	3448	26.3	18.0	111				
	MAGAZINE IMPERATIVE	21899	1651	25.3	7.5	94	1293	26.6	5.9	98	1904	27.6	8.7	102	3625	27.6	16.6	102				
	NEWSPAPER IMPERATIVE	21899	1651	25.3	7.5	94	1293	26.6	5.9	98	1904	27.6	8.7	102	3625	27.6	16.6	102				
MAGAZINES-OUTDOOR: DUAL	QUINTILE 1	15451	1390	21.3	9.0	112	1052	21.6	6.8	113	1306	18.9	8.5	99	2790	21.3	18.1	111				
	MAGAZINE IMPERATIVE	25953	2186	33.5	8.4	104	1709	35.1	6.6	110	2026	29.4	7.8	92	3996	30.4	15.4	95				
	OUTDOOR IMPERATIVE	24400	1785	27.3	7.3	91	1341	27.6	5.5	91	2140	31.0	8.8	103	4095	31.2	16.8	104				
	MAGAZINE IMPERATIVE	18049	1723	26.4	9.5	118	1157	23.8	6.4	107	1566	22.7	8.7	102	3299	25.1	18.3	113				
	OUTDOOR IMPERATIVE	23571	1882	28.8	8.0	99	1714	35.2	7.3	121	1951	28.3	8.3	97	3632	27.7	15.4	95				
MAGAZINES-RADIO: DUAL	QUINTILE 1	23278	1690	25.9	7.3	90	1156	23.8	5.0	83	2124	30.8	9.1	107	3704	28.2	15.9	98				
	MAGAZINE IMPERATIVE	18049	1723	26.4	9.5	118	1157	23.8	6.4	107	1566	22.7	8.7	102	3299	25.1	18.3	113				
	RADIO IMPERATIVE	23571	1882	28.8	8.0	99	1714	35.2	7.3	121	1951	28.3	8.3	97	3632	27.7	15.4	95				
	MAGAZINE IMPERATIVE	23278	1690	25.9	7.3	90	1156	23.8	5.0	83	2124	30.8	9.1	107	3704	28.2	15.9	98				
	RADIO IMPERATIVE	23278	1690	25.9	7.3	90	1156	23.8	5.0	83	2124	30.8	9.1	107	3704	28.2	15.9	98				
MAGAZINES-TELEVISION: DUAL	QUINTILE 1	15459	1554	23.8	10.1	125	1090	22.4	7.1	117	1351	19.6	8.7	103	2807	21.4	18.2	112				
	MAGAZINE IMPERATIVE	25829	2042	31.3	7.9	98	1853	38.1	7.2	119	2128	30.9	8.2	97	4273	32.6	16.5	102				
	TELEVISION IMPERATIVE	26039	1982	30.4	7.6	94	1163	23.9	4.5	74	2345	34.0	9.0	106	3788	28.9	14.5	90				
	MAGAZINE IMPERATIVE	15459	1554	23.8	10.1	125	1090	22.4	7.1	117	135											

	TOTAL U.S. '000	BANQUET/EXTRA HELPING				LE MENU (SWANSON)				MORTON				SWANSON/HUNGRY MAN			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	6529	100.0	8.1	100	4866	100.0	6.0	100	6893	100.0	8.5	100	13125	100.0	16.2	100
ATLANTIC MONTHLY	415	**39	0.6	9.4	117	**31	0.6	7.5	124	**23	0.3	5.5	65	**95	0.7	22.9	141
BARRON'S	453	**68	1.0	15.0	186	**87	1.8	19.2	320	**11	0.2	2.4	29	**144	1.1	31.8	196
BETTER HOMES & GARDENS	16256	1407	21.6	8.7	107	988	20.3	6.1	101	1467	21.3	9.0	106	2872	21.9	17.7	109
BON APPETIT	2535	**177	2.7	7.0	87	**131	2.7	5.2	86	**139	2.0	5.5	64	344	2.6	13.6	84
BUSINESS WEEK	1278	**160	2.5	12.5	155	**128	2.6	10.0	167	**74	1.1	5.8	68	**252	1.9	19.7	122
CAR AND DRIVER	378	**37	0.6	9.8	121	**26	0.5	6.9	114	**28	0.4	7.4	87	**87	0.7	23.0	142
CBS MAGAZINE NETWORK (GROSS)	1498	**110	1.7	7.3	91	**125	2.6	8.3	139	**125	1.8	8.3	98	370	2.8	24.7	152
CHANGING TIMES	1505	**89	1.4	5.9	73	**148	3.0	9.8	164	**120	1.7	8.0	94	*214	1.6	14.2	88
COLONIAL HOMES	1231	**109	1.7	8.9	110	**107	2.2	8.7	145	**98	1.4	8.0	94	*233	1.8	18.9	117
CONDE NAST MAG. PKG. (GROSS)	14146	1193	18.3	8.4	105	**116	22.9	7.9	131	1396	20.3	9.9	116	2588	19.7	18.3	113
CONSUMERS DIGEST	1323	**92	1.4	7.0	86	*176	3.6	13.3	221	**127	1.8	9.6	113	*261	2.0	19.7	122
COSMOPOLITAN	7102	576	8.8	8.1	101	509	10.5	7.2	119	622	9.0	8.8	103	1301	9.9	18.3	113
COUNTRY LIVING	2481	*192	2.9	7.7	96	*169	3.5	6.8	113	*189	2.7	7.6	90	401	3.1	16.2	100
CUISINE	1472	**98	1.5	6.7	83	**37	0.8	2.5	42	**62	0.9	4.2	49	*249	1.9	16.9	104
CYCLE WORLD	425	**29	0.4	6.8	85	**16	0.3	3.8	63	**43	0.6	10.1	119	**114	0.9	26.8	166
DCI:CREATIVE IDEAS FOR LIV	2510	*252	3.9	10.0	125	*132	2.7	5.3	88	240	3.5	9.6	112	468	3.6	18.6	115
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	524	8.0	7.8	97	528	10.9	7.9	131	711	10.3	10.6	125	973	7.4	14.5	90
DISCOVER	894	**46	0.7	5.1	64	**74	1.5	8.3	138	**91	1.3	10.2	120	*154	1.2	17.2	106
EBONY	3507	346	5.3	9.9	122	173	3.6	4.9	82	355	5.2	10.1	119	458	3.5	13.1	81
ESQUIRE	1083	**82	1.3	7.6	94	**88	1.8	8.1	135	*123	1.8	11.4	133	*176	1.3	16.3	100
ESSENCE	1830	*194	3.0	10.6	131	*96	2.0	5.2	87	205	3.0	11.2	132	255	1.9	13.9	86
FAMILY CIRCLE	15930	1238	19.0	7.8	96	1055	21.7	6.6	110	1443	20.9	9.1	106	2459	18.7	15.4	95
THE FAMILY HANDYMAN	1126	**80	1.2	7.1	88	*130	2.7	11.5	192	**114	1.7	10.1	119	*222	1.7	19.7	122
FAMILY WEEKLY	11468	1162	17.8	10.1	126	657	13.5	5.7	95	1321	19.2	11.5	135	1903	14.5	16.6	102
FIELD & STREAM	2234	*178	2.7	8.0	99	**68	1.4	3.0	51	*216	3.1	9.7	114	341	2.6	15.3	94
FOOD & WINE	579	**21	0.3	3.6	45	**32	0.7	5.5	92	**49	0.7	8.5	99	**121	0.9	20.9	129
FORBES	728	**69	1.1	9.5	118	**105	2.2	14.4	240	**34	0.5	4.7	55	**123	0.9	16.9	104
FORTUNE	906	*122	1.9	13.5	167	*130	2.7	14.3	239	**64	0.9	7.1	83	**256	2.0	28.3	174
GENTLEMEN'S QUARTERLY	791	**79	1.2	10.0	124	*123	2.5	15.5	259	**97	1.4	12.3	144	**184	1.4	23.3	144
GLAMOUR	5265	489	7.5	9.3	115	421	8.7	8.0	133	503	7.3	9.6	112	976	7.4	18.5	114
GOLF DIGEST	636	**52	0.8	8.2	101	**50	1.0	7.9	131	**69	1.0	10.8	127	**148	1.1	23.3	144
GOLF DIGEST/TENNIS (GROSS)	1186	**89	1.4	7.5	93	**93	1.9	7.8	131	**125	1.8	10.5	124	*198	1.5	16.7	103
GOLF MAGAZINE	441	**17	0.3	3.9	48	**31	0.6	7.0	117	**31	0.4	7.0	83	**99	0.8	22.4	139
GOLF MAGAZINE/SKI (GROSS)	922	**43	0.7	4.7	58	**102	2.1	11.1	184	**89	1.3	9.7	113	*203	1.5	22.0	136
GOOD HOUSEKEEPING	16487	1298	19.9	7.9	98	993	20.4	6.0	100	1308	19.0	7.9	93	2837	21.6	17.2	106
HARPER'S BAZAAR	2423	*228	3.5	9.4	117	*191	3.9	7.9	131	*198	2.9	8.2	96	461	3.5	19.0	117
HEALTH	1994	*177	2.7	8.9	110	*205	4.2	10.3	171	*208	3.0	10.4	123	423	3.2	21.2	131
HEARST MAG CORP. BUY (GROSS)	44101	3725	57.1	8.4	105	2964	60.9	6.7	112	3684	53.4	8.4	98	7941	60.5	18.0	111
HEARST MAN POWER (GROSS)	1993	*196	3.0	9.8	122	*144	3.0	7.2	120	*208	3.0	10.4	123	475	3.6	23.8	147
HEARST WOMAN POWER (GROSS)	31274	2612	40.0	8.4	104	1990	40.9	6.4	106	2609	37.8	8.3	98	5524	42.1	17.7	109
HOUSE BEAUTIFUL	3623	296	4.5	8.2	101	261	5.4	7.2	120	330	4.8	9.1	107	679	5.2	18.7	116
INC.	283	**41	0.6	14.5	180	**55	1.1	19.4	323	**16	0.2	5.7	66	**89	0.7	31.4	194
JET	2928	371	5.7	12.7	157	*132	2.7	4.5	75	390	5.7	13.3	156	436	3.3	14.9	92
LADIES' HOME JOURNAL	11918	1112	17.0	9.3	116	756	15.5	6.3	106	1300	18.9	10.9	128	2281	17.4	19.1	118
LHJ FAMILY GRP COMBO(GROSS)	16764	1553	23.8	9.3	115	1139	23.4	6.8	113	1809	26.2	10.8	127	3271	24.9	19.5	120
LIFE	4254	304	4.7	7.1	89	307	6.3	7.2	120	431	6.3	10.1	119	759	5.8	17.8	110
L.A. TIMES HOME MAGAZINE	1145	**130	2.0	11.4	141	**154	3.2	13.4	224	**55	0.8	4.8	56	*169	1.3	14.8	91
MADEMOISELLE	2884	*223	3.4	7.7	96	*198	4.1	6.9	114	292	4.2	10.1	119	495	3.8	17.2	106
MC CALL'S	13460	1290	19.8	9.6	119	935	19.2	6.9	116	1303	18.9	9.7	114	2391	18.2	17.8	110
MC CALL'S/MRK MOTHER (GROSS)	14606	1433	21.9	9.8	122	1035	21.3	7.1	118	1473	21.4	10.1	118	2620	20.0	17.9	111
MECHANIX ILLUSTRATED	772	**63	1.0	8.2	101	**44	0.9	5.7	95	**113	1.6	14.6	172	**176	1.3	22.8	141
METROPOLITAN HOME	967	**106	1.6	11.0	136	*120	2.5	12.4	207	**59	0.9	6.1	72	*179	1.4	18.5	114
MONEY	1588	**141	2.2	8.9	110	*188	3.9	11.8	197	*72	1.0	4.5	53	*255	1.9	16.1	99
MOTHER EARTH NEWS	1002	**101	1.5	10.1	125	**87	1.8	8.7	145	*45	0.7	4.5	53	*174	1.3	17.4	107
MS.	825	**56	0.9	6.8	84	**69	1.4	8.4	139	**66	1.0	8.0	94	*167	1.3	20.2	125
NATIONAL ENQUIRER	10336	902	13.8	8.7	108	783	16.1	7.6	126	1086	15.8	10.5	123	1674	12.8	16.2	100
NATIONAL GEOGRAPHIC	9597	833	12.8	8.7	108	826	17.0	8.6	143	711	10.3	7.4	87	1664	12.7	17.3	107
NATIONAL SUNDAY MAGAZINE PKG	49558	4041	61.9	8.2	101	3322	68.3	6.7	112	4194	60.8	8.5	99	8002	61.0	16.1	100
NATURAL HISTORY	573	**31	0.5	5.4	67	**40	0.8	7.0	116	**41	0.6	7.2	84	*663	0.5	11.0	68
NEW WOMAN	1699	*138	2.1	8.1	101	*114	2.3	6.7	112	*104	1.5	6.1	72	352	2.7	20.7	128
NEW YORK INCLUDING CUE	443	**28	0.4	6.3	78	**37	0.8	8.4	139	**16	0.2	3.6	42	**76	0.6	17.2	106
THE NEW YORKER	1270	**62	0.9	4.9	61	**56	1.2	4.4	73	**89	1.3	7.0	82	*207	1.6	16.3	101
NEWSWEEK	6277	413	6.3	6.6	82	545	11.2	8.7	145	451	6.5	7.2	84	1199	9.1	19.1	118
THE N.Y. TIMES DAILY EDITION	1205	**46	0.7	3.8	47	*104	2.1	8.6	144	*67	1.0	5.6	65	*222	1.7	18.4	114
THE N.Y. TIMES MAGAZINE	2081	**75	1.1	3.6	45	*159	3.3	7.6	127	*134	1.9	6.4	76	*320	2.4	15.4	95
OMNI	788	**64	1.0	8.1	101	**88	1.8	11.2	186	**90	1.3	11.4	134	*190	1.4	24.1	149
ON CABLE	1158	**164	2.5	14.2	176	**172	3.5	14.9	247	**114	1.7	9.8	116	*194	1.5	16.8	103
1001 HOME IDEAS	2852	264	4.0	9.3	115	*178	3.7	6.2	104	301	4.4	10.6	124	567	4.3	19.9	123
ORGANIC GARDENING	1658	*224	3.4	13.5	168	**61	1.3	3.7	61	*147	2.1	8.9	104	*215	1.6	13.0	80
OUTDOOR LIFE	896	**89	1.4	9.9	123	*30	0.6	3.3	56	*108	1.6	12.1	142	*174	1.3	19.4	120
PARADE MAGAZINE	24275	1762	27.0	7.3	90	1653	34.0	6.8	113	1965	28.5	8.1	95	3748	28.6	15.4	95

	TOTAL U.S. '000	BANQUET/EXTRA HELPING				LE MENU (SHANSON)				MORTON				SHANSON/HUNGRY MAN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	6529	100.0	8.1	100	4866	100.0	5.0	100	6893	100.0	8.5	100	13125	100.0	16.2	100
PARENTS	3845	411	6.3	10.7	133	238	4.9	6.2	103	359	5.2	9.3	110	820	6.2	21.3	132
PENHOUSE	831	**69	1.1	8.3	103	**77	1.6	9.3	154	**112	1.6	13.5	158	*204	1.6	24.5	151
PEOPLE	11645	1103	16.9	9.5	117	891	18.3	7.7	127	1004	14.6	8.6	101	2214	16.9	19.0	117
PLAYBOY	2006	*196	3.0	9.8	121	*143	2.9	7.1	119	*206	3.0	10.3	121	367	2.8	18.3	113
POPULAR HOT RODDING	297	**34	0.5	11.4	142	**29	0.6	9.8	163	**54	0.8	18.2	214	**89	0.7	30.0	185
POPULAR MECHANICS	1018	**70	1.1	6.9	85	**86	1.8	8.4	141	**115	1.7	11.3	133	*222	1.7	21.8	135
POPULAR SCIENCE	878	**37	0.6	4.2	52	**80	1.6	9.1	152	**43	0.6	4.9	58	*250	1.9	28.5	176
PREVENTION	3913	256	3.9	6.5	81	263	5.4	6.7	112	358	5.2	9.1	107	450	3.4	11.5	71
PSYCHOLOGY TODAY	1710	**79	1.2	4.6	57	*189	3.9	11.1	184	*195	2.8	11.4	134	317	2.4	18.5	114
READER'S DIGEST	22204	1874	28.7	8.4	105	1602	32.9	7.2	120	1929	28.0	8.7	102	3638	27.7	16.4	101
REDBOOK	7684	738	11.3	9.6	119	488	10.0	6.4	106	680	9.9	8.8	104	1386	10.6	18.0	111
ROAD & TRACK	410	**24	0.4	5.9	73	**60	1.2	14.6	244	**24	0.3	5.9	69	**133	1.0	32.4	200
ROLLING STONE	969	**106	1.6	10.9	136	**94	1.9	9.7	161	**62	0.9	6.4	75	*259	2.0	26.7	165
RUNNER'S WORLD	298	**11	0.2	3.7	46	**25	0.5	8.4	140	**41	0.6	13.8	162	**74	0.6	24.8	153
SATURDAY EVENING POST	1169	**44	0.7	3.8	47	**63	1.3	5.4	90	**72	1.0	6.2	72	*198	1.5	16.9	105
SCIENCE 84	587	**87	1.3	14.8	184	**48	1.0	8.2	136	**39	0.6	6.6	78	*223	1.7	38.0	234
SCIENCE DIGEST	482	**52	0.8	10.8	134	**50	1.0	10.4	173	**16	0.2	3.3	39	**121	0.9	25.1	155
SCIENTIFIC AMERICAN	594	**54	0.8	9.1	113	**49	1.0	8.2	137	**40	0.6	6.7	79	**118	0.9	19.9	123
SELF	2089	*159	2.4	7.6	94	*172	3.5	8.2	137	*203	2.9	9.7	114	488	3.7	23.4	144
SEVENTEEN	2411	276	4.2	11.4	142	*235	4.8	9.7	162	*234	3.4	9.7	114	499	3.8	20.7	128
SKI	480	**26	0.4	5.4	67	**71	1.5	14.8	246	**58	0.8	12.1	142	**104	0.8	21.7	134
SMITHSONIAN	2760	*164	2.5	5.9	74	*195	4.0	7.1	118	*228	3.3	8.3	97	560	4.3	20.3	125
SOAP OPERA DIGEST	3013	292	4.5	9.7	120	*168	3.5	5.6	93	410	5.9	13.6	160	679	5.2	22.5	139
SOUTHERN LIVING	4184	271	4.2	6.5	80	396	8.1	9.5	158	472	6.8	11.3	133	505	3.8	12.1	74
SPORT	559	**85	1.3	15.2	189	**56	1.2	10.0	167	**33	0.5	5.9	59	**113	0.9	20.2	125
THE SPORTING NEWS	436	**89	1.4	20.4	253	**29	0.6	6.7	111	**32	0.5	7.3	86	**121	0.9	27.8	171
SPORTS AFIELD	493	**74	1.1	15.0	186	**8	0.2	1.6	27	**78	1.1	15.8	186	**132	1.0	26.8	165
SPORTS ILLUSTRATED	2758	329	5.0	11.9	148	*156	3.2	5.7	94	*227	3.3	8.2	97	584	4.4	21.2	131
STAR	7456	677	10.4	9.1	113	574	11.8	7.7	128	790	11.5	10.6	124	1315	10.0	17.6	109
SUNDAY	24936	1873	28.7	7.5	93	1706	35.1	6.8	114	1723	25.0	6.9	81	3959	30.2	15.9	98
SUNSET	2124	*338	5.2	15.9	197	*210	4.3	9.9	165	*206	1.5	5.0	59	463	3.5	21.8	135
TV GUIDE	21661	2009	30.8	9.3	115	1539	31.6	7.1	118	2023	29.3	9.3	110	4001	30.5	18.5	114
TENNIS	550	*337	0.6	6.7	83	**43	0.9	7.8	130	**55	0.8	10.0	117	**50	0.4	9.1	56
TIME	8880	708	10.8	8.0	99	846	17.4	9.5	159	683	9.9	7.7	90	1642	12.5	18.5	114
TOWN & COUNTRY	917	**89	1.4	9.7	120	**100	2.1	10.9	181	**47	0.7	5.1	60	*122	0.9	13.3	82
TRAVEL & LEISURE	972	**69	1.1	7.1	88	**105	2.2	10.8	180	**96	1.4	9.9	116	*183	1.4	18.8	116
TRUE STORY	3356	363	5.6	10.8	134	*151	3.1	4.5	75	393	5.7	11.7	138	685	5.2	20.4	126
U.S. NEWS & WORLD REPORT	3410	246	3.8	7.2	89	256	5.3	7.5	125	270	3.9	7.9	93	507	3.9	14.9	92
USA TODAY	1759	**87	1.3	4.9	61	*137	2.8	7.8	130	*153	2.2	8.7	102	239	1.8	13.6	84
US	1873	*201	3.1	10.7	133	*184	3.8	9.8	164	*200	2.9	10.7	125	458	3.5	24.5	151
VOGUE	3909	322	4.9	8.2	102	324	6.7	8.3	138	399	5.8	10.2	120	629	4.8	16.1	99
MALL STREET JOURNAL	1886	*191	2.9	10.1	126	*142	2.9	7.5	125	**99	1.4	5.2	62	*304	2.3	16.1	99
WEIGHT WATCHERS	2120	*219	3.4	10.3	128	*159	3.3	7.5	125	*239	3.5	11.3	132	370	2.8	17.5	108
WOMAN'S DAY	14172	1167	17.9	8.2	102	858	17.6	6.1	101	1241	18.0	8.8	103	2236	17.0	15.8	97
WORKING WOMAN	1146	**143	2.2	12.5	155	**100	2.1	8.7	145	*170	2.5	14.8	174	*229	1.7	20.0	123
WORKING WOMAN	1322	*141	2.2	10.7	132	*158	3.2	12.0	199	*133	1.9	10.1	118	259	2.0	19.6	121
WORLD TENNIS	*163	**4	0.1	2.5	30	**11	0.2	6.7	112	**9	0.1	5.5	65	**22	0.2	13.5	83
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*216	3.3	8.5	106	*245	5.0	9.7	161	*211	3.1	8.3	98	657	5.0	25.9	160
BLAIR INSERTS	43657	3278	50.2	7.5	93	2977	61.2	6.8	113	3386	49.1	7.8	91	6949	52.9	15.9	98
DAILY NEWSPAPERS																	
READ ANY	51633	4274	65.5	8.3	103	3240	66.6	6.3	104	4466	64.8	8.6	102	8537	65.0	16.5	102
READ ONE	43463	3551	54.4	8.2	101	2633	54.1	6.1	101	3810	55.3	8.8	103	7231	55.1	16.6	103
READ TWO OR MORE	8170	723	11.1	8.8	110	608	12.5	7.4	124	656	9.5	8.0	94	1307	10.0	16.0	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4269	65.4	8.1	101	3432	70.5	6.5	108	4388	63.7	8.3	98	8520	64.9	16.2	100
READ ONE	46126	3761	57.6	8.2	101	2950	60.6	6.4	106	3870	56.1	8.4	99	7499	57.1	16.3	100
READ TWO OR MORE	6552	508	7.8	7.8	96	481	9.9	7.3	122	518	7.5	7.9	93	1020	7.8	15.6	96
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.73				29.32				29.11				29.31			
30 DAY REACH	71455	5702	87.3	8.0	99	4205	86.4	5.9	98	6130	88.9	8.6	101	11752	89.5	16.4	101
50 SHWG - 30 DAY AV FREQ	14.56	15.97				15.38				15.36				15.42			
30 DAY REACH	67742	5347	81.9	7.9	98	4014	82.5	5.9	99	5828	84.5	8.6	101	11189	85.2	16.5	102
25 SHWG - 30 DAY AV FREQ	7.94	8.45				8.29				8.15				8.23			
30 DAY REACH	62117	5017	76.8	8.1	100	3717	76.4	6.0	100	5507	79.9	8.9	104	10473	79.8	16.9	104
CABLE TV: HOME WIRED	32077	2769	42.4	8.6	107	2169	44.6	6.8	113	2831	41.1	8.8	104	5939	45.2	18.5	114
HOME NOT WIRED	48909	3759	57.6	7.7	95	2697	55.4	5.5	92	4062	58.9	8.3	98	7186	54.8	14.7	91
HAVE PAY CABLE	15935	1508	23.1	9.5	117	1157	23.8	7.3	121	1305	18.9	8.2	96	3203	24.4	20.1	124

	TOTAL U.S. '000	BANQUET/ A '000	EXTRA B DOWN	HELPING C % ACROSS	D INDX	LE MENU (SWANSON) A '000	B DOWN	C % ACROSS	D INDX	MORTON A '000	B DOWN	C % ACROSS	D INDX	SWANSON/HUNGRY MAN A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6529	100.0	8.1	100	4866	100.0	6.0	100	6893	100.0	8.5	100	13125	100.0	16.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3415	52.3	7.8	96	2643	54.3	6.0	100	3858	56.0	8.8	103	7046	53.7	16.0	99
10:00 AM - 3:00 PM	30659	2619	40.1	8.5	106	1723	35.4	5.6	94	2898	42.0	9.5	111	5153	39.3	16.8	104
3:00 PM - 7:00 PM	31045	2435	37.3	7.8	97	1985	40.8	6.4	106	2817	40.9	9.1	107	5378	41.0	17.3	107
7:00 PM - MIDNIGHT	15767	1233	18.9	7.8	97	954	19.6	6.1	101	1460	21.2	9.3	109	2813	21.4	17.8	110
MIDNIGHT - 6:00 AM	9120	685	10.5	7.5	93	658	13.5	7.2	120	779	11.3	8.5	100	1573	12.0	17.2	106
6:00 AM - MIDNIGHT	58527	4727	72.4	8.1	100	3571	73.4	6.1	102	5145	74.6	8.8	103	9748	74.3	16.7	103
ENTIRE DAY	59311	4783	73.3	8.1	100	3616	74.3	6.1	101	5201	75.5	8.8	103	9845	75.0	16.6	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1371	21.0	8.5	105	962	19.8	5.9	99	1405	20.4	8.7	102	2659	20.3	16.4	101
ALL NEWS	2256	**101	1.5	4.5	56	*176	3.6	7.8	130	*134	1.9	5.9	70	*264	2.0	11.7	72
AOR/PROGRESSIVE	3874	264	4.0	6.8	85	357	7.3	9.2	153	227	3.3	5.9	69	756	5.8	19.5	120
BEAUTIFUL MUSIC	5660	433	6.6	7.7	95	308	6.3	5.4	91	445	6.5	7.9	92	709	5.4	12.5	77
BLACK	2204	*132	2.0	6.0	74	**56	1.2	2.5	42	237	3.4	10.8	126	281	2.1	12.7	79
CLASSICAL	1418	**73	1.1	5.1	64	**55	1.1	3.9	65	**121	1.8	8.5	100	*307	2.3	21.7	134
CHR/ROCK	9538	756	11.6	7.9	98	759	15.6	8.0	132	777	11.3	8.1	96	1913	14.6	20.1	124
COUNTRY	12648	1327	20.3	10.5	130	715	14.7	5.7	94	1365	19.8	10.8	127	2270	17.3	17.9	111
GOLDEN OLDIES	1191	**116	1.8	9.7	121	**43	0.9	3.6	60	**123	1.8	10.3	121	*162	1.2	13.6	84
MOR/NOSTALGIA	4757	381	5.8	8.0	99	320	6.6	6.7	112	363	5.3	7.6	90	723	5.5	15.2	94
NEWS/TALK	3863	*236	3.6	6.1	76	345	7.1	8.9	149	*250	3.6	6.5	76	618	4.7	16.0	99
RELIGIOUS	3084	*269	4.1	8.7	108	*141	2.9	4.6	76	318	4.6	10.3	121	391	3.0	12.7	78
SOFT ROCK	521	**13	0.2	2.5	31	**12	0.2	2.3	38	**11	0.2	2.1	25	**98	0.7	18.8	116
URBAN CONTEMPORARY	1585	**125	1.9	7.9	98	*100	2.1	6.3	105	*249	3.6	15.7	185	*308	2.3	19.4	120
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	258	4.0	7.9	98	*209	4.3	6.4	107	374	5.4	11.5	135	519	4.0	15.9	98
ABC DIRECTION	2316	*148	2.3	6.4	79	*118	2.4	5.1	85	226	3.3	9.8	115	304	2.3	13.1	81
ABC ENTERTAINMENT	4834	418	6.4	8.6	107	368	7.6	7.6	127	672	9.7	13.9	163	903	6.9	18.7	115
ABC FM	2202	*115	1.8	5.2	65	*134	2.8	6.1	101	*218	3.2	9.9	116	471	3.6	21.4	132
ABC INFORMATION	5425	549	8.4	10.1	126	422	8.7	7.8	129	366	5.3	6.7	79	992	7.6	18.3	113
ABC ROCK	1677	*109	1.7	6.5	81	**120	2.5	7.2	119	**95	1.4	5.7	67	326	2.5	19.4	120
CBS	4430	282	4.3	6.4	79	276	5.7	6.2	104	333	4.8	7.5	88	578	4.4	13.0	81
MUTUAL	4992	405	6.2	8.1	101	346	7.1	6.9	115	487	7.1	9.8	115	843	6.4	16.9	104
NBC	4679	341	5.2	7.3	90	*208	4.3	4.4	74	290	4.2	6.2	73	736	5.6	15.7	97
RADIO RADIO	1994	**166	2.5	8.3	103	**100	2.1	5.0	83	*205	3.0	10.3	121	353	2.7	17.7	109
RKO ONE	2298	*167	2.6	7.3	90	**127	2.6	5.5	92	*195	2.8	8.5	100	447	3.4	19.5	120
RKO TWO	3311	*311	4.8	9.4	117	*239	4.9	7.2	120	449	6.5	13.6	159	470	3.6	14.2	88
THE SOURCE	2114	*140	2.1	6.6	82	*180	3.7	8.5	142	*161	2.3	7.6	89	388	3.0	18.4	113
NON-WIRED: BLAIR	8654	795	12.2	9.2	114	526	10.8	6.1	101	766	11.1	8.9	104	1463	11.1	16.9	104
INTERNET	12025	969	14.8	8.1	100	927	19.1	7.7	128	1058	15.3	8.8	103	2208	16.8	18.4	113
KATZ RADIO GROUP	15359	1143	17.5	7.4	92	1001	20.6	6.5	108	1377	20.0	9.0	105	2546	19.4	16.6	102
SUPERNET	10628	761	11.7	7.2	89	689	14.2	6.5	108	895	13.0	8.4	99	1749	13.3	16.5	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	656	10.0	7.6	94	532	10.9	6.1	102	648	9.4	7.5	88	1297	9.9	15.0	92
WKDAY 9:00 AM - 1:00 PM	12163	1135	17.4	9.3	116	638	13.1	5.2	87	1130	16.4	9.3	109	2012	15.3	16.5	102
WKDAY 1:00 PM - 4:30 PM	16150	1544	23.6	9.6	119	844	17.3	5.2	87	1485	21.5	9.2	108	2689	20.5	16.7	103
WKDAY 4:30 PM - 7:30 PM	22463	1811	27.7	8.1	100	1320	27.1	5.9	98	1910	27.7	8.5	100	3421	26.1	15.2	94
WKDAY 7:30 PM - 8:00 PM	31795	2582	39.5	8.1	101	1981	40.7	6.2	104	2761	40.1	8.7	102	5094	38.8	16.0	99
WKDAY 11:00 PM - 11:30 PM	23977	2105	32.2	8.8	109	1452	29.8	6.1	101	2142	31.1	8.9	105	4161	31.7	17.4	107
WKDAY 11:30 PM - 1:00 AM	7703	749	11.5	9.7	121	455	9.4	5.9	98	708	10.3	9.2	108	1398	10.7	18.1	112
M-SAT 8-11 PM-SUN 7-11 PM	33800	2855	43.7	8.4	105	2066	42.5	6.1	102	2892	42.0	8.6	101	5553	42.3	16.4	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	724	11.1	11.1	137	396	8.1	6.1	101	543	7.9	8.3	98	1134	8.6	17.3	107
ANOTHER WORLD	A 4620	484	7.4	10.5	130	210	4.3	4.5	76	532	7.7	11.5	135	637	4.9	13.8	85
AS THE WORLD TURNS	C 5614	538	8.2	9.6	119	284	5.8	5.1	84	572	8.3	10.2	120	1079	8.2	19.2	119
CAPITOL	C 3396	291	4.5	8.6	106	170	3.5	5.0	83	380	5.5	11.2	131	617	4.7	18.2	112
CBS MORN. NEWS 1	C 1446	*76	1.2	5.3	65	*94	1.9	6.5	108	102	1.5	7.1	83	198	1.5	13.7	84
CBS MORN. NEWS 2	C 1207	*78	1.2	6.5	80	*49	1.0	4.1	68	*105	1.5	8.7	102	165	1.3	13.7	84
DAYS OF OUR LIVES	N 5877	580	8.9	9.9	122	320	6.6	5.4	91	536	7.8	9.1	107	887	6.8	15.1	93
FACTS OF LIFE - DAYTIME	N 2290	204	3.1	8.9	110	*129	2.7	5.6	94	262	3.8	11.4	134	328	2.5	14.3	88
FAMILY FEUD	A 3023	324	5.0	10.7	133	142	2.9	4.7	78	185	2.7	6.1	72	480	3.7	15.9	98
GENERAL HOSPITAL	A 6097	456	7.0	7.5	93	285	5.9	4.7	78	434	6.3	7.1	84	1032	7.9	16.9	104
GOOD MORNING, AMERICA-730A	A 3515	197	3.0	5.6	70	222	4.6	6.3	105	254	3.7	7.2	85	557	4.2	15.8	98
GOOD MORNING, AMERICA-830A	A 2818	164	2.5	5.8	72	157	3.2	5.6	93	178	2.6	6.3	74	432	3.3	15.3	95
GUIDING LIGHT	C 5339	495	7.6	9.3	115	254	5.2	4.8	79	623	9.0	11.7	137	983	7.5	18.4	114
ONE LIFE TO LIVE	A 4478	437	6.7	9.8	121	218	4.5	4.9	81	324	4.7	7.2	85	704	5.4	15.7	97
PRESS YOUR LUCK	C 2254	225	3.4	10.0	124	*112	2.3	5.0	83	201	2.9	9.0	105	350	2.7	15.6	96
PRICE IS RIGHT 1	C 4348	407	6.2	9.4	116	157	3.2	3.6	60	460	6.7	10.6	124	796	6.1	18.3	113
PRICE IS RIGHT 2	C 5014	563	8.6	11.2	139	195	4.0	3.9	65	563	8.2	11.2	132	961	7.3	19.2	118
RYAN'S HOPE	A 3150	224	3.4	7.1	88	209	4.3	6.6	110	258	3.7	8.2	96	434	3.3	13.8	85
SALE OF THE CENTURY	N 2695	309	4.7	11.5	142	*172	3.5	6.4	106	344	5.0	12.8	150	393	3.0	14.6	90
SEARCH FOR TOMORROW	N 2319	*249	3.8	10.7	133	*141	2.9	6.1	101	300	4.4	12.9	152	435	3.3	18.8	116
TODAY SHOW 1	N 2693	186	2.8	6.9	86	144	3.0	5.3	89	210	3.0	7.8	92	298	2.3	11.1	68
TODAY SHOW 2	N 2498	183	2.8	7.3	91	127	2.6	5.1	85	260	3.8	10.4	122	305	2.3	12.2	75
\$25,000 PYRAMID	C 2753	317	4.9	11.5	143	124	2.5	4.5	75	273	4.0	9.9	117	449	3.4	16.3	101
WHEEL OF FORTUNE	N 4388	534	8.2	12.2	151	252	5.2	5.7	96	445	6.5	10.1	119	753	5.7	17.2	106
YOUNG AND THE RESTLESS	C 5695	515	7.9	9.0	112	242	5.0	4.2	71	584	8.5	10.3	120	985	7.5	17.3	107
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	169	2.6	9.6	119	*134	2.8	7.6	127	*124	1.8	7.0	83	277	2.1	15.7	97
NBA PLAYOFF GAME -1 C	1136	*95	1.5</														

		TOTAL	BANQUET/EXTRA HELPING				LE MENU (SWANSON)				MORTON				SWANSON/HUNGRY MAN			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY																		
NETWORK AFFILIATES - LATE																		
INDEPENDENTS - LATE																		
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	912	14.0	8.7	108	659	13.5	6.3	105	943	13.7	9.0	106	1790	13.6	17.1	106
ABC MONDAY NIGHT MOVIE	A	6412	502	7.7	7.8	97	364	7.5	5.7	94	454	6.6	7.1	83	944	7.2	14.7	91
ABC SUNDAY NIGHT MOVIE	A	12407	1088	16.7	8.8	109	748	15.4	6.0	100	1149	16.7	9.3	109	2032	15.5	16.4	101
ABC WORLD NEWS TONIGHT	A	6176	483	7.4	7.8	97	340	7.0	5.5	92	461	6.7	7.5	88	983	7.5	15.9	99
AFTERMASH	C	5863	539	8.3	9.2	114	488	10.0	8.3	139	536	7.8	9.1	107	933	7.1	15.9	99
ALICE	C	9594	790	12.1	8.2	102	624	12.8	6.5	108	819	11.9	8.5	100	1387	10.6	14.5	89
AMERICAN PARADE	C	6622	518	7.9	7.8	97	353	7.3	5.3	89	523	7.6	7.9	93	966	7.4	14.6	90
BENSON	A	10886	870	13.3	8.0	99	642	13.2	5.9	98	981	14.2	9.0	106	1759	13.4	16.2	100
BLUE THUNDER	A	5036	536	8.2	10.6	132	284	5.8	5.6	94	444	6.4	8.8	104	970	7.4	19.3	119
CAGNEY & LACEY	C	9965	756	11.6	7.6	94	683	14.0	6.9	114	763	11.1	7.7	90	1589	12.1	15.9	98
CBS EVENING NEWS-DEAN	C	3491	*247	3.8	7.1	88	242	5.0	6.9	115	247	3.6	7.1	83	366	2.8	10.5	65
CBS EVENING NEWS-RATHER	C	7123	637	9.8	8.9	111	403	8.3	5.7	94	674	9.8	9.5	111	920	7.0	12.9	80
CBS SAT. NEWS-SCHIEFFER	C	3621	303	4.6	8.4	104	342	7.0	9.4	157	247	3.6	6.8	80	554	4.2	15.3	94
CBS SATURDAY NIGHT MOVIE	C	5436	449	6.9	8.3	102	318	6.5	5.8	97	471	6.8	8.7	102	932	7.1	17.1	106
CBS WEDNESDAY NIGHT MOVIE	C	6100	566	8.7	9.3	115	278	5.7	4.6	76	427	6.2	7.0	82	991	7.6	16.2	100
CHEERS	N	8889	892	13.7	10.0	124	697	14.3	7.8	131	738	10.7	8.3	98	1537	11.7	17.3	107
DALLAS	C	22109	1536	23.5	6.9	86	1495	30.7	6.8	113	1812	26.3	8.2	96	3312	25.2	15.0	92
DIFF'RENT STROKES	N	6940	642	9.8	9.3	115	388	8.0	5.6	93	688	10.0	9.9	116	1111	8.5	16.0	99
DOUBLE TROUBLE	N	7223	680	10.4	9.4	117	421	8.7	5.8	97	799	11.6	11.1	130	1307	10.0	18.1	112
DUCK FACTORY	N	5595	473	7.2	8.5	105	360	7.4	6.4	107	469	6.8	8.4	98	899	6.8	16.1	99
DUKES OF HAZZARD	C	5768	547	8.4	9.5	118	264	5.4	4.6	76	549	8.0	9.5	112	889	6.8	15.4	95
DYNASTY	A	20053	1435	22.0	7.2	89	1282	26.3	6.4	106	1646	23.9	8.2	96	3129	23.8	15.6	96
FACTS OF LIFE	N	8087	784	12.0	9.7	120	493	10.1	6.1	101	804	11.7	9.9	117	1473	11.2	18.2	112
FALCON CREST	C	20046	1417	21.7	7.1	88	1375	28.3	6.9	114	1654	24.0	8.3	97	3147	24.0	15.7	97
FALL GUY	A	9084	822	12.6	9.0	112	544	11.2	6.0	100	899	13.0	9.9	116	1482	11.3	16.3	101
FAMILY TIES	N	7964	556	8.5	7.0	87	373	7.7	4.7	78	726	10.5	9.1	107	1353	10.3	17.0	105
FANTASY ISLAND	A	7687	598	9.2	7.8	96	406	8.3	5.3	88	655	9.5	8.5	100	1313	10.0	17.1	105
FOULUPS, BLEEPES & BLUNDERS	A	8861	770	11.8	8.7	108	579	11.9	6.5	109	729	10.6	8.2	97	1440	11.0	16.3	100
FOUR SEASONS	C	5095	459	7.0	9.0	112	393	8.1	7.7	128	440	6.4	8.6	101	702	5.3	13.8	85
GIMME A BREAK	N	8838	673	10.3	7.6	94	380	7.8	4.3	72	799	11.6	9.0	106	1360	10.4	15.4	95
HART TO HART	A	8978	614	9.4	6.8	85	558	11.5	6.2	103	732	10.6	8.2	96	1401	10.7	15.6	96
HILL STREET BLUES	N	8590	699	10.7	8.1	101	649	13.3	7.6	126	696	10.1	8.1	95	1336	10.2	15.6	96
HOTEL	A	14085	991	15.2	7.0	87	820	16.9	5.8	97	1130	16.4	8.0	94	2125	16.2	15.1	93
JEFFERSONS	C	9360	826	12.7	8.8	109	568	11.7	6.1	101	769	11.2	8.2	97	1366	10.4	14.6	90
JENNIFER SLEPT HERE	N	5841	495	7.6	8.5	105	343	7.0	5.9	98	519	7.5	8.9	104	950	7.2	16.3	100
KATE & ALLIE	C	9206	822	12.6	8.9	111	524	10.8	5.7	95	689	10.0	7.5	88	1659	12.6	18.0	111
KNIGHT RIDER	N	7076	652	10.0	9.2	114	438	9.0	6.2	103	610	8.8	8.6	101	1242	9.5	17.6	108
LOVE BOAT	A	12219	1082	16.6	8.9	110	747	15.4	6.1	102	995	14.4	8.1	96	1934	14.7	15.8	98
MAGNUM PI	C	11199	1044	16.0	9.3	116	751	15.4	6.7	112	992	14.4	8.9	104	1913	14.6	17.1	105
MAMA'S FAMILY	N	6057	513	7.9	8.5	105	282	5.8	4.7	77	514	7.5	8.5	100	895	6.8	14.8	91
MASTER, THE	N	3598	296	4.5	8.2	102	297	6.1	8.3	137	372	5.4	10.3	121	569	4.3	15.8	98
MATT HOUSTON	A	6344	527	8.1	8.3	103	421	8.7	6.6	110	533	7.7	8.4	99	1026	7.8	16.2	100
NBC MONDAY NIGHT MOVIE	N	11994	1000	15.3	8.3	103	747	15.4	6.2	104	1002	14.5	8.4	98	2017	15.4	16.8	104
NBC NIGHTLY NEWS	N	5132	322	4.9	6.3	78	391	8.0	7.6	127	452	6.6	8.8	103	676	5.2	13.2	81
NBC NIGHTLY NEWS-SAT	N	3375	*236	3.6	7.0	87	*195	4.0	5.8	96	270	3.9	8.0	94	480	3.7	14.2	88
NBC NIGHTLY NEWS-SUN	N	3130	*258	4.0	8.2	102	*148	3.0	4.7	79	*220	3.2	7.0	83	380	2.9	12.1	75
NBC SUNDAY NIGHT MOVIE	N	8284	775	11.9	9.4	116	417	8.6	5.0	84	808	11.7	9.8	115	1459	11.1	17.6	109
NEWMART	C	9240	813	12.5	8.8	109	534	11.0	5.8	96	704	10.2	7.6	90	1605	12.2	17.4	107
ONE DAY AT A TIME	C	7288	647	9.9	8.9	110	434	8.9	6.0	99	517	7.5	7.1	83	1181	9.0	16.2	100
PEOPLE ARE FUNNY	N	8855	403	6.2	8.3	103	256	5.3	5.3	88	456	6.6	9.4	110	827	6.3	17.0	105
REAL PEOPLE	N	8869	641	9.8	7.2	90	459	9.4	5.2	86	812	11.8	9.2	108	1492	11.4	16.8	104
REMINGTON STEELE	N	7743	607	9.3	7.8	97	500	10.3	6.5	107	603	8.7	7.8	91	1245	9.5	16.1	99
RIPLEY'S BELIEVE IT - NOT	A	5345	608	9.3	11.4	141	366	7.5	6.8	114	558	8.1	10.4	123	933	7.1	17.5	108
RIPTIDE	N	6988	748	11.5	10.7	133	418	8.6	6.0	100	636	9.2	9.1	107	1249	9.5	17.9	110
SCARECROW & MRS. KING	C	10022	920	14.1	9.2	114	542	11.1	5.4	90	701	10.2	7.0	82	1513	11.5	15.1	93
SIMON & SIMON	C	10638	1018	15.6	9.6	119	661	13.6	6.2	103	953	13.8	9.0	105	1856	14.1	17.4	108
60 MINUTES	C	13293	1022	15.7	7.7	95	905	18.6	6.8	113	975	14.1	7.3	86	1869	14.2	14.1	87
ST. ELSEWHERE	N	7017	659	10.1	9.4	116	500	10.3	7.1	119	686	10.0	9.8	115	1342	10.2	19.1	118
THREE'S COMPANY	A	10917	942	14.4	8.6	107	543	11.2	5.0	83	837	12.1	7.7	90	1877	14.3	17.2	106
T.J. HOOKER	A	9204	738	11.3	8.0	99	452	9.3	4.9	82	849	12.3	9.2	108	1307	10.0	14.2	88
TONIGHT SHOW	N	2372	227	3.5	9.6	119	179	3.7	7.5	126	231	3.4	9.7	114	364	2.8	15.3	95
TRAPPER JOHN, M.D.	C	9846	856	13.1	8.7	108	613	12.6	6.2	104	906	13.1	9.2	108	1521	11.6	15.4	95
TV BLOOPERS & PRAC. JOKES	N	9105	618	9.5	6.8	84	523	10.7	5.7	96	747	10.8	8.2	96	1369	10.4	15.0	93
20/20																		

	TOTAL U.S. '000	WEIGHT WATCHERS				ARMOUR DINNER CLASSICS				A B C D				A B C D			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3333	100.0	4.1	100	3707	100.0	4.6	100								
18 - 24	9282	*251	7.5	2.7	66	*295	8.0	3.2	69								
25 - 34	19072	872	26.2	4.6	111	917	24.7	4.8	105								
35 - 44	14591	*586	17.6	4.0	98	*515	13.9	3.5	77								
45 - 54	11345	*389	11.7	3.4	83	574	15.5	5.1	111								
55 - 64	11635	612	18.4	5.3	128	564	15.2	4.8	106								
65 OR OLDER	15061	624	18.7	4.1	101	843	22.7	5.6	122								
18 - 34	28354	1122	33.7	4.0	96	1211	32.7	4.3	93								
18 - 49	48339	1893	56.8	3.9	95	1987	53.6	4.1	90								
25 - 54	45008	1847	55.4	4.1	100	2005	54.1	4.5	97								
35 - 49	19985	771	23.1	3.9	94	776	20.9	3.9	85								
50 OR OLDER	32647	1440	43.2	4.4	107	1720	46.4	5.3	115								
GRADUATED COLLEGE	11155	612	18.4	5.5	133	720	19.4	6.5	141								
ATTENDED COLLEGE	13682	709	21.3	5.2	126	777	21.0	5.7	124								
GRADUATED HIGH SCHOOL	33880	1377	41.3	4.1	99	1465	39.5	4.3	94								
DID NOT GRADUATE HIGH SCHOOL	22270	635	19.1	2.9	69	745	20.1	3.3	73								
EMPLOYED	40306	1883	56.5	4.7	114	2106	56.8	5.2	114								
EMPLOYED FULL-TIME	32550	1495	44.9	4.6	111	1738	46.9	5.3	116								
EMPLOYED PART-TIME	7456	*388	11.6	5.2	126	*368	9.9	4.9	108								
NOT EMPLOYED	40680	1451	43.5	3.6	87	1601	43.2	3.9	86								
PROFESSIONAL/MANAGER	10392	*617	18.5	5.9	144	695	18.7	6.7	146								
TECH/CLERICAL/SALES	17574	962	28.9	5.5	133	929	25.1	5.3	115								
PRECISION/CRAFT	985	*110	0.3	1.0	25	*77	2.1	7.8	171								
OTHER EMPLOYED	11354	*294	8.8	2.6	63	*406	11.0	3.6	78								
SINGLE	9863	422	12.7	4.3	104	492	13.3	5.0	109								
MARRIED	51375	1999	60.0	3.9	95	2149	58.0	4.2	91								
DIVORCED/SEPARATED/WIDOWED	19748	912	27.4	4.6	112	1066	28.8	5.4	118								
PARENTS	32590	1225	36.8	3.8	91	1102	29.7	3.4	74								
WHITE	70416	2995	89.9	4.3	103	3252	87.7	4.6	101								
BLACK	8778	**184	5.5	2.1	51	406	11.0	4.6	101								
OTHER	1791	**155	4.7	8.7	210	**49	1.3	2.7	60								
NORTHEAST-CENSUS	17786	609	18.3	3.4	83	915	24.7	5.1	112								
NORTH CENTRAL	20741	723	21.7	3.5	85	756	20.4	3.6	80								
SOUTH	27775	1106	33.2	4.0	97	1278	34.5	4.6	101								
WEST	14683	896	26.9	6.1	148	759	20.5	5.2	113								
NORTHEAST-MKTG.	17961	633	19.0	3.5	86	952	25.7	5.3	116								
EAST CENTRAL	11885	506	15.2	4.3	103	395	10.7	3.3	73								
WEST CENTRAL	14090	449	13.5	3.2	77	500	13.5	3.5	78								
SOUTH	24081	912	27.4	3.8	92	1158	31.2	4.8	105								
PACIFIC	12969	834	25.0	6.4	156	703	19.0	5.4	118								
COUNTY SIZE A	32439	1557	46.7	4.8	117	2015	54.4	6.2	136								
COUNTY SIZE B	24915	939	28.2	3.8	92	1086	29.3	4.4	95								
COUNTY SIZE C	12930	579	17.4	4.5	109	*378	10.2	2.9	64								
COUNTY SIZE D	10703	*259	7.8	2.4	59	*228	6.2	2.1	47								
METRO CENTRAL CITY	24518	1054	31.6	4.3	104	1406	37.9	5.7	125								
METRO SUBURBAN	35919	1758	52.7	4.9	119	1750	47.2	4.9	106								
NON METRO	20549	522	15.7	2.5	62	*552	14.9	2.7	59								
TOP 5 ADI'S	18341	897	26.9	4.9	119	1101	29.7	6.0	131								
TOP 10 ADI'S	25378	1139	34.2	4.5	109	1497	40.4	5.9	129								
TOP 20 ADI'S	36488	1682	50.5	4.6	112	2115	57.1	5.8	127								
HSGLD INC. \$50,000 OR MORE	6612	*424	12.7	6.4	156	**317	8.6	4.8	105								
\$40,000 OR MORE	12659	799	24.0	6.3	153	666	18.0	5.3	115								
\$30,000 OR MORE	24698	1354	40.6	5.5	133	1305	35.2	5.3	115								
\$25,000 OR MORE	32077	1700	51.0	5.3	129	1627	43.9	5.1	111								
\$20,000 - \$24,999	9144	*312	9.4	3.4	83	*473	12.8	5.2	113								
\$15,000 - \$19,999	8728	*355	10.7	4.1	99	*421	11.4	4.8	105								
\$10,000 - \$14,999	12562	456	13.7	3.6	88	572	15.4	4.6	99								
UNDER \$10,000	18475	510	15.3	2.8	67	615	16.6	3.3	73								
HOUSEHOLD OF 1 PERSON	11987	535	16.1	4.5	108	719	19.4	6.0	131								
2 PEOPLE	26577	1256	37.7	4.7	115	1495	40.3	5.6	123								
3 OR 4 PEOPLE	30617	1075	32.3	3.5	85	1197	32.3	3.9	85								
5 OR MORE PEOPLE	11804	*468	14.0	4.0	96	**297	8.0	2.5	55								
NO CHILD IN HSHLD	46165	2049	61.5	4.4	108	2547	68.7	5.5	121								
CHILD(REN) UNDER 2 YRS	5325	**88	2.6	1.7	40	**131	3.5	2.5	54								
2 - 5 YEARS	14221	*401	12.0	2.8	69	*419	11.3	2.9	64								
6 - 11 YEARS	15117	609	18.3	4.0	98	*342	9.2	2.3	49								
12 - 17 YEARS	16611	619	18.6	3.7	91	636	17.2	3.8	84								
RESIDENCE OWNED	55884	2437	73.1	4.4	106	2493	67.3	4.5	97								
VALUE: \$50,000 OR MORE	31744	1521	45.6	4.8	116	1558	42.0	4.9	107								
VALUE: UNDER \$50,000	24140	916	27.5	3.8	92	936	25.2	3.9	85								

			TOTAL	WEIGHT WATCHERS				ARMOUR				DINNER				CLASSICS																			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS			80986	3333	100.0	4.1	100	3707	100.0	4.6	100																								
MAGAZINES	QUINTILE 1	15799	999	30.0	6.3	154	864	23.3	5.5	119																									
	QUINTILE 2	17259	838	25.1	4.9	118	1004	27.1	5.8	127																									
	QUINTILE 3	13545	513	15.4	3.8	92	518	14.0	3.8	84																									
	QUINTILE 4	15133	*438	13.1	2.9	70	722	19.5	4.8	104																									
	QUINTILE 5	19250	546	16.4	2.8	69	599	16.2	3.1	68																									
NEWSPAPERS	QUINTILE 1	12413	575	17.3	4.6	113	560	15.1	4.5	99																									
	QUINTILE 2	24116	1113	33.4	4.6	112	1198	32.3	5.0	109																									
	QUINTILE 3	11261	537	16.1	4.8	116	546	14.7	4.8	106																									
	QUINTILE 4	20255	759	22.8	3.7	91	1014	27.4	5.0	109																									
	QUINTILE 5	12940	*349	10.5	2.7	66	*389	10.5	3.0	66																									
OUTDOOR	QUINTILE 1	14852	741	22.2	5.0	121	726	19.6	4.9	107																									
	QUINTILE 2	15725	586	17.6	3.7	91	723	19.5	4.6	100																									
	QUINTILE 3	16330	651	19.5	4.0	97	994	26.8	6.1	133																									
	QUINTILE 4	16744	724	21.7	4.3	105	679	18.3	4.1	89																									
	QUINTILE 5	17334	632	19.0	3.6	89	584	15.8	3.4	74																									
RADIO-DRIVE TIME	QUINTILE 1	15911	785	23.6	4.9	120	977	26.4	6.1	134																									
	QUINTILE 2	14837	540	16.2	3.6	88	565	15.2	3.8	83																									
	QUINTILE 3	15339	*563	16.9	3.7	89	633	17.1	4.1	90																									
	QUINTILE 4	16723	581	17.4	3.5	84	639	17.2	3.8	83																									
	QUINTILE 5	18176	865	26.0	4.8	116	894	24.1	4.9	107																									
RADIO-MID- DAY	TERCILE 1	21020	906	27.2	4.3	105	949	25.6	4.5	99																									
	TERCILE 2	21610	954	28.6	4.4	107	967	26.1	4.5	98																									
	TERCILE 3	38355	1474	44.2	3.8	93	1791	48.3	4.7	102																									
RADIO-TOTAL	QUINTILE 1	15988	739	22.2	4.6	112	948	25.6	5.9	130																									
	QUINTILE 2	15626	*535	16.1	3.4	83	638	17.2	4.1	89																									
	QUINTILE 3	16723	756	22.7	4.5	110	690	18.6	4.1	90																									
	QUINTILE 4	16342	671	20.1	4.1	100	674	18.2	4.1	90																									
	QUINTILE 5	16306	632	19.0	3.9	94	758	20.4	4.6	102																									
TV-PRIME TIME	QUINTILE 1	15953	583	17.5	3.7	89	696	18.8	4.4	95																									
	QUINTILE 2	16137	854	25.6	5.3	129	806	21.7	5.0	109																									
	QUINTILE 3	16420	639	19.2	3.9	95	677	18.3	4.1	90																									
	QUINTILE 4	16687	688	20.6	4.1	100	666	18.0	4.0	87																									
	QUINTILE 5	15789	570	17.1	3.6	88	863	23.3	5.5	119																									
TV-DAYTIME	TERCILE 1	27736	1245	37.4	4.5	109	1167	31.5	4.2	92																									
	TERCILE 2	26489	1004	30.1	3.8	92	1294	34.9	4.9	107																									
	TERCILE 3	26761	1085	32.6	4.1	99	1246	33.6	4.7	102																									
TV-TOTAL	QUINTILE 1	16345	727	21.8	4.4	108	702	18.9	4.3	94																									
	QUINTILE 2	16447	668	20.0	4.1	99	749	20.2	4.6	99																									
	QUINTILE 3	15980	621	18.6	3.9	94	573	15.5	3.6	78																									
	QUINTILE 4	15887	714	21.4	4.5	109	934	25.2	5.9	128																									
	QUINTILE 5	16326	603	18.1	3.7	90	749	20.2	4.6	100																									
MAGAZINES-NEWSPAPERS: DUAL			20721	1109	33.3	5.4	130	1055	28.5	5.1	111																								
MAGAZINE IMPERATIVE			19186	957	28.7	5.0	121	1087	29.3	5.7	124																								
NEWSPAPER IMPERATIVE			21899	780	23.4	3.6	87	1003	27.1	4.6	100																								
MAGAZINES-OUTDOOR: DUAL			15451	877	26.3	5.7	138	864	23.3	5.6	122																								
MAGAZINE IMPERATIVE			25953	1284	38.5	4.9	120	1383	37.3	5.3	116																								
OUTDOOR IMPERATIVE			24400	678	20.3	2.8	68	995	26.8	4.1	89																								
MAGAZINES-RADIO: DUAL			18049	988	29.6	5.5	133	1069	28.8	5.9	129																								
MAGAZINE IMPERATIVE			23571	1230	36.9	5.2	127	1124	30.3	4.8	104																								
RADIO IMPERATIVE			23278	666	20.0	2.9	70	925	25.0	4.0	87																								
MAGAZINES-TELEVISION: DUAL			15459	845	25.4	5.5	133	797	21.5	5.2	113																								
MAGAZINE IMPERATIVE			25829	1287	38.6	5.0	121	1381	37.3	5.3	117																								
TELEVISION IMPERATIVE			26039	805	24.2	3.1	75	966	26.1	3.7	81																								
NEWSPAPERS-OUTDOOR: DUAL			16605	818	24.5	4.9	120	782	21.1	4.7	103																								
NEWSPAPER IMPERATIVE			26834	1192	35.8	4.4	108	1327	35.8	4.9	108																								
OUTDOOR IMPERATIVE			23346	889	26.7	3.8	93	1170	31.6	5.0	109																								
NEWSPAPERS-RADIO: DUAL			17133	754	22.6	4.4	107	936	25.2	5																									

	TOTAL U.S. '000	WEIGHT WATCHERS				ARMOUR DINNER CLASSICS				A B C D				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3333	100.0	4.1	100	3707	100.0	4.6	100								
ATLANTIC MONTHLY	415	**29	0.9	7.0	170	**73	2.0	17.6	384								
BARRON'S	453	**61	1.8	13.5	327	**42	1.1	9.3	203								
BETTER HOMES & GARDENS	16256	814	24.4	5.0	122	720	19.4	4.4	97								
BON APPETIT	2535	*196	5.9	7.7	188	*222	6.0	8.8	191								
BUSINESS WEEK	1278	**76	2.3	5.9	144	**62	1.7	4.9	106								
CAR AND DRIVER	378	**15	0.5	4.0	96	**64	1.7	16.9	370								
CBS MAGAZINE NETWORK (GROSS)	1498	**84	2.5	5.6	136	**102	2.8	6.8	149								
CHANGING TIMES	1505	**99	3.0	6.6	160	**148	4.0	9.8	215								
COLONIAL HOMES	1231	**106	3.2	8.6	209	**87	2.3	7.1	154								
CONDE NAST MAG. PKG. (GROSS)	14146	848	25.4	6.0	146	893	24.1	6.3	138								
CONSUMERS DIGEST	1323	**135	4.1	10.2	248	**81	2.2	6.1	134								
COSMOPOLITAN	7102	343	10.3	4.8	117	337	9.1	4.7	104								
COUNTRY LIVING	2481	*178	5.3	7.2	174	*147	4.0	5.9	129								
CUISINE	1472	**78	2.3	5.3	129	**101	2.7	6.9	150								
CYCLE WORLD	425	**28	0.8	6.6	160	**8	0.2	1.9	41								
DCI:CREATIVE IDEAS FOR LIV	2510	**159	4.8	6.3	154	**138	3.7	5.5	120								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	424	12.7	6.3	154	419	11.3	6.3	137								
DISCOVER	894	**87	2.6	9.7	236	**35	0.9	3.9	86								
EBONY	3507	*116	3.5	3.3	80	226	6.1	6.4	141								
ESQUIRE	1083	**29	0.9	2.7	65	**50	1.3	4.6	101								
ESSENCE	1830	**49	1.5	2.7	65	**80	2.2	4.4	96								
FAMILY CIRCLE	15930	859	25.8	5.4	131	732	19.7	4.6	100								
THE FAMILY HANDYMAN	1126	**91	2.7	8.1	196	**92	2.5	8.2	178								
FAMILY WEEKLY	11468	666	20.0	5.8	141	325	8.8	2.8	62								
FIELD & STREAM	2234	**53	1.6	2.4	58	**40	1.1	1.8	39								
FOOD & WINE	579	**62	1.9	10.7	260	**22	0.6	3.8	83								
FORBES	728	**76	2.3	10.4	254	**62	1.7	8.5	186								
FORTUNE	906	**65	2.0	7.2	174	**54	1.5	6.0	130								
GENTLEMEN'S QUARTERLY	791	**103	3.1	13.0	316	**104	2.8	13.1	287								
GLAMOUR	5265	*298	8.9	5.7	138	*258	7.0	4.9	107								
GOLF DIGEST	636	**21	0.6	3.3	80	**28	0.8	4.4	96								
GOLF DIGEST/TENNIS (GROSS)	1186	**44	1.3	3.7	90	**67	1.8	5.6	123								
GOLF MAGAZINE	441	**6	0.2	1.4	33	**20	0.5	4.5	99								
GOLF MAGAZINE/SKI (GROSS)	922	**48	1.4	5.2	126	**41	1.1	4.4	97								
GOOD HOUSEKEEPING	16487	685	20.6	4.2	101	838	22.6	5.1	111								
HARPER'S BAZAAR	2423	**150	4.5	6.2	150	*193	5.2	8.0	174								
HEALTH	1994	*158	4.7	7.9	193	**76	2.1	3.8	83								
HEARST MAG CORP. BUY (GROSS)	44101	2342	70.3	5.3	129	2505	67.6	5.7	124								
HEARST MAN POWER (GROSS)	1993	**107	3.2	5.4	130	**155	4.2	7.8	170								
HEARST WOMAN POWER (GROSS)	31274	1509	45.3	4.8	117	1569	42.3	5.0	110								
HOUSE BEAUTIFUL	3623	*242	7.3	6.7	162	*254	6.9	7.0	153								
INC.	283	**40	1.2	14.1	343	**9	0.2	3.2	69								
JET	2928	**88	2.6	3.0	73	*146	3.9	5.0	109								
LADIES' HOME JOURNAL	11918	589	17.7	4.9	120	565	15.2	4.7	104								
LHJ FAMILY GRP COMBO(GROSS)	16764	915	27.5	5.5	133	742	20.0	4.4	97								
LIFE	4254	*223	6.7	5.2	127	242	6.5	5.7	124								
L.A. TIMES HOME MAGAZINE	1145	**99	3.0	8.6	210	**79	2.1	6.9	151								
MADMOISELLE	2884	*166	5.0	5.8	140	*185	5.0	6.4	140								
MC CALL'S	13460	609	18.3	4.5	110	598	16.1	4.4	97								
MC CALL'S/MRK MOTHER (GROSS)	14606	649	19.5	4.4	108	689	18.6	4.7	103								
MECHANIX ILLUSTRATED	772	**52	1.6	6.7	164	**77	2.1	10.0	218								
METROPOLITAN HOME	967	**106	3.2	11.0	266	**133	3.6	13.8	300								
MONEY	1588	**165	5.0	10.4	252	*146	3.9	9.2	201								
MOTHER EARTH NEWS	1002	**31	0.9	3.1	75	**20	0.5	2.0	44								
MS.	825	**21	0.6	2.5	62	**24	0.6	2.9	64								
NATIONAL ENQUIRER	10336	395	11.9	3.8	93	455	12.3	4.4	96								
NATIONAL GEOGRAPHIC	9597	543	16.3	5.7	137	689	18.6	7.2	157								
NATIONAL SUNDAY MAGAZINE PKG	49558	2348	70.4	4.7	115	2458	66.3	5.0	108								
NATURAL HISTORY	573	**10	0.3	1.7	42	**23	0.6	4.0	88								
NEW WOMAN	1699	**108	3.2	6.4	154	**136	3.7	8.0	175								
NEW YORK INCLUDING CUE	443	**2	0.1	0.5	11	**39	1.1	8.8	192								
THE NEW YORKER	1270	**82	2.5	6.5	157	**97	2.6	7.6	167								
NENSWEET	6277	349	10.5	5.6	135	344	9.3	5.5	120								
THE N.Y. TIMES DAILY EDITION	1205	**34	1.0	2.8	69	**104	2.8	8.6	189								
THE N.Y. TIMES MAGAZINE	2081	**83	2.5	4.0	97	**143	3.9	6.9	150								
OMNI	788	**61	1.8	7.7	188	**78	2.1	9.9	216								
ON CABLE	1158	**82	2.5	7.1	172	**60	1.6	5.2	113								
1001 HOME IDEAS	2852	**168	5.0	5.9	143	**102	2.8	3.6	78								
ORGANIC GARDENING	1658	**67	2.0	4.0	98	**75	2.0	4.5	99								
OUTDOOR LIFE	896	**23	0.7	2.6	62	**28	0.8	3.1	68								
PARADE MAGAZINE	24275	1003	30.1	4.1	100	1171	31.6	4.8	105								

FROZEN COMPLETE DINNERS (TV DINNERS): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	WEIGHT MATCHERS				ARMOUR DINNER CLASSICS				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3333	100.0	4.1	100	3707	100.0	4.6	100								
PARENTS	3845	**201	6.0	5.2	127	*184	5.0	4.8	105								
PENTHOUSE	831	**80	2.4	9.6	234	**25	0.7	3.0	66								
PEOPLE	11645	620	18.6	5.3	129	593	16.0	5.1	111								
PLAYBOY	2006	**60	1.8	3.0	73	**109	2.9	5.4	119								
POPULAR HOT RODDING	297	**14	0.4	4.7	115	**9	0.2	3.0	66								
POPULAR MECHANICS	1018	**48	1.4	4.7	115	**81	2.2	8.0	174								
POPULAR SCIENCE	878	**40	1.2	4.6	111	**66	1.8	7.5	164								
PREVENTION	3913	*190	5.7	4.9	118	*203	5.5	5.2	113								
PSYCHOLOGY TODAY	1710	*137	4.1	8.0	195	*117	3.2	6.8	149								
READER'S DIGEST	22204	1043	31.3	4.7	114	1192	32.2	5.4	117								
REDBOOK	7684	481	14.4	6.3	152	395	10.7	5.1	112								
ROAD & TRACK	410	**10	0.3	2.4	59	**49	1.3	12.0	261								
ROLLING STONE	969	**42	1.3	4.3	105	**47	1.3	4.9	106								
RUNNER'S WORLD	298	**34	1.0	11.4	277	**37	1.0	12.4	271								
SATURDAY EVENING POST	1169	**37	1.1	3.2	77	**49	1.3	4.2	92								
SCIENCE 84	587	**29	0.9	4.9	120	**65	1.8	11.1	242								
SCIENCE DIGEST	482	**25	0.8	5.2	126	**26	0.7	5.4	118								
SCIENTIFIC AMERICAN	594	**33	1.0	5.6	135	**36	1.0	6.1	132								
SELF	2089	**163	4.9	7.8	190	*146	3.9	7.0	153								
SEVENTEEN	2411	**172	5.2	7.1	173	*177	4.8	7.3	160								
SKI	480	**42	1.3	8.8	213	**20	0.5	4.2	91								
SMITHSONIAN	2760	*238	7.1	8.6	210	*208	5.6	7.5	165								
SOAP OPERA DIGEST	3013	**47	1.4	1.6	38	*118	3.2	3.9	86								
SOUTHERN LIVING	4184	*265	8.0	6.3	154	*281	7.6	6.7	147								
SPORT	559	**7	0.2	1.3	30	**40	1.1	7.2	156								
THE SPORTING NEWS	436	**19	0.6	4.4	106	**27	0.7	6.2	135								
SPORTS AFIELD	493	**33	1.0	6.7	163	**48	1.3	9.7	213								
SPORTS ILLUSTRATED	2758	**145	4.4	5.3	128	*192	5.2	7.0	152								
STAR	7456	250	7.5	3.4	81	323	8.7	4.3	95								
SUNDAY	24936	1138	34.1	4.6	111	1516	40.9	6.1	133								
SUNSET	2124	*203	6.1	9.6	232	*109	2.9	5.1	112								
TV GUIDE	21661	1096	32.9	5.1	123	958	25.8	4.4	97								
TENNIS	550	**23	0.7	4.2	102	**40	1.1	7.3	159								
TIME	8880	555	16.7	6.3	152	560	15.1	6.3	138								
TOWN & COUNTRY	917	**50	1.5	5.5	132	**99	2.7	10.8	236								
TRAVEL & LEISURE	972	**123	3.7	12.7	307	**98	2.6	10.1	220								
TRUE STORY	3356	**93	2.8	2.8	67	**74	2.0	2.2	48								
U.S. NEWS & WORLD REPORT	3410	*180	5.4	5.3	128	*230	6.2	6.7	147								
USA TODAY	1759	**148	4.4	8.4	204	**122	3.3	6.9	152								
US	1873	**92	2.8	4.9	119	**84	2.3	4.5	98								
VOGUE	3909	*221	6.6	5.7	137	304	8.2	7.8	170								
WALL STREET JOURNAL	1886	**87	2.6	4.6	112	**107	2.9	5.7	124								
WEIGHT MATCHERS	2120	283	8.5	13.3	324	*149	4.0	7.0	154								
WOMAN'S DAY	14172	697	20.9	4.9	120	703	19.0	5.0	108								
WORKING MOTHER	1146	**40	1.2	3.5	85	**91	2.5	7.9	173								
WORKING WOMAN	1322	**120	3.6	9.1	221	**93	2.5	7.0	154								
WORLD TENNIS	*163	**3	0.1	1.8	45	**4	0.1	2.5	54								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*146	4.4	5.8	140	*210	5.7	8.3	181								
BLAIR INSERTS	43657	1914	57.4	4.4	107	2289	61.7	5.2	115								
DAILY NEWSPAPERS																	
READ ANY	51633	2267	68.0	4.4	107	2425	65.4	4.7	103								
READ ONE	43463	1838	55.1	4.2	103	2081	56.1	4.8	105								
READ TWO OR MORE	8170	429	12.9	5.3	128	344	9.3	4.2	92								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2423	72.7	4.6	112	2630	70.9	5.0	109								
READ ONE	46126	2148	64.4	4.7	113	2238	60.4	4.9	106								
READ TWO OR MORE	6552	275	8.3	4.2	102	392	10.6	6.0	131								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.58				28.35											
30 DAY REACH	71455	2939	88.2	4.1	100	3421	92.3	4.8	105								
50 SHWG - 30 DAY AV FREQ	14.56	16.00				14.69											
30 DAY REACH	67742	2815	84.5	4.2	101	3306	89.2	4.9	107								
25 SHWG - 30 DAY AV FREQ	7.94	8.59				7.86											
30 DAY REACH	62117	2626	78.8	4.2	103	3083	83.2	5.0	108								
CABLE TV: HOME WIRED	32077	1641	49.2	5.1	124	1445	39.0	4.5	98								
HOME NOT WIRED	48909	1692	50.8	3.5	84	2262	61.0	4.6	101								
HAVE PAY CABLE	15935	959	28.8	6.0	146	811	21.9	5.1	111								

FROZEN COMPLETE DINNERS (TV DINNERS): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	WEIGHT WATCHERS				ARMOUR DINNER CLASSICS				A B C D				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	3333	100.0	4.1	100	3707	100.0	4.6	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1723	51.7	3.9	95	2057	55.5	4.7	102								
10:00 AM - 3:00 PM	30659	1272	38.2	4.1	101	1395	37.6	4.6	99								
3:00 PM - 7:00 PM	31045	1362	40.9	4.4	107	1484	40.0	4.8	104								
7:00 PM - MIDNIGHT	15767	648	19.4	4.1	100	861	23.2	5.5	119								
MIDNIGHT - 6:00 AM	9120	364	10.9	4.0	97	511	13.8	5.6	122								
6:00 AM - MIDNIGHT	58527	2337	70.1	4.0	97	2612	70.5	4.5	97								
ENTIRE DAY	59311	2381	71.4	4.0	98	2660	71.8	4.5	98								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	694	20.8	4.3	104	565	15.2	3.5	76								
ALL NEWS	2256	**87	2.6	3.9	94	**119	3.2	5.3	115								
AOR/PROGRESSIVE	3874	*169	5.1	4.4	106	*294	7.9	7.6	166								
BEAUTIFUL MUSIC	5660	*236	7.1	4.2	101	306	8.3	5.4	118								
BLACK	2204	**38	1.1	1.7	42	*105	2.8	4.8	104								
CLASSICAL	1418	**69	2.1	4.9	118	**135	3.6	9.5	208								
COUNTRY	9538	487	14.6	5.1	124	427	11.5	4.5	98								
GOLDEN OLDIES	12648	473	14.2	3.7	91	352	9.5	2.8	61								
MOR/NOSTALGIA	1191	**22	0.7	1.8	45	**27	0.7	2.3	50								
NEWS/TALK	4757	*189	5.7	4.0	97	369	10.0	7.8	169								
RELIGIOUS	3863	*202	6.1	5.2	127	*227	6.1	5.9	128								
SOFT ROCK	3084	**99	3.0	3.2	78	**116	3.1	3.8	82								
URBAN CONTEMPORARY	521	**11	0.3	2.1	51	**10	0.3	1.9	42								
WIRED NETWORKS:	1585	**35	1.1	2.2	54	**115	3.1	7.3	159								
ABC CONTEMPORARY	3261	**97	2.9	3.0	72	**91	2.5	2.8	61								
ABC DIRECTION	2316	**54	1.6	2.3	57	**104	2.8	4.5	98								
ABC ENTERTAINMENT	4834	*223	6.7	4.6	112	*180	4.9	3.7	81								
ABC FM	2202	**53	1.6	2.4	58	*149	4.0	6.8	148								
ABC INFORMATION	5425	*310	9.3	5.7	139	310	8.4	5.7	125								
ABC ROCK	1677	**138	4.1	8.2	200	**127	3.4	7.6	165								
CBS	4430	*169	5.1	3.8	93	216	5.8	4.9	107								
MUTUAL	4992	*198	5.9	4.0	96	284	7.7	5.7	124								
NBC	4679	*197	5.9	4.2	102	*144	3.9	3.1	67								
RADIORADIO	1994	**42	1.3	2.1	51	**84	2.3	4.2	92								
RKO ONE	2298	**117	3.5	5.1	124	**64	1.7	2.8	61								
RKO TWO	3311	**158	4.7	4.8	116	**90	2.4	2.7	59								
THE SOURCE	2114	**101	3.0	4.8	116	*198	5.3	9.4	205								
NON-WIRED: BLAIR	8654	350	10.5	4.0	98	324	8.7	3.7	82								
INTERNET	12025	535	16.1	4.4	108	539	14.5	4.5	98								
KATZ RADIO GROUP	15359	599	18.0	3.9	95	796	21.5	5.2	113								
SUPERNET	10628	458	13.7	4.3	105	508	13.7	4.8	104								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	387	11.6	4.5	109	467	12.6	5.4	118								
MKDAY 9:00 AM - 1:00 PM	12163	537	16.1	4.4	107	486	13.1	4.0	87								
MKDAY 1:00 PM - 4:30 PM	16150	649	19.5	4.0	98	668	18.0	4.1	90								
MKDAY 4:30 PM - 7:30 PM	22463	956	28.7	4.3	103	1026	27.7	4.6	100								
MKDAY 7:30 PM - 8:00 PM	31795	1306	39.2	4.1	100	1462	39.4	4.6	100								
MKDAY 11:00 PM - 11:30 PM	23977	954	28.6	4.0	97	1127	30.4	4.7	103								
MKDAY 11:30 PM - 1:00 AM	7703	299	9.0	3.9	94	341	9.2	4.4	97								
M-SAT 8-11 PM-SUN 7-11 PM	33800	1444	43.3	4.3	104	1544	41.7	4.6	100								
MKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	329	9.9	5.0	122	300	8.1	4.6	100								
ANOTHER WORLD	N 4620	*131	3.9	2.8	69	192	5.2	4.2	91								
AS THE WORLD TURNS	C 5614	273	8.2	4.9	118	191	5.2	3.4	74								
CAPITOL	C 3396	146	4.4	4.3	104	*114	3.1	3.4	73								
CBS MORN. NEWS 1	C 1446	*51	1.5	3.5	86	*46	1.2	3.2	69								
CBS MORN. NEWS 2	C 1207	*29	0.9	2.4	58	*32	0.9	2.7	58								
DAYS OF OUR LIVES	N 5877	191	5.7	3.2	79	249	6.7	4.2	93								
FACTS OF LIFE - DAYTIME	N 2290	*101	3.0	4.4	107	*76	2.1	3.3	73								
FAMILY FEUD	A 3023	151	4.5	5.0	121	135	3.6	4.5	98								
GENERAL HOSPITAL	A 6097	244	7.3	4.0	97	264	7.1	4.3	95								
GOOD MORNING, AMERICA-730	A 3515	145	4.4	4.1	100	204	5.5	5.8	127								
GOOD MORNING, AMERICA-830	A 2818	127	3.8	4.5	110	131	3.5	4.6	102								
GUIDING LIGHT	C 5339	248	7.4	4.6	113	175	4.7	3.3	72								
ONE LIFE TO LIVE	A 4478	152	4.6	3.4	82	241	6.5	5.4	118								
PRESS YOUR LUCK	C 2244	*81	2.4	3.6	88	*54	1.5	2.4	53								
PRICE IS RIGHT 1	C 4348	162	4.9	3.7	91	144	3.9	3.3	72								
PRICE IS RIGHT 2	C 5014	166	5.0	3.3	80	176	4.7	3.5	77								
RYAN'S HOPE	A 3150	171	5.1	5.4	132	136	3.7	4.3	94								
SALE OF THE CENTURY	N 2695	159	4.8	5.9	143	149	4.0	5.5	121								
SEARCH FOR TOMORROW	N 2319	**47	1.4	2.0	49	*136	3.7	5.9	128								
TODAY SHOW 1	N 2693	131	3.9	4.9	118	166	4.5	6.2	135								
TODAY SHOW 2	N 2498	*69	2.1	2.8	67	110	3.0	4.4	96								
\$25,000 PYRAMID	C 2753	*93	2.8	3.4	82	*119	3.2	4.3	94								
WHEEL OF FORTUNE	N 4388	186	5.6	4.2	103	217	5.9	4.9	108								
YOUNG AND THE RESTLESS	C 5695	210	6.3	3.7	90	184	5.0	3.2	71								
WEEKEND DAYTIME NTKW PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	*97	2.9	5.5	134	*89	2.4	5.1	110								
NBA PLAYOFF GAME -1	C 1136	**49	1.5	4.3	105	*37	1.0	3.3	71								
NBC MAJOR LEAGUE PRE-GAME	N 953	*114	0.4	1.5	36	**24	0.6	2.5	55								
SPORTSWORLD - SUN	N 1233	**46	1.4	3.7	91	**39	1.1	3.2	69								
SUNDAY MORNING	C 1611	**49	1.5	3.0	74	**52	1.4	3.2	71								

	TOTAL U.S. '000	WEIGHT WATCHERS				ARMOUR DINNER CLASSICS											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3333	100.0	4.1	100	3707	100.0	4.6	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1120	33.6	4.3	104	1186	32.0	4.6	99								
NETWORK AFFILIATES - LATE	20261	792	23.8	3.9	95	956	25.8	4.7	103								
INDEPENDENTS - LATE	2076	95	2.9	4.6	111	103	2.8	5.0	108								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	486	14.6	4.6	113	416	11.2	4.0	87								
ABC MONDAY NIGHT MOVIE	A 6412	306	9.2	4.8	116	312	8.4	4.9	106								
ABC SUNDAY NIGHT MOVIE	A 12407	483	14.5	3.9	95	613	16.5	4.9	108								
ABC WORLD NEWS TONIGHT	A 6176	292	8.8	4.7	115	335	9.0	5.4	119								
AFTERMASH	C 5863	*379	11.4	6.5	157	*326	8.8	5.6	121								
ALICE	C 9594	449	13.5	4.7	114	350	9.4	3.6	80								
AMERICAN PARADE	C 6622	285	8.6	4.3	105	333	9.0	5.0	110								
BENSON	A 10886	576	17.3	5.3	129	588	15.9	5.4	118								
BLUE THUNDER	A 5036	259	7.8	5.1	125	*196	5.3	3.9	85								
CAGNEY & LACEY	C 9965	390	11.7	3.9	95	468	12.6	4.7	103								
CBS EVENING NEWS-DEAN	C 3491	*145	4.4	4.2	101	*125	3.4	3.6	78								
CBS EVENING NEWS-RATHER	C 7123	268	8.0	3.8	91	215	5.8	3.0	66								
CBS SAT. NEWS-SCHIEFFER	C 3621	179	5.4	4.9	120	155	4.2	4.3	94								
CBS SATURDAY NIGHT MOVIE	C 5436	231	6.9	4.2	103	203	5.5	3.7	82								
CBS WEDNESDAY NIGHT MOVIE	C 6100	201	6.0	3.3	80	181	4.9	3.0	65								
CHEERS	N 8889	486	14.6	5.5	133	444	12.0	5.0	109								
DALLAS	C 22109	884	26.5	4.0	97	983	26.5	4.4	97								
DIFF'RENT STROKES	N 6940	226	6.8	3.3	79	234	6.3	3.4	74								
DOUBLE TROUBLE	N 7223	362	10.9	5.0	122	249	6.7	3.4	75								
DUCK FACTORY	N 5595	240	7.2	4.3	104	266	7.2	4.8	104								
DUKES OF HAZZARD	C 5768	*163	4.9	2.8	69	*174	4.7	3.0	66								
DYNASTY	A 20053	818	24.5	4.1	99	960	25.9	4.8	105								
FACTS OF LIFE	N 8087	383	11.5	4.7	115	277	7.5	3.4	75								
FALCON CREST	C 20046	769	23.1	3.8	93	877	23.7	4.4	96								
FALL GUY	A 9084	364	10.9	4.0	97	432	11.7	4.8	104								
FAMILY TIES	N 7964	302	9.1	3.8	92	249	6.7	3.1	68								
FANTASY ISLAND	A 7687	304	9.1	4.0	96	354	9.5	4.6	101								
FOULUPS, BLEEPES & BLUNDERS	A 8861	341	10.2	3.8	94	387	10.4	4.4	95								
FOUR SEASONS	C 5095	*301	9.0	5.9	144	*338	9.1	6.6	145								
GIMME A BREAK	N 8838	331	9.9	3.7	91	282	7.6	3.2	70								
HART TO HART	A 8978	421	12.6	4.7	114	480	12.9	5.3	117								
HILL STREET BLUES	N 8590	457	13.7	5.3	129	474	12.8	5.5	121								
HOTEL	A 14085	652	19.6	4.6	112	674	18.2	4.8	105								
JEFFERSONS	C 9360	392	11.8	4.2	102	389	10.5	4.2	91								
JENNIFER SLEPT HERE	N 5841	*193	5.8	3.3	80	*186	5.0	3.2	70								
KATE & ALLIE	C 9206	360	10.8	3.9	95	387	10.4	4.2	92								
KNIGHT RIDER	N 7076	290	8.7	4.1	100	335	9.0	4.7	103								
LOVE BOAT	A 12219	519	15.6	4.2	103	591	15.9	4.8	106								
MAGNUM PI	C 11199	518	15.5	4.6	112	422	11.4	3.8	82								
MAMA'S FAMILY	N 6057	*212	6.4	3.5	85	267	7.2	4.4	96								
MASTER, THE	N 3598	*217	6.5	6.0	147	*181	4.9	5.0	110								
MATT HOUSTON	A 6344	312	9.4	4.9	119	332	9.0	5.2	114								
NBC MONDAY NIGHT MOVIE	N 11994	463	13.9	3.9	94	507	13.7	4.2	92								
NBC NIGHTLY NEWS	N 5132	217	6.5	4.2	103	300	8.1	5.8	128								
NBC NIGHTLY NEWS-SAT	N 3375	*129	3.9	3.8	93	*205	5.5	6.1	133								
NBC NIGHTLY NEWS-SUN	N 3130	*120	3.6	3.8	93	*184	5.0	5.9	128								
NBC SUNDAY NIGHT MOVIE	N 8284	*244	7.3	2.9	72	408	11.0	4.9	108								
NEMHART	C 9240	373	11.2	4.0	98	403	10.9	4.4	95								
ONE DAY AT A TIME	C 7288	337	10.1	4.6	112	281	7.6	3.9	84								
PEOPLE ARE FUNNY	N 4855	*192	5.8	4.0	96	*190	5.1	3.9	85								
REAL PEOPLE	N 8869	300	9.0	3.4	82	317	8.6	3.6	78								
REMINGTON STEELE	N 7743	312	9.4	4.0	98	414	11.2	5.3	117								
RIPLEY'S BELIEVE IT - NOT	A 5345	*246	7.4	4.6	112	269	7.3	5.0	110								
RIPTIDE	N 6988	275	8.3	3.9	96	400	10.8	5.7	125								
SCARECROW & MRS. KING	C 10002	306	9.2	3.1	74	453	12.2	4.5	99								
SIMON & SIMON	C 10638	416	12.5	3.9	95	376	10.1	3.5	77								
60 MINUTES	C 13293	667	20.0	5.0	122	656	17.7	4.9	108								
ST. ELSEWHERE	N 7017	371	11.1	5.3	128	340	9.2	4.8	106								
THREE'S COMPANY	A 10917	542	16.3	5.0	121	530	14.3	4.9	106								
T.J. HOOKER	A 9204	376	11.3	4.1	99	489	13.2	5.3	116								
TONIGHT SHOW	N 2372	96	2.9	4.0	98	111	3.0	4.7	102								
TRAPPER JOHN, M.D.	C 9846	457	13.7	4.6	113	430	11.6	4.4	95								
TV BLOOPERS & PRAC. JOKES	N 9105	350	10.5	3.8	93	408	11.0	4.5	98								
20/20	A 9387	402	12.1	4.3	104	551	14.9	5.9	128								
WEBSTER	A 11067	596	17.9	5.4	131	626	16.9	5.7	124								
WORLD NEWS - SUN	A 3062	*174	5.2	5.7	138	*199	5.4	6.5	142								
YELLOW ROSE	N 4978	*197	5.9	4.0	96	235	6.3	4.7	103								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	695	20.9	7.8	190	568	15.3	6.4	140								
BASKETBALL - COLLEGE GAMES	4080	*250	7.5	6.1	149	*217	5.9	5.3	116								
BASKETBALL - PRO GAMES	3607	*300	9.0	8.3	202	*204	5.5	5.7	124								
BOWLING	3883	*294	8.8	7.6	184	*225	6.1	5.8	127								
BOXING	3928	*176	5.3	4.5	109	*124	3.3	3.2	69								
FOOTBALL - COLLEGE GAMES	6366	*374	11.2	5.9	143	*296	8.0	4.6	102								
FOOTBALL - PRO GAMES	11300	676	20.3	6.0	145	739	19.9	6.5	143								
GOLF	3378	*215	6.5	6.4	155	*151	4.1	4.5	98								
POST-SEASON COLL. FOOTBALL	4906	*187	5.6	3.8	93	*154	4.2	3.1	69								
POST-SEASON PRO FOOTBALL	6120	*405	12.2	6.6	161	*384	10.4	6.3	137								
TENNIS	3033	*222	6.7	7.3	178	*166	4.5	5.5	120								
WRESTLING - PROFESSIONAL	3344	*173	5.2	5.2	126	*45	1.2	1.3	29								

FROZEN MAIN COURSES (CASSEROLES OR ENTREES)

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-4

		'000	%	UNWEIGHTED									
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?		YES											
		NO											
		28050	34.6	3341									
		52936	65.4	6094									
		ALL		SOLE		PRIMARY		SECONDARY					
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED			
IF YES													
4B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?													
BANQUET BOIL-IN-BAG		4479	5.5	722	.9	2491	3.1	1266	1.6	526			
BANQUET BUFFET SUPPER		5949	7.3	1364	1.7	3615	4.5	971	1.2	659			
CHEF SALUTO		664	.8	39	*	429	.5	196	.2	54			
CHUN KING		2587	3.2	203	.3	1607	2.0	777	1.0	288			
EL CHARRITO		714	.9	88	.1	370	.5	255	.3	89			
GREEN GIANT BOIL-IN-BAG		3050	3.8	220	.3	2172	2.7	659	.8	401			
GREEN GIANT BAKED ENTREE		1703	2.1	75	.1	1220	1.5	409	.5	216			
LA CHOY		1423	1.8	66	.1	920	1.1	437	.5	189			
MORTON		3572	4.4	262	.3	2481	3.1	829	1.0	387			
MRS. PAUL'S		5942	7.3	470	.6	3946	4.9	1526	1.9	681			
MRS. SMITH'S		2255	2.8	100	.1	1531	1.9	625	.8	230			
PATIO		1080	1.3	60	.1	620	.8	400	.5	104			
PEPPERIDGE FARM DELIS		3023	3.7	108	.1	1590	2.0	1325	1.6	362			
PINATA		379	.5	10	*	218	.3	151	.2	39			
STOUFFER'S BOIL-IN-BAG: REGULAR ENTREE		3706	4.6	311	.4	2435	3.0	960	1.2	482			
STOUFFER'S BOIL-IN-BAG: LEAN CUISINE		4362	5.4	400	.5	3351	4.1	611	.8	525			
STOUFFER'S BAKED ENTREE: REGULAR ENTREE		5003	6.2	562	.7	3410	4.2	1031	1.3	638			
STOUFFER'S BAKED ENTREE: LEAN CUISINE		3805	4.7	252	.3	2772	3.4	781	1.0	497			
SWANSON/HUNGRY MAN		7931	9.8	1385	1.7	4564	5.6	1982	2.4	888			
TYSON		1262	1.6	74	.1	869	1.1	319	.4	145			
VAN DE CAMPS		2359	2.9	117	.1	1454	1.8	789	1.0	256			
WEAVER		1715	2.1	50	.1	1206	1.5	459	.6	202			
WEIGHT WATCHERS		4444	5.5	451	.6	2639	3.3	1355	1.7	501			
OTHER BRANDS		5370	6.6	1295	1.6	2781	3.4	1295	1.6	589			
DO NOT KNOW		222	.3							28			
		'000	%	UNWEIGHTED									
4C. ABOUT HOW MANY PACKAGES OF FROZEN MAIN COURSES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?													
10 OR MORE		H	1680	2.1	201								
7 - 9		H	2179	2.7	267								
4 - 6		H	5778	7.1	654								
3		M	4509	5.6	539								
2		M	5913	7.3	722								
1		L	3928	4.9	462								
NONE		L	4063	5.0	496								

FROZEN MAIN COURSES (CASSEROLES OR ENTREES): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	28050	100.0	34.6	100	9637	100.0	11.9	100	10422	100.0	12.9	100	7991	100.0	9.9	100
18 - 24	9282	2927	10.4	31.5	91	1138	11.8	12.3	103	985	9.5	10.6	82	804	10.1	8.7	88
25 - 34	19072	7341	26.2	38.5	111	2434	25.3	12.8	107	2445	23.5	12.8	100	2462	30.8	12.9	131
35 - 44	14591	5417	19.3	37.1	107	1609	16.7	11.0	93	2252	21.6	15.4	120	1556	19.5	10.7	108
45 - 54	11345	4254	15.2	37.5	108	1523	15.8	13.4	113	1502	14.4	13.2	103	1230	15.4	10.8	110
55 - 64	11635	3800	13.5	32.7	94	1348	14.0	11.6	97	1449	13.9	12.5	97	1003	12.6	8.6	87
65 OR OLDER	15061	4312	15.4	28.6	83	1586	16.5	10.5	88	1790	17.2	11.9	92	937	11.7	6.2	63
18 - 34	28354	10267	36.6	36.2	105	3571	37.1	12.6	106	3430	32.9	12.1	94	3266	40.9	11.5	117
18 - 49	48339	17855	63.7	36.9	107	5951	61.8	12.3	103	6425	61.6	13.3	103	5480	68.6	11.3	115
25 - 54	45008	17011	60.6	37.8	109	5565	57.7	12.4	104	6198	59.5	13.8	107	5248	65.7	11.7	118
35 - 49	19985	7588	27.1	38.0	110	2379	24.7	11.9	100	2995	28.7	15.0	116	2214	27.7	11.1	112
50 OR OLDER	32647	10194	36.3	31.2	90	3686	38.2	11.3	95	3997	38.4	12.2	95	2512	31.4	7.7	78
GRADUATED COLLEGE	11155	4578	16.3	41.0	118	1713	17.8	15.4	129	1493	14.3	13.4	104	1371	17.2	12.3	125
ATTENDED COLLEGE	13682	5794	20.7	42.3	122	1997	20.7	14.6	123	2153	20.7	15.7	122	1644	20.6	12.0	122
GRADUATED HIGH SCHOOL	33880	11916	42.5	35.2	102	4040	41.9	11.9	100	4531	43.5	13.4	104	3345	41.9	9.9	100
DID NOT GRADUATE HIGH SCHOOL	22270	5763	20.5	25.9	75	1887	19.6	8.5	71	2245	21.5	10.1	78	1631	20.4	7.3	74
EMPLOYED	40306	15864	56.6	39.4	114	5453	56.6	13.5	114	5788	55.5	14.4	112	4623	57.9	11.5	116
EMPLOYED FULL-TIME	32850	12837	45.8	39.1	113	4564	47.4	13.9	117	4588	44.0	14.0	109	3685	46.1	11.2	114
EMPLOYED PART-TIME	7456	3028	10.8	40.6	117	890	9.2	11.9	100	1200	11.5	16.1	125	938	11.7	12.6	127
NOT EMPLOYED	40680	12186	43.4	30.0	86	4184	43.4	10.3	86	4634	44.5	11.4	89	3368	42.1	8.3	84
PROFESSIONAL/MANAGER	10392	4545	16.2	43.7	126	1676	17.4	16.1	136	1595	15.3	15.3	119	1274	15.9	12.3	124
TECH/CLERICAL/SALES	17574	7582	27.0	43.1	125	2565	26.6	14.6	123	2874	27.6	16.4	127	2144	26.8	12.2	124
PRECISION/CRAFT	985	*286	1.0	29.0	84	**88	0.9	8.9	75	**118	1.1	12.0	93	**80	1.0	8.1	82
OTHER EMPLOYED	11354	3452	12.3	30.4	88	1125	11.7	9.9	83	1201	11.5	10.6	82	1127	14.1	9.9	101
SINGLE	9863	3848	13.7	39.0	113	1374	14.3	13.9	117	1282	12.3	13.0	101	1192	14.9	12.1	122
MARRIED	51375	17276	61.6	33.6	97	5783	60.0	11.3	95	6466	62.0	12.6	98	5027	62.9	9.8	99
DIVORCED/SEPARATED/WIDOWED	19748	6926	24.7	35.1	101	2480	25.7	12.6	106	2673	25.6	13.5	105	1772	22.2	9.0	91
PARENTS	32590	11467	40.9	35.2	102	3648	37.9	11.2	94	4387	42.1	13.5	105	3432	42.9	10.5	107
WHITE	70416	25324	90.3	36.0	104	8696	90.2	12.3	104	9297	89.2	13.2	103	7331	91.7	10.4	106
BLACK	8778	2268	8.1	25.8	75	734	7.6	8.4	70	984	9.4	11.2	87	550	6.9	6.3	64
OTHER	1791	*458	1.6	25.6	74	**207	2.1	11.6	97	**140	1.3	7.8	61	**110	1.4	6.1	62
NORTHEAST-CENSUS	17786	6407	22.8	36.0	104	2414	25.0	13.6	114	2390	22.9	13.4	104	1604	20.1	9.0	91
NORTH CENTRAL	20741	7815	27.9	37.7	109	2548	26.4	12.3	103	2719	26.1	13.1	102	2547	31.9	12.3	124
SOUTH	27775	8884	31.7	32.0	92	2953	30.6	10.6	89	3666	35.2	13.2	103	2265	28.3	8.2	83
WEST	14683	4944	17.6	33.7	97	1722	17.9	11.7	99	1647	15.8	11.2	87	1575	19.7	10.7	109
NORTHEAST-MKTG.	17961	6577	23.4	36.6	106	2492	25.9	13.9	117	2536	24.3	14.1	110	1549	19.4	8.6	87
EAST CENTRAL	11885	4467	15.9	37.6	109	1509	15.7	12.7	107	1574	15.1	13.2	103	1384	17.3	11.6	118
WEST CENTRAL	14090	5054	18.0	35.9	104	1516	15.7	10.8	90	1733	16.6	12.3	96	1805	22.6	12.8	130
SOUTH	24081	7534	26.9	31.3	90	2512	26.1	10.4	88	3104	29.8	12.9	100	1918	24.0	8.0	81
PACIFIC	12969	4420	15.8	34.1	98	1609	16.7	12.4	104	1475	14.2	11.4	88	1335	16.7	10.3	104
COUNTY SIZE A	32439	12268	43.7	37.8	109	4675	48.5	14.4	121	4250	40.8	13.1	102	3343	41.8	10.3	104
COUNTY SIZE B	24915	8904	31.7	35.7	103	3033	31.5	12.2	102	3334	32.0	13.4	104	2537	31.7	10.2	103
COUNTY SIZE C	12930	4272	15.2	33.0	95	1304	13.5	10.1	85	1699	16.3	13.1	102	1269	15.9	9.8	99
COUNTY SIZE D	10703	2606	9.3	24.3	70	625	6.5	5.8	49	1139	10.9	10.6	83	843	10.5	7.9	80
METRO CENTRAL CITY	24518	8950	31.9	36.5	105	3444	35.7	14.0	118	3084	29.6	12.6	98	2422	30.3	9.9	100
METRO SUBURBAN	35919	13303	47.4	37.0	107	4677	48.5	13.0	109	4859	46.6	13.5	105	3768	47.2	10.5	106
NON METRO	20549	5797	20.7	28.2	81	1516	15.7	7.4	62	2479	23.8	12.1	94	1801	22.5	8.8	89
TOP 5 ADI'S	18341	6971	24.9	38.0	110	2704	28.1	14.7	124	2342	22.5	12.8	99	1926	24.1	10.5	106
TOP 10 ADI'S	25378	9313	33.2	36.7	106	3526	36.6	13.9	117	3191	30.6	12.6	98	2596	32.5	10.2	104
TOP 20 ADI'S	36488	13247	47.2	36.3	105	4882	50.7	13.4	112	4585	44.0	12.6	98	3780	47.3	10.4	105
HSHLD INC. \$50,000 OR MORE	6612	2951	10.5	44.6	129	1070	11.1	16.2	136	1136	10.9	17.2	134	745	9.3	11.3	114
\$40,000 OR MORE	12659	5339	19.0	42.2	122	1904	19.8	15.0	126	2061	19.8	16.3	127	1374	17.2	10.9	110
\$30,000 OR MORE	24698	9721	34.7	39.4	114	3472	36.0	14.1	118	3554	34.1	14.4	112	2695	33.7	10.9	111
\$25,000 OR MORE	32077	12923	46.1	40.3	116	4474	46.4	13.9	117	4820	46.2	15.0	117	3629	45.4	11.3	115
\$20,000 - \$24,999	9144	3036	10.8	33.2	96	1082	11.2	11.8	99	1104	10.6	12.1	94	851	10.6	9.3	94
\$15,000 - \$19,999	8728	2646	9.4	30.3	88	1005	10.4	11.5	97	929	8.9	10.6	83	712	8.9	8.2	83
\$10,000 - \$14,999	12562	4277	15.2	34.0	98	1328	13.8	10.6	89	1592	15.3	12.7	98	1357	17.0	10.8	109
UNDER \$10,000	18475	5168	18.4	28.0	81	1747	18.1	9.5	79	1978	19.0	10.7	83	1443	18.1	7.8	79
HOUSEHOLD OF 1 PERSON	11987	4479	16.0	37.4	108	1633	16.9	13.6	114	1648	15.8	13.7	107	1197	15.0	10.0	101
2 PEOPLE	26577	8703	31.0	32.7	95	3001	31.1	11.3	95	3214	30.8	12.1	94	2488	31.1	9.4	95
3 OR 4 PEOPLE	30617	10901	38.9	35.6	103	3411	35.4	11.1	94	4254	40.8	13.9	108	3236	40.5	10.6	107
5 OR MORE PEOPLE	11804	3967	14.1	33.6	97	1592	16.5	13.5	113	1306	12.5	11.1	86	1070	13.4	9.1	92
NO CHILD IN HSHLD	46165	15856	56.5	34.3	99	5687	59.0	12.3	104	5838	56.0	12.6	98	4330	54.2	9.4	95
CHILD(REN) UNDER 2 YRS	5325	1445	5.2	27.1	78	*362	3.8	6.8	57	547	5.2	10.3	80	536	6.7	10.1	102
2 - 5 YEARS	14221	4584	16.3	32.2	93	1572	16.3	11.1	93	1549	14.9	10.9	85	1463	18.3	10.3	104
6 - 11 YEARS	15117	5223	18.6	34.6	100	1666	17.3	11.0	93	2002	19.2	13.2	103	1554	19.4	10.3	104
12 - 17 YEARS	16611	6150	21.9	37.0	107	1913	19.9	11.5	97	2471	23.7	14.9	116	1767	22.1	10.6	108
RESIDENCE OWNED	55884	19438	69.3	34.8	100	6552	68.0	11.7	99	7363	70.6	13.2	102	5523	69.1	9.9	100
VALUE: \$50,000 OR MORE	31744	12075	43.0	38.0	110	4103	42.6	12.9	109	4698	45.1	14.8	115	3274	41.0	10.3	105
VALUE: UNDER \$50,000	24140	7364	26.3	30.5	88	2450	25.4	10.1	85	2665	25.6	11.0	86	2249	28.1	9.3	94

FROZEN MAIN COURSES (CASSEROLES OR ENTREES): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOMEMAKERS			80986	28050	100.0	34.6	100	9637	100.0	11.9	100	10422	100.0	12.9	100	7991	100.0	9.9	100
MAGAZINES	QUINTILE 1	15799	7065	25.2	44.7	129	2642	27.4	16.7	141	2507	24.1	15.9	123	1915	24.0	12.1	123	
	QUINTILE 2	17259	6394	22.8	37.0	107	2322	24.1	13.5	113	2328	22.3	13.5	105	1745	21.8	10.1	102	
	QUINTILE 3	13545	4598	16.4	33.9	98	1284	14.3	9.5	80	1701	16.3	12.6	98	1613	20.2	11.9	121	
	QUINTILE 4	15133	4801	17.1	31.7	92	1664	17.3	11.0	92	1767	17.0	11.7	91	1370	17.1	9.1	92	
	QUINTILE 5	19250	5191	18.5	27.0	78	1725	17.9	9.0	75	2119	20.3	11.0	86	1348	16.9	7.0	71	
NEWSPAPERS	QUINTILE 1	12413	5116	18.2	41.2	119	1965	20.4	15.8	133	1793	17.2	14.4	112	1358	17.0	10.9	111	
	QUINTILE 2	24116	8944	31.9	37.1	107	3206	33.3	13.3	112	3149	30.2	13.1	101	2589	32.4	10.7	109	
	QUINTILE 3	11261	4093	14.6	36.3	105	1502	15.6	13.3	112	1415	13.6	12.6	98	1176	14.7	10.4	106	
	QUINTILE 4	20255	6839	24.4	33.8	97	2185	22.7	10.8	91	2662	25.5	13.1	102	1992	24.9	9.8	100	
	QUINTILE 5	12940	3059	10.9	23.6	68	780	8.1	6.0	51	1402	13.5	10.8	84	877	11.0	6.8	69	
OUTDOOR	QUINTILE 1	14852	5698	20.3	38.4	111	1913	19.9	12.9	108	2082	20.0	14.0	109	1703	21.3	11.5	116	
	QUINTILE 2	15725	5566	19.8	35.4	102	1910	19.8	12.1	102	1981	19.0	12.6	98	1675	21.0	10.7	108	
	QUINTILE 3	16330	5781	20.6	35.4	102	2107	21.9	12.9	108	2094	20.1	12.8	100	1580	19.8	9.7	98	
	QUINTILE 4	16744	5616	20.0	33.5	97	1851	19.2	11.1	93	2273	21.8	13.6	105	1493	18.7	8.9	90	
	QUINTILE 5	17334	5389	19.2	31.1	90	1856	19.3	10.7	90	1992	19.1	11.5	89	1541	19.3	8.9	90	
RADIO-DRIVE TIME	QUINTILE 1	15911	6070	21.6	38.1	110	2091	21.7	13.1	110	2177	20.9	13.7	106	1803	22.6	11.3	115	
	QUINTILE 2	14837	5239	18.7	35.3	102	1703	17.7	11.5	96	1988	19.1	13.4	104	1548	19.4	10.4	106	
	QUINTILE 3	15339	5422	19.3	35.3	102	1733	18.0	11.3	95	1969	18.9	12.8	100	1720	21.5	11.2	114	
	QUINTILE 4	16723	5700	20.3	34.1	98	2086	21.6	12.5	105	2010	19.3	12.0	93	1604	20.1	9.6	97	
	QUINTILE 5	18176	5619	20.0	30.9	89	2024	21.0	11.1	94	2278	21.9	12.5	97	1317	16.5	7.2	73	
RADIO-MID- DAY	TERCILE 1	21020	7167	25.6	34.1	98	2465	25.6	11.7	99	2382	22.9	11.3	88	2321	29.0	11.0	112	
	TERCILE 2	21610	7729	27.6	35.8	103	2664	27.6	12.3	104	3048	29.2	14.1	110	2018	25.3	9.3	95	
	TERCILE 3	38355	13154	46.9	34.3	99	4508	46.8	11.8	99	4992	47.9	13.0	101	3653	45.7	9.5	97	
RADIO-TOTAL	QUINTILE 1	15988	6012	21.4	37.6	109	2076	21.5	13.0	109	2143	20.6	13.4	104	1793	22.4	11.2	114	
	QUINTILE 2	15626	5251	18.7	33.6	97	1723	17.9	11.0	93	1914	18.4	12.2	95	1615	20.2	10.3	105	
	QUINTILE 3	16723	5881	21.0	35.2	102	1911	19.8	11.4	96	2222	21.3	13.3	103	1748	21.9	10.5	106	
	QUINTILE 4	16342	5969	21.3	36.5	105	2158	22.4	13.2	111	2066	19.8	12.6	98	1746	21.8	10.7	108	
	QUINTILE 5	16306	4937	17.6	30.3	87	1770	18.4	10.9	91	2078	19.9	12.7	99	1090	13.6	6.7	68	
TV-PRIME TIME	QUINTILE 1	15953	5362	19.1	33.6	97	1805	18.7	11.3	95	2072	19.9	13.0	101	1485	18.6	9.3	94	
	QUINTILE 2	16137	6001	21.4	37.2	107	2226	23.1	13.8	116	2304	22.1	14.3	111	1472	18.4	9.1	92	
	QUINTILE 3	16420	5358	19.1	32.6	94	1908	19.8	11.6	98	1741	16.7	10.6	82	1709	21.4	10.4	105	
	QUINTILE 4	16687	6128	21.8	36.7	106	1881	19.5	11.3	95	2331	22.4	14.0	109	1917	24.0	11.5	116	
	QUINTILE 5	15789	5201	18.5	32.9	95	1818	18.9	11.5	97	1974	18.9	12.5	97	1409	17.6	8.9	90	
TV-DAYTIME	TERCILE 1	27736	9270	33.0	33.4	96	3220	33.4	11.6	98	3432	32.9	12.4	96	2618	32.8	9.4	96	
	TERCILE 2	26489	9482	33.8	35.8	103	3236	33.6	12.2	103	3747	36.0	14.1	110	2500	31.3	9.4	96	
	TERCILE 3	26761	9297	33.1	34.7	100	3182	33.0	11.9	100	3242	31.1	12.1	94	2873	36.0	10.7	109	
TV-TOTAL	QUINTILE 1	16345	5415	19.3	33.1	96	1861	19.3	11.4	96	1959	18.8	12.0	93	1595	20.0	9.8	99	
	QUINTILE 2	16447	5614	20.0	34.1	99	2028	21.0	12.3	104	2186	21.0	13.3	103	1400	17.5	8.5	86	
	QUINTILE 3	15980	5718	20.4	35.8	103	2033	21.1	12.7	107	2072	19.9	13.0	101	1613	20.2	10.1	102	
	QUINTILE 4	15887	5841	20.8	36.8	106	2002	20.8	12.6	106	2107	20.2	13.3	103	1732	21.7	10.9	110	
	QUINTILE 5	16326	5462	19.5	33.5	97	1713	17.8	10.5	88	2098	20.1	12.9	100	1651	20.7	10.1	102	
MAGAZINES-NEWSPAPERS: DUAL		20721	8435	30.1	40.7	118	3132	32.5	15.1	127	2965	28.4	14.3	111	2338	29.3	11.3	114	
	MAGAZINE IMPERATIVE	19186	7222	25.7	37.6	109	2405	25.0	12.5	105	2685	25.8	14.0	109	2133	26.7	11.1	113	
	NEWSPAPER IMPERATIVE	21899	7624	27.2	34.8	101	2660	27.6	12.1	102	2703	25.9	12.3	96	2261	28.3	10.3	105	
MAGAZINES-OUTDOOR: DUAL		15451	6565	23.4	42.5	123	2414	25.0	15.6	131	2295	22.0	14.9	115	1856	23.2	12.0	122	
	MAGAZINE IMPERATIVE	25953	9641	34.4	37.1	107	3440	35.7	13.3	111	3510	33.7	13.5	105	2692	33.7	10.4	105	
	OUTDOOR IMPERATIVE	24400	7410	26.4	30.4	88	2283	23.7	9.4	79	2743	26.3	11.2	87	2384	29.8	9.8	99	
MAGAZINES-RADIO: DUAL		18049	7148	25.5	39.6	114	2425	25.2	13.4	113	2651	25.4	14.7	114	2071	25.9	11.5	116	
	MAGAZINE IMPERATIVE	23571	9273	33.1	39.3	114	3323	34.5	14.1	118	3375	32.4	14.3	111	2575	32.2	10.9	111	
	RADIO IMPERATIVE	23278	7137	25.4	30.7	89	2315	24.0	9.9	84	2567	24.6	11.0	86	2255	28.2	9.7	98	
MAGAZINES-TELEVISION: DUAL		15459	6188	22.1	40.0	116	2131	22.1	13.8	116	2365	22.7	15.3	119	1692	21.2	10.9	111	
	MAGAZINE IMPERATIVE	25829	10046	35.8	38.9	112	3500	36.3	13.6	114	3618	34.7	14.0	109	2927	36.6	11.3	115	
	TELEVISION IMPERATIVE	26039	7778	27.7	29.9	86	2713	28.2	10.4	88	2853	27.4	11.0	85	2212	27.7	8.5	86	
NEWSPAPERS-OUTDOOR: DUAL		16605	6789	24.2	40.9	118	2366	24.6	14.2	120	2186	21.0	13.2	102	2237	28.0	13.5	137	
	NEWSPAPER IMPERATIVE	26834	9741	34.7	36.3	105	3607	37.4	13.4	113	3683	35.3	13.7	107	2451	30.7	9.1	93	
	OUTDOOR IMPERATIVE	23346	7549	26.9	32.3	93	2476	25.7	10.6	89	3057	29.3	13.1	102	2016	25.2	8.6	88	
NEWSPAPERS-RADIO: DUAL		17133	6571	23.4	38.4	111	2384	24.7	13.9	117	2209	21.2	12.9	100	1977	24.7	11.5	117	
	NEWSPAPER IMPERATIVE	25892	9926	35.4	38.3	111	3756	39.0	14.5	122	3513	33.7	13.6	105	2657	33.2	10.3	104	
	RADIO IMPERATIVE	23167	7514	26.8	32.4	94	2221	23.0	9.6	81	2986	28.7	12.9	100	2307	28.9	10.0	101	
NEWSPAPERS-TELEVISION: DUAL		17159	6600	23.5	38.5	111	2461	25.5	14.3	121	2489	23.9	14.5	113	1650	20.6	9.6	97	
	NEWSPAPER IMPERATIVE	26214	10089	36.0	38.5	111	3622	37.6	13.8	116	3421	32.8	13.1	101	3046	38.1	11.6	118	
	TELEVISION IMPERATIVE	23412	7134	25.4	30.5	88	2247	23.3	9.6	81	2874	27.6	12.3	95	2013	25.2	8.6	87	
OUTDOOR-RADIO: DUAL		15303	5643	20.1	36.9	106	1777	18.4	11.6	98	2069	19.9	13.5	105	1797	22.5	11.7	119	
	OUTDOOR IMPERATIVE	24901	8866	31.6															

FROZEN MAIN COURSES (CASSEROLES OR ENTREES): USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	28050	100.0	34.6	100	9637	100.0	11.9	100	10422	100.0	12.9	100	7991	100.0	9.9	100
ATLANTIC MONTHLY	415	*185	0.7	44.6	129	**51	0.5	12.3	103	**86	0.8	20.7	161	**48	0.6	11.6	117
BARRON'S	453	*209	0.7	46.1	133	**94	1.0	20.8	174	**89	0.9	19.6	153	**26	0.3	5.7	58
BETTER HOMES & GARDENS	16256	6252	22.3	38.5	111	2065	21.4	12.7	107	2418	23.2	14.9	116	1768	22.1	10.9	110
BON APPETIT	2535	979	3.5	38.6	112	236	2.4	9.3	78	447	4.3	17.6	137	296	3.7	11.7	118
BUSINESS WEEK	1278	477	1.7	37.3	108	*167	1.7	13.1	110	*136	1.3	10.6	83	*174	2.2	13.6	138
CAR AND DRIVER	378	*183	0.7	48.4	140	**51	0.5	13.5	113	**91	0.9	24.1	187	**41	0.5	10.8	110
CBS MAGAZINE NETWORK (GROSS)	1498	752	2.7	50.2	145	*320	3.3	21.4	180	*170	1.6	11.3	88	*262	3.3	17.5	177
CHANGING TIMES	1505	627	2.2	41.7	120	*208	2.2	13.8	116	*223	2.1	14.8	115	*195	2.4	13.0	121
COLONIAL HOMES	1231	517	1.8	42.0	121	*220	2.3	17.9	150	*197	1.9	16.0	124	*100	1.3	8.1	82
CONDE NAST MAG. PKG. (GROSS)	14146	5887	21.0	41.6	120	2350	24.4	16.6	140	2122	20.4	15.0	117	1415	17.7	10.0	101
CONSUMERS DIGEST	1323	538	1.9	40.7	117	*253	2.6	19.1	161	**102	1.0	7.7	60	*183	2.3	13.8	140
COSMOPOLITAN	7102	2918	10.4	41.1	119	1113	11.5	15.7	132	996	9.6	14.0	109	809	10.1	11.4	115
COUNTRY LIVING	2481	1122	4.0	45.2	131	422	4.4	17.0	143	406	3.9	16.4	127	294	3.7	11.9	120
CUISINE	1472	515	1.8	35.0	101	*145	1.5	9.9	83	*223	2.1	15.1	118	*148	1.9	10.1	102
CYCLE WORLD	425	*227	0.8	53.4	154	**50	0.5	11.8	99	**67	0.6	15.8	123	**110	1.4	25.9	262
DCI:CREATIVE IDEAS FOR LIV	2510	995	3.5	39.6	114	307	3.2	12.2	103	339	3.3	13.5	105	348	4.4	13.9	91
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2857	10.2	42.7	123	973	10.1	14.5	122	1048	10.1	15.7	122	836	10.5	12.5	127
DISCOVER	894	376	1.3	42.1	121	**82	0.9	9.2	77	*100	1.0	11.2	87	*195	2.4	21.8	221
EBONY	3507	1087	3.9	31.0	89	345	3.6	9.8	83	450	4.3	12.8	100	292	3.7	8.3	84
ESQUIRE	1083	355	1.3	32.8	95	*128	1.3	11.8	99	**124	1.2	11.4	89	**104	1.3	9.6	97
ESSENCE	1830	545	1.9	29.8	86	*157	1.6	8.6	72	219	2.1	12.0	93	*169	2.1	9.2	94
FAMILY CIRCLE	15930	6168	22.0	38.7	112	2252	23.4	14.1	119	2176	20.9	13.7	106	1739	21.8	10.9	111
THE FAMILY HANDYMAN	1126	476	1.7	42.3	122	*166	1.7	14.7	124	*149	1.4	13.2	103	**162	2.0	14.4	146
FAMILY WEEKLY	11468	3828	13.6	33.4	96	1260	13.1	11.0	92	1272	12.2	11.1	86	1295	16.2	11.3	114
FIELD & STREAM	2234	739	2.6	33.1	96	*145	1.5	6.5	55	347	3.3	15.5	121	*247	3.1	11.1	112
FOOD & WINE	579	221	0.8	38.2	110	**77	0.8	13.3	112	**57	0.5	9.8	76	**86	1.1	14.9	151
FORBES	728	301	1.1	41.3	119	**122	1.3	16.8	141	*122	1.2	16.8	130	**57	0.7	7.8	79
FORTUNE	906	483	1.7	53.3	154	**164	1.7	18.1	152	*183	1.8	20.2	157	*136	1.7	15.0	152
GENTLEMEN'S QUARTERLY	791	349	1.2	44.1	127	**107	1.1	13.5	114	*147	1.4	18.6	144	**95	1.2	12.0	122
GLAMOUR	5265	2195	7.8	41.7	120	826	8.6	15.7	132	879	8.4	16.7	130	491	6.1	9.3	95
GOLF DIGEST	636	290	1.0	45.6	132	**75	0.8	11.8	99	*178	1.7	28.0	217	**37	0.5	5.8	59
GOLF DIGEST/TENNIS (GROSS)	1186	489	1.7	41.2	119	*132	1.4	11.1	94	*242	2.3	20.4	159	**115	1.4	9.7	98
GOLF MAGAZINE	441	*211	0.8	47.8	138	**44	0.5	10.0	84	**106	1.0	24.0	187	**60	0.8	13.6	138
GOLF MAGAZINE/SKI (GROSS)	922	383	1.4	41.5	120	**83	0.9	9.0	76	*173	1.7	18.8	146	**127	1.6	13.8	140
GOOD HOUSEKEEPING	16487	6331	22.6	38.4	111	2118	22.0	12.8	108	2320	22.3	14.1	109	1893	23.7	11.5	116
HARPER'S BAZAAR	2423	1034	3.7	42.7	123	418	4.3	17.3	145	348	3.3	14.4	112	269	3.4	11.1	113
HEALTH	1994	882	3.1	44.2	128	290	3.0	14.5	122	282	2.7	14.1	110	*309	3.9	15.5	157
HEARST MAG CORP. BUY (GROSS)	44101	17863	63.7	40.5	117	6439	66.8	14.6	123	6466	62.0	14.7	114	4958	62.0	11.2	114
HEARST MAN POWER (GROSS)	1993	837	3.0	42.0	121	*217	2.3	10.9	91	343	3.3	17.2	134	*276	3.5	13.8	140
HEARST WOMAN POWER (GROSS)	31274	12445	44.4	39.8	115	4421	45.9	14.1	119	4462	42.8	14.3	111	3563	44.6	11.4	115
HOUSE BEAUTIFUL	3623	1470	5.2	40.6	117	590	6.1	16.3	137	555	5.3	15.3	119	325	4.1	9.0	91
INC.	283	*154	0.5	54.4	157	**70	0.7	24.7	208	*226	0.2	9.2	71	**58	0.7	20.5	208
JET	2928	943	3.4	32.2	93	246	2.6	8.4	71	461	4.4	15.7	122	237	3.0	8.1	82
LADIES' HOME JOURNAL	11918	4861	17.3	40.8	118	1859	19.3	15.6	131	1633	15.7	13.7	106	1368	17.1	11.5	116
LHJ FAMILY GRP COMBO(GROSS)	16764	6831	24.4	40.7	118	2591	26.9	15.5	130	2309	22.2	13.8	107	1930	24.2	11.5	117
LIFE	4254	1689	6.0	39.7	115	559	5.8	13.1	110	642	6.2	15.1	117	488	6.1	11.5	116
L.A. TIMES HOME MAGAZINE	1145	484	1.7	42.3	122	*275	2.9	24.0	202	*96	0.9	8.4	65	**113	1.4	9.9	100
MADAMOISELLE	2884	1282	4.6	44.5	128	549	5.7	19.0	160	427	4.1	14.8	115	306	3.8	10.6	108
MC CALL'S	13460	5405	19.3	40.2	116	1844	19.1	13.7	115	1980	19.0	14.7	114	1581	19.8	11.7	119
MC CALL'S/WRK MOTHER (GROSS)	14606	5883	21.0	40.3	116	2068	21.5	14.2	119	2115	20.3	14.5	113	1700	21.3	11.6	118
MECHANIC ILLUSTRATED	772	*288	1.0	37.3	108	**101	1.0	13.1	110	**121	1.2	15.7	122	**66	0.8	8.5	87
METROPOLITAN HOME	967	468	1.7	48.4	140	*191	2.0	19.8	166	*122	1.2	12.6	98	*155	1.9	16.0	162
MONEY	1588	673	2.4	42.4	122	*230	2.4	14.5	122	*237	2.3	14.9	116	*206	2.6	13.0	131
MOTHER EARTH NEWS	1002	358	1.3	35.7	103	**109	1.1	10.9	91	**121	1.2	12.1	94	**128	1.6	12.8	129
MS.	825	365	1.3	44.2	128	**80	0.8	9.7	81	*167	1.6	20.2	157	*117	1.5	14.2	144
NATIONAL ENQUIRER	10336	3558	12.7	34.4	99	1227	12.7	11.9	100	1467	14.1	14.2	110	863	10.8	8.3	85
NATIONAL GEOGRAPHIC	9597	4051	14.4	42.2	122	1564	16.2	16.3	137	1391	13.3	14.5	113	1096	13.7	11.4	116
NATIONAL SUNDAY MAGAZINE PKG	49558	18611	66.3	37.6	108	6817	70.7	13.8	116	6472	62.1	13.1	101	5322	66.6	10.7	109
NATURAL HISTORY	573	*263	0.9	45.9	133	**45	0.5	7.9	66	**83	0.8	14.5	113	**134	1.7	23.4	237
NEM WOMAN	1699	707	2.5	41.6	120	*213	2.2	12.5	105	259	2.5	15.2	118	235	2.9	13.8	140
NEW YORK INCLUDING CUE	443	207	0.7	46.7	135	**53	0.5	12.0	101	**76	0.7	17.2	133	**77	1.0	17.4	176
THE NEW YORKER	1270	578	2.1	45.5	131	193	2.0	15.2	128	*235	2.3	18.5	144	*150	1.9	11.8	120
NEWSWEEK	6277	2804	10.0	44.7	129	1002	10.4	16.0	134	945	9.1	15.1	117	857	10.7	13.7	138
THE N.Y. TIMES DAILY EDITION	1205	465	1.7	38.6	111	*197	2.0	16.3	137	*207	2.0	17.2	133	*62	0.8	5.1	52
THE N.Y. TIMES MAGAZINE	2081	811	2.9	39.0	113	342	3.5	16.4	138	316	3.0	15.2	118	*153	1.9	7.4	75
OMNI	788	355	1.3	45.1	130	*151	1.6	19.2	161	**99	0.9	12.6	98	**105	1.3	13.3	135
ON CABLE	1158	520	1.9	44.9	130	*290	3.0	25.0	210	*123	1.2	10.6	83	**107	1.3	9.2	94
1001 HOME IDEAS	2852	1088	3.9	38.1	110	442	4.6	15.5	130	394	3.8	13.8	107	253	3.2	8.9	90
ORGANIC GARDENING	1658	498	1.8	30.0	87	**86	0.9	5.2	44	*174	1.7	10.5	82	*238	3.0	14.4	145
OUTDOOR LIFE	896	368	1.3	41.1	119	**44	0.5	4.9	41	*178	1.7	19.9	154	*145	1.8	16.2	164
PARADE MAGAZINE	24275	9194	32.8	37.9	109	3401	35.3	14.0	118	3226	31.0	13.3	103	2567	32.1	10.6	107

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	28050	100.0	34.6	100	9637	100.0	11.9	100	10422	100.0	12.9	100	7991	100.0	9.9	100
PARENTS	3845	1547	5.5	40.2	116	500	5.2	13.0	109	565	5.4	14.7	114	482	6.0	12.5	127
PENTHOUSE	831	286	1.0	34.4	99	**96	1.0	11.6	97	**55	0.5	6.6	51	**134	1.7	16.1	163
PEOPLE	11645	4740	16.9	40.7	118	1697	17.6	14.6	122	1659	15.9	14.2	111	1384	17.3	11.9	120
PLAYBOY	2006	913	3.3	45.5	131	312	3.2	15.6	131	*249	2.4	12.4	96	351	4.4	17.5	177
POPULAR HOT RODDING	297	**115	0.4	38.7	112	**42	0.4	14.1	119	**44	0.4	14.8	115	**29	0.4	9.8	99
POPULAR MECHANICS	1018	426	1.5	41.8	121	**108	1.1	10.6	89	**176	1.7	17.3	134	**143	1.8	14.0	142
POPULAR SCIENCE	878	419	1.5	47.7	138	**52	0.5	5.9	50	*178	1.7	20.3	158	**189	2.4	21.5	218
PREVENTION	3913	1531	5.5	39.1	113	440	4.6	11.2	94	563	5.4	14.4	112	528	6.6	13.5	137
PSYCHOLOGY TODAY	1710	777	2.8	45.4	131	288	3.0	16.8	142	265	2.5	15.5	120	224	2.8	13.1	133
READER'S DIGEST	22204	8524	30.4	38.4	111	3091	32.1	13.9	117	2950	28.3	13.3	103	2484	31.1	11.2	113
REDBOOK	7684	3197	11.4	41.6	120	1189	12.3	15.5	130	1146	11.0	14.9	116	862	10.8	11.2	114
ROAD & TRACK	410	*196	0.7	47.8	138	**71	0.7	17.3	146	**64	0.6	15.6	121	**61	0.8	14.9	151
ROLLING STONE	969	437	1.6	45.1	130	*127	1.3	13.1	110	*114	1.1	11.8	91	*196	2.5	20.2	205
RUNNER'S WORLD	298	*141	0.5	47.3	137	**40	0.4	13.4	113	**52	0.5	17.4	136	**49	0.6	16.4	167
SATURDAY EVENING POST	1169	550	2.0	47.0	136	*158	1.6	13.5	114	*232	2.2	19.8	154	*161	2.0	13.8	140
SCIENCE 84	587	329	1.2	56.0	162	**113	1.2	19.3	162	**120	1.2	20.4	159	**96	1.2	16.4	166
SCIENCE DIGEST	482	*195	0.7	40.5	117	**33	0.3	6.8	58	**55	0.5	11.4	89	**107	1.3	22.2	225
SCIENTIFIC AMERICAN	594	284	1.0	47.8	138	**70	0.7	11.8	99	**155	1.5	26.1	203	**59	0.7	9.9	101
SELF	2089	924	3.3	44.2	128	417	4.3	20.0	168	299	2.9	14.3	111	*208	2.6	10.0	101
SEVENTEEN	2411	1095	3.9	45.4	131	361	3.7	15.0	126	467	4.5	19.4	151	267	3.3	11.1	112
SKI	480	*173	0.6	36.0	104	**39	0.4	8.1	68	**67	0.6	14.0	108	**67	0.8	14.0	141
SMITHSONIAN	2760	1159	4.1	42.0	121	508	5.3	18.4	155	359	3.4	13.0	101	292	3.7	10.6	107
SOAP OPERA DIGEST	3013	1146	4.1	38.0	110	426	4.4	14.1	119	457	4.4	15.2	118	*262	3.3	8.7	88
SOUTHERN LIVING	4184	1862	6.6	44.5	128	666	6.9	15.9	134	709	6.8	16.9	132	488	6.1	11.7	118
SPORT	559	*220	0.8	39.4	114	**92	1.0	16.5	138	**41	0.4	7.3	57	**88	1.1	15.7	160
THE SPORTING NEWS	436	**148	0.5	33.9	98	**61	0.6	14.0	118	**39	0.4	8.9	70	**48	0.6	11.0	112
SPORTS AFIELD	493	*215	0.8	43.6	126	**76	0.8	15.4	130	**112	1.1	22.7	177	**26	0.3	5.3	53
SPORTS ILLUSTRATED	2758	1200	4.3	43.5	126	406	4.2	14.7	124	456	4.4	16.5	128	338	4.2	12.3	124
STAR	7456	2728	9.7	36.6	106	1004	10.4	13.5	113	1066	10.2	14.3	111	658	8.2	8.8	89
SUNDAY	24936	9881	35.2	39.6	114	3614	37.5	14.5	122	3619	34.7	14.5	113	2648	33.1	10.6	108
SUNSET	2124	813	2.9	38.3	111	*272	2.8	12.8	108	*252	2.4	11.9	92	*289	3.6	13.6	138
TV GUIDE	21661	7996	28.5	36.9	107	2722	28.2	12.6	106	2956	28.4	13.6	106	2319	29.0	10.7	109
TENNIS	550	*199	0.7	36.2	104	*57	0.6	10.4	87	**64	0.6	11.6	90	**78	1.0	14.2	144
TIME	8880	3922	14.0	42.2	128	1358	14.1	15.3	129	1424	13.7	16.0	125	1139	14.3	12.8	130
TOWN & COUNTRY	917	380	1.4	41.4	120	*136	1.4	14.8	125	*125	1.2	13.6	106	**120	1.5	13.1	133
TRAVEL & LEISURE	972	463	1.7	47.6	138	*250	2.6	25.7	216	*120	1.2	12.3	96	*393	1.2	9.6	97
TRUE STORY	3356	1102	3.9	32.8	95	297	3.1	8.8	74	434	4.2	12.9	100	*70	4.6	11.0	112
U.S. NEWS & WORLD REPORT	3410	1466	5.2	42.4	122	461	4.8	13.5	114	570	5.5	16.7	130	415	5.2	12.2	123
USA TODAY	1759	730	2.6	41.5	120	210	2.2	11.9	100	280	2.7	15.9	124	*241	3.0	13.7	139
US	1873	816	2.9	43.6	126	324	3.4	17.3	145	277	2.7	14.8	115	*216	2.7	11.5	117
VOGUE	3909	1486	5.3	38.0	110	558	5.8	14.3	120	517	5.0	13.2	103	410	5.1	10.5	106
WALL STREET JOURNAL	1886	761	2.7	40.3	116	352	3.7	18.7	157	225	2.2	11.9	93	*185	2.3	9.8	99
WEIGHT WATCHERS	2120	930	3.3	43.9	127	369	3.8	17.4	146	276	2.6	13.0	101	*286	3.6	13.5	137
WOMAN'S DAY	14172	5453	19.4	38.5	111	1916	19.9	13.5	114	1860	17.8	13.1	102	1676	21.0	11.8	120
WORKING MOTHER	1146	478	1.7	41.7	120	*224	2.3	19.5	164	*135	1.3	11.8	92	*119	1.5	10.4	105
WORKING WOMAN	1322	650	2.3	49.2	142	*246	2.6	18.6	156	*196	1.9	14.8	115	*207	2.6	15.7	159
WORLD TENNIS	*163	**49	0.2	30.1	87	**6	0.1	3.7	31	**11	0.1	6.7	52	**32	0.4	19.6	199
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1004	3.6	39.7	114	300	3.1	11.8	100	435	4.2	17.2	134	269	3.4	10.6	108
BLAIR INSERTS	43657	16804	59.9	38.5	111	6248	64.8	14.3	120	5830	55.9	13.4	104	4727	59.2	10.8	110
DAILY NEWSPAPERS																	
READ ANY	51633	19180	68.4	37.1	107	6908	71.7	13.4	112	6909	66.3	13.4	104	5363	67.1	10.4	105
READ ONE	43463	15753	56.2	36.2	105	5637	58.5	13.0	109	5740	55.1	13.2	103	4377	54.8	10.1	102
READ TWO OR MORE	8170	3427	12.2	41.9	121	1271	13.2	15.6	131	1170	11.2	14.3	111	986	12.3	12.1	122
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	19647	70.0	37.3	108	7175	74.5	13.6	114	6841	65.6	13.0	101	5631	70.5	10.7	108
READ ONE	46126	16880	60.2	36.6	106	6196	64.3	13.4	113	5776	55.4	12.5	97	4908	61.4	10.6	108
READ TWO OR MORE	6552	2767	9.9	42.2	122	979	10.2	14.9	126	1065	10.2	16.3	126	723	9.0	11.0	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.72				29.90				29.46				29.84			
30 DAY REACH	71455	24865	88.6	34.8	100	8454	87.7	11.8	99	9205	88.3	12.9	100	7207	90.2	10.1	102
50 SHWG - 30 DAY AV FREQ	14.56	15.52				15.55				15.37				15.68			
30 DAY REACH	67742	23818	84.9	35.2	102	8135	84.4	12.0	101	8832	84.7	13.0	101	6852	85.7	10.1	103
25 SHWG - 30 DAY AV FREQ	7.94	8.35				8.30				8.28				8.49			
30 DAY REACH	62117	22122	78.9	35.6	103	7628	79.2	12.3	103	8207	78.7	13.2	103	6287	78.7	10.1	103
CABLE TV: HOME WIRED	32077	12311	43.9	38.4	111	4192	43.5	13.1	110	4535	43.5	14.1	110	3584	44.9	11.2	113
HOME NOT WIRED	48909	15739	56.1	32.2	93	5445	56.5	11.1	94	5886	56.5	12.0	94	4408	55.2	9.0	91
HAVE PAY CABLE	15935	6958	24.8	43.7	126	2444	25.4	15.3	129	2554	24.5	16.0	125	1961	24.5	12.3	125

FROZEN MAIN COURSES (CASSEROLES OR ENTREES): USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	28050	100.0	34.6	100	9637	100.0	11.9	100	10422	100.0	12.9	100	7991	100.0	9.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	16034	57.2	36.5	105	5310	55.1	12.1	102	5857	56.2	13.3	104	4867	60.9	11.1	112
10:00 AM - 3:00 PM	30659	10734	38.3	35.0	101	3577	37.1	11.7	98	3950	37.9	12.9	100	3207	40.1	10.5	106
3:00 PM - 7:00 PM	31045	11502	41.0	37.0	107	3838	39.8	12.4	104	4175	40.1	13.4	105	3489	43.7	11.2	114
7:00 PM - MIDNIGHT	15767	5887	21.0	37.3	108	1836	19.1	11.6	98	2363	22.7	15.0	116	1688	21.1	10.7	109
MIDNIGHT - 6:00 AM	9120	3518	12.5	38.6	111	1168	12.1	12.8	108	1271	12.2	13.9	108	1080	13.5	11.8	120
6:00 AM - MIDNIGHT	58527	21080	75.2	36.0	104	7054	73.2	12.1	101	7702	73.9	13.2	102	6324	79.1	10.8	110
ENTIRE DAY	59311	21350	76.1	36.0	104	7150	74.2	12.1	101	7782	74.7	13.1	102	6417	80.3	10.8	110
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5920	21.1	36.6	106	1961	20.3	12.1	102	2084	20.0	12.9	100	1876	23.5	11.6	118
ALL NEWS	2256	809	2.9	35.9	104	347	3.6	15.4	129	233	2.2	10.3	80	*229	2.9	10.2	103
AOR/PROGRESSIVE	3874	1539	5.5	39.7	115	503	5.2	13.0	109	587	5.6	15.2	118	449	5.6	11.6	117
BEAUTIFUL MUSIC	5660	2151	7.7	38.0	110	748	7.8	13.2	111	761	7.3	13.4	104	642	8.0	11.3	115
BLACK	2204	628	2.2	28.5	82	*180	1.9	8.2	69	258	2.5	11.7	91	*190	2.4	8.6	87
CLASSICAL	1418	581	2.1	41.0	118	*193	2.0	13.6	114	*276	2.6	19.5	151	*111	1.4	7.8	79
CHR/ROCK	9538	3753	13.4	39.3	114	1431	14.8	15.0	126	1207	11.6	12.7	98	1116	14.0	11.7	119
COUNTRY	12648	4559	16.3	36.0	104	1355	14.1	10.7	90	1867	17.9	14.8	115	1337	16.7	10.6	107
GOLDEN OLDIES	1191	362	1.3	30.4	88	*1106	1.1	8.9	75	*132	1.3	11.1	86	*124	1.6	10.4	106
MOR/NOSTALGIA	4757	1692	6.0	35.6	103	577	6.0	12.1	102	557	5.3	11.7	91	559	7.0	11.8	119
NEWS/TALK	3863	1408	5.0	36.4	105	540	5.6	14.0	117	511	4.9	13.2	103	356	4.5	9.2	93
RELIGIOUS	3084	931	3.3	30.2	87	325	3.4	10.5	89	338	3.2	11.0	85	267	3.3	8.7	88
SOFT ROCK	521	*194	0.7	37.2	108	*55	0.6	10.6	89	*54	0.5	10.4	81	*85	1.1	16.3	165
URBAN CONTEMPORARY	1585	623	2.2	39.3	113	228	2.4	14.4	121	*193	1.9	12.2	95	*202	2.5	12.7	129
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1312	4.7	40.2	116	405	4.2	12.4	104	433	4.2	13.3	103	474	5.9	14.5	147
ABC DIRECTION	2316	742	2.6	32.0	93	240	2.5	10.4	87	332	3.2	14.3	111	*170	2.1	7.3	74
ABC ENTERTAINMENT	4834	2088	7.4	43.2	125	697	7.2	14.4	121	810	7.8	16.8	130	582	7.3	12.0	122
ABC FM	2202	717	2.6	32.6	94	*251	2.6	11.4	96	281	2.7	12.8	99	185	2.3	8.4	85
ABC INFORMATION	5425	1975	7.0	36.4	105	686	7.1	12.6	106	717	6.9	13.2	103	572	7.2	10.5	107
ABC ROCK	1677	675	2.4	40.3	116	*231	2.4	13.8	116	*232	2.2	14.0	108	*210	2.6	12.5	127
CBS	4430	1465	5.2	33.1	95	496	5.1	11.2	94	494	4.7	11.1	86	476	6.0	10.7	109
MUTUAL	4992	1854	6.6	37.1	107	528	5.5	10.6	89	668	6.4	13.4	104	657	8.2	13.2	133
NBC	4679	1686	6.0	36.0	104	536	5.6	11.5	96	632	6.1	13.5	105	518	6.5	11.1	112
RADIO/ROCK	1994	758	2.7	38.0	110	*221	2.3	11.1	93	*234	2.2	11.7	91	303	3.8	15.2	154
RKO ONE	2298	864	3.1	37.6	109	332	3.4	14.4	121	296	2.8	12.9	100	*236	3.0	10.3	104
RKO TWO	3311	1309	4.7	39.5	114	581	6.0	17.5	147	441	4.2	13.3	103	288	3.6	8.7	88
THE SOURCE	2114	884	3.2	41.8	121	*284	2.9	13.4	113	385	3.7	18.2	142	*215	2.7	10.2	103
NON-WIRED : BLAIR	8654	3302	11.8	38.2	110	1126	11.7	13.0	109	1320	12.7	15.3	119	856	10.7	9.9	100
INTERNET	12025	4745	16.9	39.5	114	1666	17.3	13.9	116	1682	16.1	14.0	109	1398	17.5	11.6	118
KATZ RADIO GROUP	15359	6025	21.5	39.2	113	2179	22.6	14.2	119	2133	20.5	13.9	108	1714	21.4	11.2	113
SUPERNET	10628	3660	13.0	34.4	99	1275	13.2	12.0	101	1301	12.5	12.2	95	1084	13.6	10.2	103
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2789	9.9	32.2	93	1023	10.6	11.8	99	970	9.3	11.2	87	796	10.0	9.2	93
MKDAY 9:00 AM - 1:00 PM	12163	4025	14.3	33.1	96	1437	14.9	11.8	99	1484	14.2	12.2	95	1105	13.8	9.1	92
MKDAY 1:00 PM - 4:30 PM	16150	5491	19.6	34.0	98	1910	19.8	11.8	99	2008	19.3	12.4	97	1573	19.7	9.7	99
MKDAY 4:30 PM - 7:30 PM	22463	7611	27.1	33.9	98	2752	28.6	12.3	103	2803	26.9	12.5	97	2057	25.7	9.2	93
MKDAY 7:30 PM - 8:00 PM	31795	10769	38.4	33.9	98	3919	40.7	12.3	104	4011	38.5	12.6	98	2839	35.5	8.9	90
MKDAY 11:00 PM - 11:30 PM	23977	8584	30.6	35.8	103	2984	31.0	12.4	105	3172	30.4	13.2	103	2429	30.4	10.1	103
MKDAY 11:30 PM - 1:00 AM	7703	2818	10.0	36.6	106	969	10.1	12.6	106	1031	9.9	13.4	104	818	10.2	10.6	108
M-SAT 8-11 PM-SUN 7-11 PM	33800	11817	42.1	35.0	101	4124	42.8	12.2	103	4393	42.2	13.0	101	3301	41.3	9.8	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2199	7.8	33.6	97	735	7.6	11.2	94	849	8.1	13.0	101	615	7.7	9.4	95
ANOTHER WORLD	N 4620	1600	5.7	34.6	100	557	5.8	12.1	101	601	5.8	13.0	101	443	5.5	9.6	97
AS THE WORLD TURNS	C 5614	1856	6.6	33.1	95	647	6.7	11.5	97	734	7.0	13.1	102	476	6.0	8.5	86
CAPITOL	C 3396	1136	4.0	33.5	97	405	4.2	11.9	100	429	4.1	12.6	98	302	3.8	8.9	90
CBS MORN. NEWS 1	C 1446	348	1.2	24.1	69	124	1.3	8.6	72	141	1.4	9.8	76	*82	1.0	5.7	57
CBS MORN. NEWS 2	C 1207	272	1.0	22.5	65	103	1.1	8.5	72	105	1.0	8.7	68	*64	0.8	5.3	54
DAYS OF OUR LIVES	N 5877	2031	7.2	34.6	100	676	7.0	11.5	97	756	7.3	12.9	100	599	7.5	10.2	103
FACTS OF LIFE - DAYTIME	N 2290	674	2.4	29.4	85	270	2.8	11.8	99	210	2.0	9.2	71	194	2.4	8.5	86
FAMILY FEUD	A 3023	918	3.3	30.4	88	303	3.1	10.0	84	274	2.6	9.1	70	340	4.3	11.2	114
GENERAL HOSPITAL	A 6097	2021	7.2	33.1	96	670	7.0	11.0	92	679	6.5	11.1	87	672	8.4	11.0	112
GOOD MORNING, AMERICA-730A	A 3515	1084	3.9	30.8	89	346	3.6	9.8	83	419	4.0	11.9	93	319	4.0	9.1	92
GOOD MORNING, AMERICA-830A	A 2818	896	3.2	31.8	92	281	2.9	10.0	84	327	3.1	11.6	90	289	3.6	10.3	104
GUIDING LIGHT	C 5339	1782	6.4	33.4	96	584	6.1	10.9	92	695	6.7	13.0	101	504	6.3	9.4	96
ONE LIFE TO LIVE	A 4478	1479	5.3	33.0	95	506	5.3	11.3	95	486	4.7	10.9	84	487	6.1	10.9	110
PRESS YOUR LUCK	C 2244	710	2.5	31.6	91	351	3.6	15.6									

FROZEN MAIN COURSES (CASSEROLES OR ENTREES): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	28050	100.0	34.6	100	9637	100.0	11.9	100	10422	100.0	12.9	100	7991	100.0	9.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	8636	30.8	33.1	96	3139	32.6	12.0	101	3311	31.8	12.7	99	2186	27.4	8.4	85
NETWORK AFFILIATES - LATE	20261	7220	25.7	35.6	103	2506	26.0	12.4	104	2727	26.2	13.5	105	1987	24.9	9.8	99
INDEPENDENTS - LATE	2076	705	2.5	34.0	98	230	2.4	11.1	93	294	2.8	14.2	110	180	2.3	8.7	88
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	3563	12.7	34.1	98	1225	12.7	11.7	98	1308	12.6	12.5	97	1030	12.9	9.9	100
ABC MONDAY NIGHT MOVIE	A 6412	2225	7.9	34.7	100	823	8.5	12.8	108	759	7.3	11.8	92	642	8.0	10.0	101
ABC SUNDAY NIGHT MOVIE	A 12407	4542	16.2	36.6	106	1519	15.8	12.2	103	1753	16.8	14.1	110	1270	15.9	10.2	104
ABC WORLD NEWS TONIGHT	A 6176	1933	6.9	31.3	90	626	6.5	10.1	85	850	8.2	13.8	107	457	5.7	7.4	75
AFTERMASH	C 5863	1992	7.1	34.0	98	825	8.6	14.1	118	648	6.2	11.1	86	519	6.5	8.9	90
ALICE	C 9594	3244	11.6	33.8	98	1144	11.9	11.9	100	1106	10.6	11.5	90	995	12.5	10.4	105
AMERICAN PARADE	C 6622	2118	7.6	32.0	92	751	7.8	11.3	95	813	7.8	12.3	95	554	6.9	8.4	85
BENSON	A 10886	3633	13.0	33.4	96	1350	14.0	12.4	104	1258	12.1	11.6	90	1025	12.8	9.4	95
BLUE THUNDER	A 5036	1613	5.8	32.0	92	621	6.4	12.3	104	539	5.2	10.7	83	453	5.7	9.0	91
CAGNEY & LACEY	C 9965	3403	12.1	34.1	99	1294	13.4	13.0	109	1185	11.4	11.9	92	925	11.6	9.3	94
CBS EVENING NEWS-DEAN	C 3491	1219	4.3	34.9	101	402	4.2	11.5	97	479	4.6	13.7	107	338	4.2	9.7	98
CBS EVENING NEWS-RATHER	C 7123	2492	8.9	35.0	101	893	9.3	12.5	105	872	8.4	12.2	95	727	9.1	10.2	103
CBS SAT. NEWS-SCHIEFFER	C 3621	1242	4.4	34.3	99	457	4.7	12.6	106	422	4.0	11.7	91	363	4.5	10.0	102
CBS SATURDAY NIGHT MOVIE	C 5436	1800	6.4	33.1	96	614	6.4	11.3	95	683	6.6	12.6	98	504	6.3	9.3	94
CBS WEDNESDAY NIGHT MOVIE	C 6100	1906	6.8	31.2	90	673	7.0	11.0	93	754	7.2	12.4	96	478	6.0	7.8	79
CHEERS	N 8889	3421	12.2	38.5	111	1224	12.7	13.8	116	1214	11.6	13.7	106	983	12.3	11.1	112
DALLAS	C 22109	7727	27.5	34.9	101	2631	27.3	11.9	100	3061	29.4	13.8	108	2035	25.5	9.2	93
DIFFERENT STROKES	N 6940	2211	7.9	31.9	92	752	7.8	10.8	91	872	8.4	12.6	98	587	7.3	8.5	86
DOUBLE TROUBLE	N 7223	2466	8.8	34.1	99	821	8.5	11.4	96	862	8.3	11.9	93	782	9.8	10.8	110
DUCK FACTORY	N 5595	2153	7.7	38.5	111	657	6.8	11.7	99	862	8.3	15.4	120	634	7.9	11.3	115
DUKES OF HAZZARD	C 5768	1776	6.3	30.8	89	577	6.0	10.0	84	684	6.6	11.9	92	514	6.4	8.9	90
DYNASTY	A 20053	6869	24.5	34.3	99	2275	23.6	11.3	95	2781	26.7	13.9	108	1813	22.7	9.0	92
FACTS OF LIFE	N 8087	2839	10.1	35.1	101	999	10.4	12.4	104	932	8.9	11.5	90	908	11.4	11.2	114
FALCON CREST	C 20046	7053	25.1	35.2	102	2270	23.6	11.3	95	3014	28.9	15.0	117	1769	22.1	8.8	89
FALL GUY	A 9084	2978	10.6	32.8	95	1053	10.9	11.6	97	1050	10.1	11.6	90	875	10.9	9.6	98
FAMILY TIES	N 7964	2651	9.5	33.3	96	874	9.1	11.0	92	959	9.2	12.0	94	818	10.2	10.3	104
FANTASY ISLAND	A 7687	2698	9.6	35.1	101	920	9.5	12.0	101	1007	9.7	13.1	102	772	9.7	10.0	102
FOULUPS, BLEEPERS & BLUNDERS	A 8861	2919	10.4	32.9	95	1044	10.8	11.8	99	1082	10.4	12.2	95	792	9.9	8.9	91
FOUR SEASONS	C 5095	1664	5.9	32.7	94	706	7.3	13.9	116	560	5.4	11.0	85	398	5.0	7.8	79
GIMME A BREAK	N 8838	2766	9.9	31.3	90	906	9.4	10.3	86	971	9.3	11.0	85	889	11.1	10.1	102
HART TO HART	A 8978	3074	11.0	34.2	99	1030	10.7	11.5	96	1175	11.3	13.1	102	869	10.9	9.7	98
HILL STREET BLUES	N 8590	3188	11.4	37.1	107	1100	11.4	12.8	108	1236	11.9	14.4	112	853	10.7	9.9	101
HOTEL	A 14085	4992	17.8	35.4	102	1725	17.9	12.2	103	1925	18.5	13.7	106	1342	16.8	9.5	97
JEFFERSONS	C 9360	3163	11.3	33.8	98	1144	11.9	12.2	103	1139	10.9	12.2	95	879	11.0	9.4	95
JENNIFER SLEPT HERE	N 5841	1974	7.0	33.8	98	707	7.3	12.1	102	780	7.5	13.4	104	487	6.1	8.3	84
KATE & ALLIE	C 9206	3328	11.9	36.2	104	1186	12.3	12.9	108	1236	11.9	13.4	104	906	11.3	9.8	100
KNIGHT RIDER	N 7076	2494	8.9	35.2	102	846	8.8	12.0	100	929	8.9	13.1	102	719	9.0	10.2	103
LOVE BOAT	A 12219	4201	15.0	34.4	99	1581	16.4	12.9	109	1456	14.0	11.9	93	1164	14.6	9.5	97
MAGNUM PI	C 11199	3890	13.9	34.7	100	1489	15.5	13.3	112	1341	12.9	12.0	93	1060	13.3	9.5	96
MAMA'S FAMILY	N 6057	1934	6.9	31.9	92	595	6.2	9.8	83	850	8.2	14.0	109	490	6.1	8.1	82
MASTER, THE	N 3598	1232	4.4	34.2	99	450	4.7	12.5	105	465	4.5	12.9	100	317	4.0	8.8	89
MATT HOUSTON	A 6344	2358	8.4	37.2	107	865	9.0	13.6	115	805	7.7	12.7	99	687	8.6	10.8	110
NBC MONDAY NIGHT MOVIE	N 11994	4233	15.1	35.3	102	1479	15.3	12.3	104	1514	14.5	12.6	98	1240	15.5	10.3	105
NBC NIGHTLY NEWS	N 5132	1784	6.4	34.8	100	756	7.8	14.7	124	603	5.8	11.7	91	425	5.3	8.3	84
NBC NIGHTLY NEWS-SAT	N 3375	1069	3.8	31.7	91	409	4.2	12.1	102	370	3.6	11.0	85	290	3.6	8.6	87
NBC NIGHTLY NEWS-SUN	N 3130	1019	3.6	32.6	94	387	4.0	12.4	104	341	3.3	10.9	85	291	3.6	9.3	94
NBC SUNDAY NIGHT MOVIE	N 8284	2849	10.2	34.4	99	998	10.4	12.0	101	1087	10.4	13.1	102	763	9.5	9.2	93
NEWHART	C 9240	3275	11.7	35.4	102	1159	12.0	12.5	105	1205	11.6	13.0	101	911	11.4	9.9	100
ONE DAY AT A TIME	C 7288	2361	8.4	32.4	94	849	8.8	11.6	98	878	8.4	12.0	94	634	7.9	8.7	88
PEOPLE ARE FUNNY	N 4855	1528	5.4	31.5	91	502	5.2	10.3	87	629	6.0	13.0	101	396	5.0	8.2	83
REAL PEOPLE	N 8869	2906	10.4	32.8	95	976	10.1	11.0	92	1072	10.3	12.1	94	858	10.7	9.7	98
REMINGTON STEELE	N 7743	2502	8.9	32.3	93	850	8.8	11.0	92	954	9.2	12.3	96	698	8.7	9.0	91
RIPLY'S BELIEVE IT - NOT	A 5345	2021	7.2	37.8	109	711	7.4	13.3	112	773	7.4	14.5	112	537	6.7	10.0	102
RIP TIDE	N 6988	2403	8.6	34.4	99	910	9.4	13.0	109	932	8.9	13.3	104	562	7.0	8.0	82
SCARECROW & MRS. KING	C 10002	3430	12.2	34.3	99	1346	14.0	13.5	113	1139	10.9	11.4	88	945	11.8	9.4	96
SIMON & SIMON	C 10638	3624	12.9	34.1	98	1204	12.5	11.3	95	1384	13.3	13.0	101	1037	13.0	9.7	99
60 MINUTES	C 13293	4504	16.1	33.9	98	1656	17.2	12.5	105	1752	16.8	13.2	102	1096	13.7	8.2	84
ST. ELSEWHERE	N 7017	2723	9.7	38.8	112	978	10.1	13.9	117	959	9.2	13.7	106	786	9.8	11.2	114
THREE'S COMPANY	A 10917	3942	14.1	36.1	104	1331	13.8	12.2	102	1433	13.7	13.1	102	1177	14.7	10.8	109
T.J.J.																	

	TOTAL U.S. '000	ALL USERS				BANQUET BOIL - IN - BAG				BANQUET BUFFET SUPPER				GREEN GIANT BOIL - IN - BAG			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	28050	100.0	34.6	100	4479	100.0	5.5	100	5949	100.0	7.3	100	3050	100.0	3.8	100
18 - 24	9282	2927	10.4	31.5	91	540	12.1	5.8	105	734	12.3	7.9	108	*254	8.3	2.7	73
25 - 34	19072	7341	26.2	38.5	111	1201	26.8	6.3	114	1572	26.4	8.2	112	775	25.4	4.1	108
35 - 44	14591	5417	19.3	37.1	107	724	16.2	5.0	90	1161	19.5	8.0	108	*351	11.5	2.4	64
45 - 54	11345	4254	15.2	37.5	108	711	15.9	6.3	113	1035	17.4	9.1	124	532	17.4	4.7	125
55 - 64	11635	3800	13.5	32.7	94	669	14.9	5.7	104	667	11.2	5.7	78	*519	17.0	4.5	118
65 OR OLDER	15061	4312	15.4	28.6	83	633	14.1	4.2	76	780	13.1	5.2	71	620	20.3	4.1	109
18 - 34	28354	10267	36.6	36.2	105	1741	38.9	6.1	111	2306	38.8	8.1	111	1029	33.7	3.6	96
18 - 49	48339	17855	63.7	36.9	107	2820	63.0	5.8	105	4088	68.7	8.5	115	1592	52.2	3.3	87
25 - 54	45008	17011	60.6	37.8	109	2636	58.9	5.9	106	3768	63.3	8.4	114	1657	54.3	3.7	98
35 - 49	19985	7588	27.1	38.0	110	1079	24.1	5.4	98	1781	29.9	8.9	121	563	18.5	2.8	75
50 OR OLDER	32647	10194	36.3	31.2	90	1658	37.0	5.1	92	1861	31.3	5.7	78	1458	47.8	4.5	119
GRADUATED COLLEGE	11155	4578	16.3	41.0	118	*439	9.8	3.9	71	622	10.5	5.6	76	479	15.7	4.3	114
ATTENDED COLLEGE	13682	5794	20.7	42.3	122	889	19.8	6.5	117	1015	17.1	7.4	101	565	18.5	4.1	110
GRADUATED HIGH SCHOOL	33880	11916	42.5	35.2	102	2211	49.4	6.5	118	2776	46.7	8.2	112	1372	45.0	4.0	108
DID NOT GRADUATE HIGH SCHOOL	22270	5763	20.5	25.9	75	939	21.0	4.2	76	1536	25.8	6.9	94	634	20.8	2.8	76
EMPLOYED	40306	15864	56.6	39.4	114	2398	53.5	5.9	108	3205	53.9	8.0	108	1669	54.7	4.1	110
EMPLOYED FULL-TIME	32850	12837	45.8	39.1	113	1993	44.5	6.1	110	2520	42.4	7.7	104	1381	45.3	4.2	112
EMPLOYED PART-TIME	7456	3028	10.8	40.6	117	*404	9.0	5.4	98	684	11.5	9.2	125	*288	9.4	3.9	103
NOT EMPLOYED	40680	12186	43.4	30.0	86	2081	46.5	5.1	92	2744	46.1	6.7	92	1381	45.3	3.4	90
PROFESSIONAL/MANAGER	10392	4545	16.2	43.7	126	*512	11.4	4.9	89	*651	10.9	6.3	85	*500	16.4	4.8	128
TECH/CLERICAL/SALES	17574	7582	27.0	43.1	125	1170	26.1	6.7	120	1601	26.9	9.1	124	840	27.5	4.8	127
PRECISION/CRAFT	985	*286	1.0	29.0	84	*338	0.8	3.9	70	*664	1.1	6.5	88	*335	1.1	3.6	94
OTHER EMPLOYED	11354	3452	12.3	30.4	88	678	15.1	6.0	108	888	14.9	7.8	106	*295	9.7	2.6	69
SINGLE	9863	3848	13.7	39.0	113	571	12.7	5.8	105	725	12.2	7.4	100	534	17.5	5.4	144
MARRIED	51375	17276	61.6	33.6	97	2871	64.1	5.6	101	3920	65.9	7.6	104	1609	52.8	3.1	83
DIVORCED/SEPARATED/WIDOWED	19748	6926	24.7	35.1	101	1037	23.2	5.3	95	1304	21.9	6.6	90	907	29.7	4.6	122
PARENTS	32590	11467	40.9	35.2	102	1792	40.0	5.5	99	2946	49.5	9.0	123	904	29.6	2.8	74
WHITE	70416	25324	90.3	36.0	104	3950	88.2	5.6	101	5387	90.6	7.7	104	2627	86.1	3.7	99
BLACK	8778	2268	8.1	25.8	75	479	10.7	5.5	99	447	7.5	5.1	69	*417	13.7	4.8	126
OTHER	1791	*458	1.6	25.6	74	*550	1.1	2.8	50	*116	1.9	6.5	88	*86	0.2	0.3	9
NORTHEAST-CENSUS	17786	6407	22.8	36.0	104	979	21.9	5.5	100	866	14.6	4.9	66	706	23.1	4.0	105
NORTH CENTRAL	20741	7815	27.9	37.7	109	1346	30.1	6.5	117	2379	40.0	11.5	156	867	28.4	4.2	111
SOUTH	27775	8884	31.7	32.0	92	1554	34.7	5.6	101	1831	30.8	6.6	90	1051	34.5	3.8	100
WEST	14683	4944	17.6	33.7	97	600	13.4	4.1	74	874	14.7	6.0	81	*426	14.0	2.9	77
NORTHEAST-MKTG.	17961	6577	23.4	36.6	106	1040	23.2	5.8	105	780	13.1	4.3	59	747	24.5	4.2	110
EAST CENTRAL	11885	4467	15.9	37.6	109	851	19.0	7.2	129	1321	22.2	11.1	151	444	14.6	3.7	99
WEST CENTRAL	14090	5054	18.0	35.9	104	810	18.1	5.7	104	1352	22.7	9.6	131	585	19.2	4.2	110
SOUTH	24081	7534	26.9	31.3	90	1259	28.1	5.2	95	1693	28.5	7.0	96	875	28.7	3.6	96
PACIFIC	12969	4420	15.8	34.1	98	*518	11.6	4.0	72	803	13.5	6.2	84	*399	13.1	3.1	82
COUNTY SIZE A	32439	12268	43.7	37.8	109	1720	38.4	5.3	96	1797	30.2	5.5	75	1396	45.8	4.3	114
COUNTY SIZE B	24915	8904	31.7	35.7	103	1518	33.9	6.1	110	2124	35.7	8.5	116	1027	33.7	4.1	109
COUNTY SIZE C	12930	4272	15.2	33.0	95	770	17.2	6.0	108	1117	18.8	8.6	118	*376	12.3	2.9	77
COUNTY SIZE D	10703	2606	9.3	24.3	70	471	10.5	4.4	80	911	15.3	8.5	116	*252	8.3	2.4	63
METRO CENTRAL CITY	24518	8950	31.9	36.5	105	1306	29.2	5.3	96	1822	30.6	7.4	101	1144	37.5	4.7	124
METRO SUBURBAN	35919	13303	47.4	37.0	107	2079	46.4	5.8	105	2428	40.8	6.8	92	1326	43.5	3.7	98
NON METRO	20549	5797	20.7	28.2	81	1093	24.4	5.3	96	1699	28.6	8.3	113	580	19.0	2.8	75
TOP 5 ADI'S	18341	6971	24.9	38.0	110	809	18.1	4.4	80	916	15.4	5.0	68	855	28.0	4.7	124
TOP 10 ADI'S	25378	9313	33.2	36.7	106	1165	26.0	4.6	83	1299	21.8	5.1	70	1091	35.8	4.3	114
TOP 20 ADI'S	36488	13247	47.2	36.3	105	1999	44.6	5.5	99	1988	33.4	5.4	74	1541	50.5	4.2	112
HSGLD INC. \$50,000 OR MORE	6612	2951	10.5	44.6	129	*308	6.9	4.7	84	*432	7.3	6.5	89	*284	9.3	4.3	114
\$40,000 OR MORE	12659	5339	19.0	42.2	122	*606	13.5	4.8	87	772	13.0	6.1	83	*520	17.0	4.1	109
\$30,000 OR MORE	24698	9721	34.7	39.4	114	1304	29.1	5.3	95	1666	28.0	6.7	92	985	32.3	4.0	106
\$25,000 OR MORE	32077	12923	46.1	40.3	116	1709	38.2	5.3	96	2331	39.2	7.3	99	1266	41.5	3.9	105
\$20,000 - \$24,999	9144	3036	10.8	33.2	96	*419	9.4	4.6	83	685	11.5	7.5	102	*319	10.5	3.5	93
\$15,000 - \$19,999	8728	2646	9.4	30.3	88	473	10.6	5.4	98	519	8.7	5.9	81	*268	8.8	3.1	82
\$10,000 - \$14,999	12562	4277	15.2	34.0	98	828	18.5	6.6	119	1117	18.8	8.9	121	583	19.1	4.6	123
UNDER \$10,000	18475	5168	18.4	28.0	81	1050	23.4	5.7	103	1297	21.8	7.0	96	614	20.1	3.3	88
HOUSEHOLD OF 1 PERSON	11987	4479	16.0	37.4	108	511	11.4	4.3	77	646	10.9	5.4	73	667	21.9	5.6	148
2 PEOPLE	26577	8703	31.0	32.7	95	1544	34.5	5.8	105	1450	24.4	5.5	74	1183	38.8	4.5	118
3 OR 4 PEOPLE	30617	10901	38.9	35.6	103	1709	38.2	5.6	101	2896	48.7	9.5	129	840	27.5	2.7	73
5 OR MORE PEOPLE	11804	3967	14.1	33.6	97	*715	16.0	6.1	110	957	16.1	8.1	110	*361	11.8	3.1	81
NO CHILD IN HSGLD	46165	15856	56.5	34.3	99	2588	57.8	5.6	101	2884	48.5	6.2	85	2083	68.3	4.5	120
CHILD(REN) UNDER 2 YRS	5325	1445	5.2	27.1	78	*237	5.3	4.5	80	*351	5.9	6.6	90	*563	2.1	1.2	31
2 - 5 YEARS	14221	4584	16.3	32.2	93	725	16.2	5.1	92	1183	19.9	8.3	113	*377	12.4	2.7	70
6 - 11 YEARS	15117	5223	18.6	34.6	100	830	18.5	5.5	99	1432	24.1	9.5	129	*454	14.9	3.0	80
12 - 17 YEARS	16611	6150	21.9	37.0	107	893	19.9	5.4	97	1440	24.2	8.7	118	*543	17.8	3.3	87
RESIDENCE OWNED	55884	19438	69.3	34.8	100	3013	67.3	5.4	97	4152	69.8	7.4	101	2046	67.1	3.7	97
VALUE: \$50,000 OR MORE	31744	12075	43.0	38.0	110	1563	34.9	4.9	89	2035	34.2	6.4	87	1271	41.7	4.0	106
VALUE: UNDER \$50,000	24140	7364	26.3	30.5	88	1449	32.4	6.0	109	2117	35.6	8.8	119	774	25.4	3.2	85

		TOTAL U.S. '000	ALL USERS				BANQUET BOIL - IN - BAG				BANQUET BUFFET SUPPER				GREEN GIANT BOIL - IN - BAG			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOMEOWNERS		80986	28050	100.0	34.6	100	4479	100.0	5.5	100	5949	100.0	7.3	100	3050	100.0	3.8	100
MAGAZINES	QUINTILE 1	15799	7065	25.2	44.7	129	1081	24.1	6.8	124	1423	23.9	9.0	123	722	23.7	4.6	121
	QUINTILE 2	17259	6394	22.8	37.0	107	1159	25.9	6.7	121	1365	22.9	7.9	108	756	24.8	4.4	116
	QUINTILE 3	13545	4598	16.4	33.9	98	595	13.3	4.4	79	956	16.1	7.1	96	435	14.3	3.2	85
	QUINTILE 4	15133	4801	17.1	31.7	92	692	15.4	4.6	83	1055	17.7	7.0	95	493	16.2	3.3	87
	QUINTILE 5	19250	5191	18.5	27.0	78	951	21.2	4.9	89	1151	19.3	6.0	81	645	21.1	3.4	89
NEWSPAPERS	QUINTILE 1	12413	5116	18.2	41.2	119	719	16.1	5.8	105	868	14.6	7.0	95	565	18.5	4.6	121
	QUINTILE 2	24116	8944	31.9	37.1	107	1557	34.8	6.5	117	1741	29.3	7.2	98	1011	33.1	4.2	111
	QUINTILE 3	11261	4093	14.6	36.3	105	617	13.8	5.5	99	969	16.3	8.6	117	*422	13.8	3.7	100
	QUINTILE 4	20255	6839	24.4	33.8	97	1167	26.1	5.8	104	1481	24.9	7.3	100	742	24.3	3.7	97
	QUINTILE 5	12940	3059	10.9	23.6	68	*419	9.4	3.2	59	890	15.0	6.9	94	*311	10.2	2.4	64
OUTDOOR	QUINTILE 1	14852	5698	20.3	38.4	111	864	19.3	5.8	105	1247	21.0	8.4	114	614	20.1	4.1	110
	QUINTILE 2	15725	5566	19.8	35.4	102	936	20.9	6.0	108	1187	20.0	7.5	103	691	22.7	4.4	117
	QUINTILE 3	16330	5781	20.6	35.4	102	736	16.4	4.5	81	1179	19.8	7.2	98	648	21.2	4.0	105
	QUINTILE 4	16744	5616	20.0	33.5	97	969	21.6	5.8	105	1231	20.7	7.4	100	580	19.0	3.5	92
	QUINTILE 5	17334	5389	19.2	31.1	90	974	21.7	5.6	102	1105	18.6	6.4	87	517	17.0	3.0	79
RADIO-DRIVE TIME	QUINTILE 1	15911	6070	21.6	38.1	110	1023	22.8	6.4	116	1204	20.2	7.6	103	760	24.9	4.8	127
	QUINTILE 2	14837	5239	18.7	35.3	102	743	16.6	5.0	91	1314	22.1	8.9	121	507	16.6	3.4	91
	QUINTILE 3	15339	5422	19.3	35.3	102	799	17.8	5.2	94	1082	18.2	7.1	96	491	16.1	3.2	85
	QUINTILE 4	16723	5700	20.3	34.1	98	963	21.5	5.8	104	1115	18.7	6.7	91	558	18.3	3.3	89
	QUINTILE 5	18176	5619	20.0	30.9	89	951	21.2	5.2	95	1234	20.7	6.8	92	735	24.1	4.0	107
RADIO-MID- DAY	TERCILE 1	21020	7167	25.6	34.1	98	1213	27.1	5.8	104	1615	27.1	7.7	105	727	23.8	3.5	92
	TERCILE 2	21610	7729	27.6	35.8	103	1389	31.0	6.4	116	1719	28.9	8.0	108	891	29.2	4.1	109
	TERCILE 3	38355	13154	46.9	34.3	99	1877	41.9	4.9	88	2615	44.0	6.8	93	1432	47.0	3.7	99
RADIO-TOTAL	QUINTILE 1	15988	6012	21.4	37.6	109	1107	24.7	6.9	125	1228	20.6	7.7	105	739	24.2	4.6	123
	QUINTILE 2	15626	5251	18.7	33.6	97	639	14.3	4.1	74	1338	22.5	8.6	117	537	17.6	3.4	91
	QUINTILE 3	16723	5881	21.0	35.2	102	944	21.1	5.6	102	1144	19.2	6.8	93	521	17.1	3.1	83
	QUINTILE 4	16342	5969	21.3	36.5	105	1038	23.2	6.4	115	1212	20.4	7.4	101	637	20.9	3.9	104
	QUINTILE 5	16306	4937	17.6	30.3	87	751	16.8	4.6	83	1027	17.3	6.3	86	617	20.2	3.8	100
TV-PRIME TIME	QUINTILE 1	15953	5362	19.1	33.6	97	911	20.3	5.7	103	1083	18.2	6.8	92	582	19.1	3.6	97
	QUINTILE 2	16137	6001	21.4	37.2	107	880	19.6	5.5	99	1346	22.6	8.3	114	725	23.8	4.5	119
	QUINTILE 3	16420	5358	19.1	32.6	94	909	20.3	5.5	100	1262	21.2	7.7	105	524	17.2	3.2	85
	QUINTILE 4	16687	6128	21.8	36.7	106	897	20.0	5.4	97	1198	20.1	7.2	98	631	20.7	3.8	100
	QUINTILE 5	15789	5201	18.5	32.9	95	882	19.7	5.6	101	1059	17.8	6.7	91	589	19.3	3.7	99
TV-DAYTIME	TERCILE 1	27736	9270	33.0	33.4	96	1703	38.0	6.1	111	1998	33.6	7.2	98	968	31.7	3.5	93
	TERCILE 2	26489	9482	33.8	35.8	103	1531	34.2	5.8	105	2074	34.9	7.8	107	1058	34.7	4.0	106
	TERCILE 3	26761	9297	33.1	34.7	100	1245	27.8	4.7	84	1877	31.6	7.0	95	1025	33.6	3.8	102
TV-TOTAL	QUINTILE 1	16345	5415	19.3	33.1	96	959	21.4	5.9	106	1165	19.6	7.1	97	645	21.1	3.9	105
	QUINTILE 2	16447	5614	20.0	34.1	99	1015	22.7	6.2	112	1167	19.6	7.1	97	641	21.0	3.9	103
	QUINTILE 3	15980	5718	20.4	35.8	103	879	19.6	5.5	99	1234	20.7	7.7	105	651	21.3	4.1	108
	QUINTILE 4	15887	5841	20.8	36.8	106	790	17.6	5.0	90	1337	22.5	8.4	115	542	17.8	3.4	91
	QUINTILE 5	16326	5462	19.5	33.5	97	835	18.6	5.1	92	1046	17.6	6.4	87	572	18.8	3.5	93
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	8435	30.1	40.7	118	1461	32.6	7.1	127	1638	27.5	7.9	108	857	28.1	4.1	110
	NEWSPAPER IMPERATIVE	19186	7222	25.7	37.6	109	1056	23.6	5.5	100	1670	28.1	8.7	118	809	26.5	4.2	112
	NEWSPAPER IMPERATIVE	21899	7624	27.2	34.8	101	1141	25.5	5.2	94	1420	23.9	6.5	88	927	30.4	4.2	112
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	6565	23.4	42.5	123	1040	23.2	6.7	122	1398	23.5	9.0	123	706	23.1	4.6	121
	MAGAZINE IMPERATIVE	25953	9641	34.4	37.1	107	1587	35.4	6.1	111	1983	33.3	7.6	104	1003	32.9	3.9	103
	OUTDOOR IMPERATIVE	24400	7410	26.4	30.4	88	1212	27.1	5.0	90	1553	26.1	6.4	87	904	29.6	3.7	98
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	7148	25.5	39.6	114	1052	23.5	5.8	105	1555	26.1	8.6	117	747	24.5	4.1	110
	MAGAZINE IMPERATIVE	23571	9273	33.1	39.3	114	1609	35.9	6.8	123	1758	29.6	7.5	102	1052	34.5	4.5	119
	RADIO IMPERATIVE	23278	7137	25.4	30.7	89	1134	25.3	4.9	88	1669	28.1	7.2	98	753	24.7	3.2	86
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	6188	22.1	40.0	116	1096	24.5	7.1	128	1247	21.0	8.1	110	800	26.2	5.2	137
	MAGAZINE IMPERATIVE	25829	10046	35.8	38.9	112	1467	32.8	5.7	103	2069	34.8	8.0	109	960	31.5	3.7	99
	TELEVISION IMPERATIVE	26039	7778	27.7	29.9	86	1326	29.6	5.1	92	1777	29.9	6.8	93	829	27.2	3.2	85
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	6789	24.2	40.9	118	947	21.1	5.7	103	1224	20.6	7.4	100	803	26.3	4.8	128
	NEWSPAPER IMPERATIVE	26834	9741	34.7	36.3	105	1651	36.9	6.2	111	1914	32.2	7.1	97	1039	34.1	3.9	103
	OUTDOOR IMPERATIVE	23346	7549	26.9	32.3	93	1230	27.5	5.3	95	1854	31.2	7.9	108	855	28.0	3.7	97
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	6571	23.4	38.4	111	954	21.3	5.6	101	1371	23.0	8.0	109	708	23.2	4.1	110
	NEWSPAPER IMPERATIVE	25892	9926	35.4	38.3	111	1687	37.7	6.5	118	1815	30.5	7.0	95	1125	36.9	4.3	115
	RADIO IMPERATIVE	23167	7514	26.8	32.4	94	1180	26.3	5.1	92	1856	31.2	8.0	109	774	25.4	3.3	89
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	6600	23.5	38.5	111	1266	28.3	7.4	133	1360	22.9	7.9	108	814	26.7	4.7	126
	NEWSPAPER IMPERATIVE	26214	10089	36.0	38.5	111	1382	30.9	5.3	95	1899	31.9	7.2	99	1033	33.9	3.9	105
	TELEVISION IMPERATIVE	23412	7134	25.4	30.5	88	1101	24.6	4.7	85	1725	29.0	7.4	100	787	25.8	3.4	89
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	5643	20.1	36.9	106	875	19.5	5.7	103	1214	20.4	7.9	108	625	20.5	4.1	108
	OUTDOOR IMPERATIVE	24901	8866	31.6	35.6	103	1389	31.0	5.6	101	1908	32.1	7.7	104	1020	33.4	4.1	109
	RADIO IMPERATIVE	26492	9141	32.6	34.5	100												

	TOTAL U.S. '000	ALL USERS				BANQUET BOIL - IN - BAG				BANQUET BUFFET SUPPER				GREEN GIANT BOIL - IN - BAG			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	28050	100.0	34.6	100	4479	100.0	5.5	100	5949	100.0	7.3	100	3050	100.0	3.8	100
ATLANTIC MONTHLY	415	*185	0.7	44.6	129	**26	0.6	6.3	113	**66	1.1	15.9	217	**19	0.6	4.6	122
BARRON'S	453	*209	0.7	46.1	133	**12	0.3	2.6	48	**32	0.5	7.1	96	**10	0.3	2.2	59
BETTER HOMES & GARDENS	16256	6252	22.3	38.5	111	950	21.2	5.8	106	1354	22.8	8.3	113	647	21.2	4.0	106
BON APPETIT	2535	979	3.5	38.6	112	**63	1.4	2.5	45	**143	2.4	5.6	77	*133	4.4	5.2	139
BUSINESS WEEK	1278	477	1.7	37.3	108	**46	1.0	3.6	65	**101	1.7	7.9	108	**85	2.8	6.7	177
CAR AND DRIVER	378	*183	0.7	48.4	140	**22	0.5	5.8	105	**21	0.4	5.6	76	**55	1.8	14.6	386
CBS MAGAZINE NETWORK (GROSS)	1498	752	2.7	50.2	145	**194	4.3	13.0	234	**149	2.5	9.9	135	**119	3.9	7.9	211
CHANGING TIMES	1505	627	2.2	41.7	120	**66	1.5	4.4	79	**144	2.4	9.6	130	**113	3.7	7.5	199
COLONIAL HOMES	1231	517	1.8	42.0	121	**81	1.8	6.6	119	**91	1.5	7.4	101	**70	2.3	5.7	151
CONDE NAST MAG. PKG. (GROSS)	14146	5887	21.0	41.6	120	911	20.3	6.4	116	953	16.0	6.7	92	652	21.4	4.6	122
CONSUMERS DIGEST	1323	538	1.9	40.7	117	**117	2.6	8.8	160	**76	1.3	5.7	78	**65	2.1	4.9	130
COSMOPOLITAN	7102	2918	10.4	41.1	119	583	13.0	8.2	148	424	7.1	6.0	81	370	12.1	5.2	138
COUNTRY LIVING	2481	1122	4.0	45.2	131	*111	2.5	4.5	81	*184	3.1	7.4	101	**79	2.6	3.2	85
CUISINE	1472	515	1.8	35.0	101	**48	1.1	3.3	59	**68	1.1	4.6	63	**119	3.9	8.1	215
CYCLE WORLD	425	*227	0.8	53.4	154	**60	1.3	14.1	255	**72	1.2	16.9	231	**31	1.0	7.3	194
DCI:CREATIVE IDEAS FOR LIV	2510	995	3.5	39.6	114	*151	3.4	6.0	109	*254	4.3	10.1	138	**92	3.0	3.7	97
DCI:CREAT IDEA/DO.S.LIV(GROSS)	6694	2857	10.2	42.7	123	448	10.0	6.7	121	667	11.2	10.0	136	331	10.9	4.9	131
DISCOVER	894	376	1.3	42.1	121	**44	1.0	4.9	89	**50	0.8	5.6	76	**45	1.5	5.0	134
EBONY	3507	1087	3.9	31.0	89	256	5.7	7.3	132	172	2.9	4.9	67	225	7.4	6.4	170
ESQUIRE	1083	355	1.3	32.8	95	**42	0.9	3.9	70	**58	1.0	5.4	73	**47	1.5	4.3	115
ESSENCE	1830	545	1.9	29.8	86	*109	2.4	6.0	108	*157	2.6	8.6	117	**80	2.6	4.4	116
FAMILY CIRCLE	15930	6168	22.0	38.7	112	967	21.6	6.1	110	1390	23.4	8.7	119	601	19.7	3.8	100
THE FAMILY HANDYMAN	1126	476	1.7	42.3	122	**96	2.1	8.5	154	*177	3.0	15.7	214	**97	3.2	8.6	229
FAMILY WEEKLY	11468	3828	13.6	33.4	96	493	11.0	4.3	78	850	14.3	7.4	101	334	11.0	2.9	77
FIELD & STREAM	2234	739	2.6	33.1	96	**130	2.9	5.8	105	*372	6.3	16.7	227	**63	2.1	2.8	75
FOOD & WINE	579	221	0.8	38.2	110	**18	0.4	3.1	56	**32	0.5	5.5	75	**39	1.3	6.7	179
FORBES	728	301	1.1	41.3	119	**48	1.1	6.6	119	**29	0.5	4.0	54	**23	0.8	3.2	84
FORTUNE	906	483	1.7	53.3	154	**65	1.5	7.2	130	**83	1.4	9.2	125	**43	1.4	4.7	126
GENTLEMEN'S QUARTERLY	791	349	1.2	44.1	127	**48	1.1	6.1	110	**27	0.5	3.4	46	**58	1.9	7.3	195
GLAMOUR	5265	2195	7.8	41.7	120	338	7.5	6.4	116	430	7.2	8.2	111	222	7.3	4.2	112
GOLF DIGEST	636	290	1.0	45.6	132	**17	0.4	2.7	48	**27	0.5	4.2	58	**42	1.4	6.6	175
GOLF DIGEST/TENNIS (GROSS)	1186	489	1.7	41.2	119	**36	0.8	3.0	55	**68	1.1	5.7	78	**90	3.0	7.6	201
GOLF MAGAZINE	441	*211	0.8	47.8	138	**5	0.1	1.1	21	**8	0.1	1.8	25	**35	1.1	7.9	211
GOLF MAGAZINE/SKI (GROSS)	922	383	1.4	41.5	120	**16	0.4	1.7	31	**46	0.8	5.0	68	**67	2.2	7.3	193
GOOD HOUSEKEEPING	16487	6331	22.6	38.4	111	994	22.2	6.0	109	1338	22.5	8.1	110	699	22.9	4.2	113
HARPER'S BAZAAR	2423	1034	3.7	42.7	123	*122	2.7	5.0	91	*133	2.2	5.5	75	**87	2.9	3.6	95
HEALTH	1994	882	3.1	44.2	128	**67	1.5	3.4	61	*171	2.9	8.6	117	*130	4.3	6.5	173
HEARST MAG CORP. BUY (GROSS)	44101	17863	63.7	40.5	117	2698	60.2	6.1	111	3346	56.2	7.6	103	1994	65.4	4.5	120
HEARST MAN POWER (GROSS)	1993	837	3.0	42.0	121	**114	2.5	5.7	103	*239	4.0	12.0	163	**89	2.9	4.5	119
HEARST WOMAN POWER (GROSS)	31274	12445	44.4	39.8	115	2072	46.3	6.6	120	2382	40.0	7.6	104	1399	45.9	4.5	119
HOUSE BEAUTIFUL	3623	1470	5.2	40.6	117	*151	3.4	4.2	75	288	4.8	7.9	108	*189	6.2	5.2	139
INC.	283	*154	0.5	54.4	157	**27	0.6	9.5	173	**15	0.3	5.3	72	**17	0.6	6.0	160
JET	2928	943	3.4	32.2	93	*171	3.8	5.8	106	*174	2.9	5.9	81	*176	5.8	6.0	160
LADIES' HOME JOURNAL	11918	4861	17.3	40.8	118	800	17.9	6.7	121	1049	17.6	8.8	120	466	15.3	3.9	104
LHJ FAMILY GRP COMBO(GROSS)	16764	6831	24.4	40.7	118	1025	22.9	6.1	111	1508	25.3	9.0	122	730	23.9	4.4	116
LIFE	4254	1689	6.0	39.7	115	317	7.1	7.5	135	319	5.4	7.5	102	*198	6.5	4.7	124
L.A. TIMES HOME MAGAZINE	1145	484	1.7	42.3	122	**3	0.1	0.3	5	**50	0.8	4.4	59	**71	2.3	6.2	165
MADAMEELLE	2884	1282	4.6	44.5	128	*164	3.7	5.7	103	*186	3.1	6.4	88	*150	4.9	5.2	138
MC CALL'S	13460	5405	19.3	40.2	116	776	17.3	5.8	104	1152	19.4	8.6	117	567	18.6	4.2	112
MC CALL'S/MRK MOTHER (GROSS)	14606	5883	21.0	40.3	116	874	19.5	6.0	108	1256	21.1	8.6	117	643	21.1	4.4	117
MECHANIX ILLUSTRATED	772	*288	1.0	37.3	108	**73	1.6	9.5	171	*130	2.2	16.8	229	**74	2.4	9.6	255
METROPOLITAN HOME	967	468	1.7	48.4	140	**50	1.1	5.2	93	**58	1.0	6.0	82	**77	2.5	8.0	211
MONEY	1588	673	2.4	42.4	122	**28	0.6	1.8	32	*101	1.7	6.4	87	**98	3.2	6.2	164
MOTHER EARTH NEWS	1002	358	1.3	35.7	103	**26	0.6	2.6	47	**95	1.6	9.5	129	**61	2.0	6.1	162
MS.	825	365	1.3	44.2	128	**57	1.3	6.9	125	**95	1.6	11.5	157	**61	2.0	7.4	196
NATIONAL ENQUIRER	10336	3558	12.7	34.4	99	642	14.3	6.2	112	843	14.2	8.2	111	386	12.7	3.7	99
NATIONAL GEOGRAPHIC	9597	4051	14.4	42.2	122	623	13.9	6.5	117	701	11.8	7.3	99	507	16.6	5.3	140
NATIONAL SUNDAY MAGAZINE PKG	49558	18611	66.3	37.6	108	2948	65.8	5.9	108	3562	59.9	7.2	98	2064	67.7	4.2	111
NATURAL HISTORY	573	*263	0.9	45.9	133	**12	0.3	2.1	38	*77	1.3	13.4	183	**20	0.7	3.5	93
NEW WOMAN	1699	707	2.5	41.6	120	**124	2.8	7.3	132	*141	2.4	8.3	113	**111	3.6	6.5	173
NEW YORK INCLUDING CUE	443	207	0.7	46.7	135	**21	0.5	4.7	86	*7	0.1	1.6	22	**25	0.8	5.6	150
THE NEW YORKER	1270	578	2.1	45.5	131	**97	2.2	7.6	138	**55	0.9	4.3	59	**60	2.0	4.7	125
NEWSWEEK	6277	2804	10.0	44.7	129	368	8.2	5.9	106	340	5.7	5.4	74	230	7.5	3.7	97
THE N.Y. TIMES DAILY EDITION	1205	465	1.7	38.6	111	**78	1.7	6.5	117	**39	0.7	3.2	44	**30	1.0	2.5	66
THE N.Y. TIMES MAGAZINE	2081	811	2.9	39.0	113	**130	2.9	6.2	113	**85	1.4	4.1	56	**83	2.7	4.0	106
OMNI	788	355	1.3	45.1	130	**37	0.8	4.7	85	**79	1.3	10.0	136	**47	1.5	6.0	158
ON CABLE	1158	520	1.9	44.9	130	**135	3.0	11.7	211	**82	1.4	7.1	96	**35	1.1	3.0	80
1001 HOME IDEAS	2852	1088	3.9	38.1	110	*158	3.5	5.5	100	288	4.8	10.1	137	*134	4.4	4.7	125
ORGANIC GARDENING	1658	498	1.8	30.0	87	**68	1.5	4.1	74	*156	2.6	9.4	128	**102	3.3	6.2	163
OUTDOOR LIFE	896	368	1.3	41.1	119	**54	1.2	6.0	109	*159	2.7	17.7	242	**53	1.7	5.9	157
PARADE MAGAZINE	24275	9194	32.8	37.9	109	1532	34.2	6.3	114	1647	27.7	6.8	92	1018	33.4	4.2	111

	TOTAL U.S. '000	ALL USERS				BANQUET BOIL - IN - BAG				BANQUET BUFFET SUPPER				GREEN GIANT BOIL - IN - BAG			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	28050	100.0	34.6	100	4479	100.0	5.5	100	5949	100.0	7.3	100	3050	100.0	3.8	100
PARENTS	3845	1547	5.5	40.2	116	*188	4.2	4.9	88	444	7.5	11.5	157	*109	3.6	2.8	75
PENTHOUSE	831	286	1.0	34.4	99	**44	1.0	5.3	96	**53	0.9	6.4	87	**61	2.0	7.3	195
PEOPLE	11645	4740	16.9	40.7	118	752	16.8	6.5	117	903	15.2	7.8	106	510	16.7	4.4	116
PLAYBOY	2006	913	3.3	45.5	131	*116	2.6	5.8	105	*139	2.3	6.9	94	**108	3.5	5.4	143
POPULAR HOT RODDING	297	**115	0.4	38.7	112	**25	0.6	8.4	152	**37	0.6	12.5	170	**99	0.3	3.0	80
POPULAR MECHANICS	1018	426	1.5	41.8	121	**76	1.7	7.5	135	**131	2.2	12.9	175	**35	1.1	3.4	91
POPULAR SCIENCE	878	419	1.5	47.7	138	**37	0.8	4.2	76	**90	1.5	10.3	140	**77	2.5	8.8	233
PREVENTION	3913	1531	5.5	39.1	113	*242	5.4	6.2	112	328	5.5	8.4	114	*191	6.3	4.9	130
PSYCHOLOGY TODAY	1710	777	2.8	45.4	131	**98	2.2	5.7	104	*128	2.2	7.5	102	**90	3.0	5.3	140
READER'S DIGEST	22204	8524	30.4	38.4	111	1483	33.1	6.7	121	1678	28.2	7.6	103	923	30.3	4.2	110
REDBOOK	7684	3197	11.4	41.6	120	495	11.1	6.4	116	620	10.4	8.1	110	330	10.8	4.3	114
ROAD & TRACK	410	*196	0.7	47.8	138	**25	0.6	6.1	110	**51	0.9	12.4	169	**51	1.7	12.4	330
ROLLING STONE	969	437	1.6	45.1	130	**37	0.8	3.8	69	**92	1.5	9.5	129	**37	1.2	3.8	101
RUNNER'S WORLD	298	*141	0.5	47.3	137	**21	0.5	7.0	127	**27	0.5	9.1	123	**27	0.9	9.1	241
SATURDAY EVENING POST	1169	550	2.0	47.0	136	**96	2.1	8.2	148	**94	1.6	8.0	109	**83	2.7	7.1	189
SCIENCE 84	587	329	1.2	56.0	162	**27	0.6	4.6	83	**71	1.2	12.1	165	**38	1.2	6.5	172
SCIENCE DIGEST	482	*195	0.7	40.5	117	**17	0.4	3.5	64	*18	0.3	3.7	51	**19	0.6	3.9	105
SCIENTIFIC AMERICAN	594	284	1.0	47.8	138	**14	0.3	2.4	43	**48	0.8	8.1	110	**46	1.5	7.7	206
SELF	2089	924	3.3	44.2	128	*133	3.0	6.4	115	*148	2.5	7.1	96	*112	3.7	5.4	142
SEVENTEEN	2411	1095	3.9	45.4	131	*130	2.9	5.4	97	*189	3.2	7.8	107	**116	3.8	4.8	128
SKI	480	*173	0.6	36.0	104	**11	0.2	2.3	41	**38	0.6	7.9	108	**32	1.0	6.7	177
SMITHSONIAN	2760	1159	4.1	42.0	121	*201	4.5	7.3	132	*167	2.8	6.1	82	*131	3.6	4.0	107
SOAP OPERA DIGEST	3013	1146	4.1	38.0	110	279	6.2	9.3	167	377	6.3	12.5	170	*147	4.8	4.9	130
SOUTHERN LIVING	4184	1862	6.6	44.5	128	297	6.6	7.1	128	413	6.9	9.9	134	*240	7.9	7.7	152
SPORT	559	*220	0.8	39.4	114	**22	0.5	3.9	71	**64	1.1	11.4	156	**48	1.6	8.6	228
THE SPORTING NEWS	436	**148	0.5	33.9	98	**20	0.4	4.6	83	**72	1.2	16.5	225	**35	1.1	8.0	213
SPORTS AFIELD	493	*215	0.8	43.6	126	**22	0.5	4.5	81	**89	1.5	18.1	246	**36	1.2	7.3	194
SPORTS ILLUSTRATED	2758	1200	4.3	43.5	126	*117	2.6	4.2	77	*241	4.1	8.7	119	**94	3.1	3.4	90
STAR	7456	2728	9.7	36.6	106	570	12.7	7.6	138	599	10.1	8.0	109	269	8.8	3.6	96
SUNDAY	24936	9881	35.2	39.6	114	1585	35.4	6.4	115	1736	29.2	7.0	95	1171	38.4	4.7	125
SUNSET	2124	813	2.9	38.3	111	**68	1.5	3.2	58	**72	1.2	3.4	46	**76	2.5	3.6	95
TV GUIDE	21661	7996	28.5	36.9	107	1376	30.7	6.4	115	1687	28.4	7.8	106	736	24.1	3.4	90
TENNIS	550	*199	0.7	36.2	104	**19	0.4	3.5	62	**41	0.7	7.5	101	**49	1.6	8.9	237
TIME	8880	3922	14.0	42.2	128	524	11.7	5.9	107	734	12.3	8.3	113	415	13.6	4.7	124
TOWN & COUNTRY	917	380	1.4	41.4	120	**46	1.0	5.0	91	**22	0.4	2.4	33	**77	2.5	8.4	223
TRAVEL & LEISURE	972	463	1.7	47.6	138	**58	1.3	6.0	108	**24	0.4	2.5	34	**116	3.8	11.9	317
TRUE STORY	3356	1102	3.9	32.8	95	217	4.8	6.5	117	320	5.4	9.5	130	*148	4.9	4.4	117
U.S. NEWS & WORLD REPORT	3410	1446	5.2	42.4	122	*262	5.8	7.7	139	279	4.7	8.2	111	*172	5.6	5.0	134
USA TODAY	1759	730	2.6	41.5	120	*104	2.3	5.9	107	*158	2.7	9.0	122	*70	2.3	4.0	106
US	1873	816	2.9	43.6	126	*167	3.7	8.9	161	*157	2.6	8.4	114	**115	3.8	6.1	163
VOGUE	3909	1486	5.3	38.0	110	277	6.2	7.1	128	*189	3.2	4.8	66	*169	5.5	4.3	115
WALL STREET JOURNAL	1886	761	2.7	40.3	116	**101	2.3	5.4	97	**112	1.9	5.9	81	**60	2.0	3.2	84
WEIGHT WATCHERS	2120	930	3.3	43.9	127	*187	4.2	8.8	159	*196	3.3	9.2	126	**88	2.9	4.2	110
WOMAN'S DAY	14172	5453	19.4	38.5	111	873	19.5	6.2	111	1425	24.0	10.1	137	484	15.9	3.4	91
WORKING MOTHER	1146	478	1.7	41.7	120	**98	2.2	8.6	155	**104	1.7	9.1	124	**76	2.5	6.6	176
WORKING WOMAN	1322	650	2.3	49.2	142	**85	1.9	6.4	116	*143	2.4	10.8	147	**98	3.2	7.4	197
WORLD TENNIS	*163	**49	0.2	30.1	87	**1	0.0	0.6	11	**0	0.0	0.0	0	*115	0.5	9.2	244
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1004	3.6	39.7	114	*131	2.9	5.2	94	**120	2.0	4.7	65	*228	7.5	9.0	239
BLAIR INSERTS	43657	16804	59.9	38.5	111	2721	60.8	6.2	113	3082	51.8	7.1	96	1931	63.3	4.4	117
DAILY NEWSPAPERS																	
READ ANY	51633	19180	68.4	37.1	107	3176	70.9	6.2	111	3917	65.8	7.6	103	2026	66.4	3.9	104
READ ONE	43463	15753	56.2	36.2	105	2697	60.2	6.2	112	3366	56.6	7.7	105	1644	53.9	3.8	100
READ TWO OR MORE	8170	3427	12.2	41.9	121	479	10.7	5.9	106	551	9.3	6.7	92	383	12.6	4.7	124
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	19647	70.0	37.3	108	3149	70.3	6.0	108	3818	64.2	7.2	99	2216	72.7	4.2	112
READ ONE	46126	16880	60.2	36.6	106	2822	63.0	6.1	111	3309	55.6	7.2	98	1859	61.0	4.0	107
READ TWO OR MORE	6552	2767	9.9	42.2	122	327	7.3	5.0	90	509	8.6	7.8	106	356	11.7	5.4	144
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.72				29.39				32.04				29.46			
30 DAY REACH	71455	24865	88.6	34.8	100	3861	86.2	5.4	98	5284	88.8	7.4	101	2761	90.5	3.9	103
50 SHWG - 30 DAY AV FREQ	14.56	15.52				15.52				16.67				15.22			
30 DAY REACH	67742	23818	84.9	35.2	102	3648	81.4	5.4	97	5075	85.3	7.5	102	2671	87.6	3.9	105
25 SHWG - 30 DAY AV FREQ	7.94	8.35				8.34				8.88				8.11			
30 DAY REACH	62117	22122	78.9	35.6	103	3411	76.2	5.5	99	4758	80.0	7.7	104	2507	82.2	4.0	107
CABLE TV: HOME WIRED	32077	12311	43.9	38.4	111	1965	43.9	6.1	111	2615	44.0	8.2	111	1253	41.1	3.9	104
HOME NOT WIRED	48909	15739	56.1	32.2	93	2513	56.1	5.1	93	3334	56.0	6.8	93	1797	58.9	3.7	98
HAVE PAY CABLE	15935	6958	24.8	43.7	126	1149	25.7	7.2	130	1563	26.3	9.8	134	645	21.1	4.0	107

	TOTAL U.S. '000	ALL USERS				BANQUET BOIL - IN - BAG				BANQUET BUFFET SUPPER				GREEN GIANT BOIL - IN - BAG			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	28050	100.0	34.6	100	4479	100.0	5.5	100	5949	100.0	7.3	100	3050	100.0	3.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	16034	57.2	36.5	105	2505	55.9	5.7	103	3373	56.7	7.7	105	1770	58.0	4.0	107
10:00 AM - 3:00 PM	30659	10734	38.3	35.0	101	1921	42.9	6.3	113	2461	41.4	8.0	109	1149	37.7	3.7	100
3:00 PM - 7:00 PM	31045	11502	41.0	37.0	107	1774	39.6	5.7	103	2434	40.9	7.8	107	1162	38.1	3.7	99
7:00 PM - MIDNIGHT	15767	5887	21.0	37.3	108	941	21.0	6.0	108	1160	19.5	7.4	100	625	20.5	4.0	105
MIDNIGHT - 6:00 AM	9120	3518	12.5	38.6	111	616	13.8	6.8	122	654	11.0	7.2	98	432	14.2	4.7	126
6:00 AM - MIDNIGHT	58527	21080	75.2	36.0	104	3395	75.8	5.8	105	4481	75.3	7.7	104	2218	72.7	3.8	101
ENTIRE DAY	59311	21350	76.1	36.0	104	3451	77.0	5.8	105	4543	76.4	7.7	104	2259	74.1	3.8	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5920	21.1	36.6	106	1057	23.6	6.5	118	1288	21.7	8.0	108	612	20.1	3.8	100
ALL NEWS	2256	809	2.9	35.9	104	**86	1.9	3.8	69	**82	1.4	3.6	49	**123	4.0	5.5	145
AOR/PROGRESSIVE	3874	1539	5.5	39.7	115	306	6.8	7.9	143	304	5.1	7.8	107	*205	6.7	5.3	141
BEAUTIFUL MUSIC	5660	2151	7.7	38.0	110	349	7.8	6.2	111	418	7.0	7.4	101	255	8.4	4.5	120
BLACK	2204	628	2.2	28.5	82	*134	3.0	6.1	110	*150	2.5	6.8	93	**58	1.9	2.6	70
CLASSICAL	1418	581	2.1	41.0	118	**59	1.3	4.2	75	**112	1.9	7.9	108	**26	0.9	1.8	49
CHR/ROCK	9538	3753	13.4	39.3	114	575	12.8	6.0	109	768	12.9	8.1	110	294	9.6	3.1	82
COUNTRY	12648	4559	16.3	36.0	104	726	16.2	5.7	104	1250	21.0	9.9	135	498	16.3	3.9	105
GOLDEN OLDIES	1191	362	1.3	30.4	88	**41	0.9	3.4	62	**46	0.8	3.9	53	**42	1.4	3.5	94
MOR/NOSTALGIA	4757	1692	6.0	35.6	103	*262	5.8	5.5	100	362	6.1	7.6	104	*188	6.2	4.0	105
NEWS/TALK	3863	1408	5.0	36.4	105	*186	4.2	4.8	87	*182	3.1	4.7	64	*177	5.8	4.6	122
RELIGIOUS	3084	931	3.3	30.2	87	**167	3.7	5.4	98	*249	4.2	8.1	110	**97	3.2	3.1	84
SOFT ROCK	521	*194	0.7	37.2	108	**41	0.9	7.9	142	**36	0.6	6.9	94	**21	0.7	4.0	107
URBAN CONTEMPORARY	1585	623	2.2	39.3	113	**73	1.6	4.6	83	**92	1.5	5.8	79	**92	3.0	5.8	154
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1312	4.7	40.2	116	*191	4.3	5.9	106	*293	4.9	9.0	122	**76	2.5	2.3	62
ABC DIRECTION	2316	742	2.6	32.0	93	*114	2.5	4.9	89	*113	1.9	4.9	66	**127	4.2	5.5	146
ABC ENTERTAINMENT	4834	2088	7.4	43.2	125	349	7.8	7.2	131	490	8.2	10.1	138	*211	6.9	4.4	116
ABC FM	2202	717	2.6	32.6	94	*145	3.2	6.6	119	*134	2.3	6.1	83	**60	2.0	2.7	72
ABC INFORMATION	5425	1975	7.0	36.4	105	346	7.7	6.4	115	375	6.3	6.9	94	*203	6.7	3.7	99
ABC ROCK	1677	675	2.4	40.3	116	*132	2.9	7.9	142	*125	2.1	7.5	101	**79	2.6	4.7	125
CBS	4430	1465	5.2	33.1	95	*182	4.1	4.1	74	337	5.7	7.6	104	*228	7.5	5.1	137
MUTUAL	4992	1854	6.6	37.1	107	322	7.2	6.5	117	458	7.7	9.2	125	255	8.4	5.1	136
NBC	4679	1686	6.0	36.0	104	329	7.3	7.0	127	387	6.5	8.3	113	*163	5.3	3.5	93
RADIO/RADIO	1994	758	2.7	35.0	110	**98	2.2	4.9	89	*162	2.7	8.1	111	**47	1.5	2.4	63
RKO ONE	2298	864	3.1	37.6	109	**76	1.7	3.3	60	*144	2.4	6.3	85	**88	2.9	3.8	102
RKO TWO	3311	1309	4.7	39.5	114	*188	4.2	5.7	103	*288	4.8	8.7	118	*156	5.1	4.7	125
THE SOURCE	2114	884	3.2	41.8	121	*141	3.1	6.7	121	*131	2.2	6.2	84	**95	3.1	4.5	119
NON-WIRED: BLAIR	8654	3302	11.8	38.2	110	389	8.7	4.5	81	775	13.0	9.0	122	*249	8.2	2.9	76
INTERNET	12025	4745	16.9	39.5	114	827	18.5	6.9	124	896	15.1	7.5	101	474	15.5	3.9	105
KATZ RADIO GROUP	15359	6025	21.5	39.2	113	931	20.8	6.1	110	1263	21.2	8.2	112	753	24.7	4.9	130
SUPERNET	10628	3660	13.0	34.4	99	607	13.6	5.7	103	878	14.8	8.3	112	461	15.1	4.3	115
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2789	9.9	32.2	93	423	9.4	4.9	88	501	8.4	5.8	79	373	12.2	4.3	114
MKDAY 9:00 AM - 1:00 PM	12163	4025	14.3	33.1	96	725	16.2	6.0	108	842	14.2	6.9	94	442	14.5	3.6	96
MKDAY 1:00 PM - 4:30 PM	16150	5491	19.6	34.0	98	1000	22.3	6.2	112	1232	20.7	7.6	104	559	18.3	3.5	92
MKDAY 4:30 PM - 7:30 PM	22463	7611	27.1	33.9	98	1242	27.7	5.5	100	1569	26.4	7.0	95	877	28.8	3.9	104
MKDAY 7:30 PM - 8:00 PM	31795	10769	38.4	33.9	98	1832	40.9	5.8	104	2216	37.2	7.0	95	1242	40.7	3.9	104
MKDAY 11:00 PM - 11:30 PM	23977	8584	30.6	35.8	103	1386	30.9	5.8	105	1953	32.8	8.1	111	1022	33.5	4.3	113
MKDAY 11:30 PM - 1:00 AM	7703	2818	10.0	36.6	106	550	12.3	7.1	129	743	12.5	9.6	131	324	10.6	4.2	112
M-SAT 8-11 PM-SUN 7-11 PM	33800	11817	42.1	35.0	101	1912	42.7	5.7	102	2544	42.8	7.5	102	1305	42.8	3.9	103
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2199	7.8	33.6	97	440	9.8	6.7	122	487	8.2	7.4	101	218	7.1	3.3	89
ANOTHER WORLD	N 4620	1600	5.7	34.6	100	375	8.4	8.1	147	403	6.8	8.7	119	172	5.6	3.7	99
AS THE WORLD TURNS	C 5614	1856	6.6	33.1	95	322	7.2	5.7	104	392	6.6	7.0	95	191	6.3	3.4	90
CAPITOL	C 3396	1136	4.0	33.5	97	189	4.2	5.6	101	183	3.1	5.4	73	*144	4.7	4.2	113
CBS MORN. NEWS 1	C 1446	348	1.2	24.1	69	*32	0.7	2.2	40	*53	0.9	3.7	50	*41	1.3	2.8	75
CBS MORN. NEWS 2	C 1207	272	1.0	22.5	65	*38	0.8	3.1	57	*50	0.8	4.1	56	*52	1.7	4.3	114
DAYS OF OUR LIVES	N 5877	2031	7.2	34.6	100	426	9.5	7.2	131	480	8.1	8.2	111	197	6.5	3.4	89
FACTS OF LIFE - DAYTIME	N 2290	674	2.4	29.4	85	147	3.3	6.4	116	158	2.7	6.9	94	*61	2.0	2.7	71
FAMILY FEUD	A 3023	918	3.3	30.4	88	129	2.9	4.3	77	188	3.2	6.2	85	*82	2.7	2.7	72
GENERAL HOSPITAL	A 6097	2021	7.2	33.1	96	300	6.7	4.9	89	519	8.7	8.5	116	181	5.9	3.0	79
GOOD MORNING, AMERICA-730 A	A 3515	1084	3.9	30.8	89	104	2.3	3.0	53	172	2.9	4.9	67	153	5.0	4.4	116
GOOD MORNING, AMERICA-830 A	A 2818	896	3.2	31.8	92	88	2.0	3.1	56	115	1.9	4.1	56	111	3.6	3.9	105
GUIDING LIGHT	C 5339	1782	6.4	33.4	96	334	7.5	6.3	113	299	5.0	5.6	76	210	6.9	3.9	104
ONE LIFE TO LIVE	A 4478	1479	5.3	33.0	95	262	5.8	5.9	106	407	6.8	9.1	124	143	4.7	3.2	85
PRESS YOUR LUCK	C 2244	710	2.5	31.6	91	118	2.6	5.3	95	179	3.0	8.0	109	*56	1.8	2.5	66
PRICE IS RIGHT 1	C 4348	1349	4.8	31.0	90	253	5.6	5.8	105	309							

FROZEN MAIN COURSES (CASSEROLES OR ENTREES): BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				BANQUET BOIL - IN - BAG				BANQUET BUFFET SUPPER				GREEN GIANT BOIL - IN - BAG				
			A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	
TOTAL FEMALE HOMEMAKERS			80986	28050	100.0	34.6	100	4479	100.0	5.5	100	5949	100.0	7.3	100	3050	100.0	3.8	100
WKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY			26063	8636	30.8	33.1	96	1417	31.6	5.4	98	1703	28.6	6.5	89	1075	35.2	4.1	110
NETWORK AFFILIATES - LATE			20261	7220	25.7	35.6	103	1090	24.3	5.4	97	1667	28.0	8.2	112	832	27.3	4.1	109
INDEPENDENTS - LATE			2076	705	2.5	34.0	98	108	2.4	5.2	94	110	1.8	5.3	72	83	2.7	4.0	106
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM			N 10453	3563	12.7	34.1	98	684	15.3	6.5	118	755	12.7	7.2	98	417	13.7	4.0	106
ABC MONDAY NIGHT MOVIE			A 6412	2225	7.9	34.7	100	286	6.4	4.5	81	422	7.1	6.6	90	269	8.8	4.2	111
ABC SUNDAY NIGHT MOVIE			A 12407	4542	16.2	36.6	106	667	14.9	5.4	97	907	15.2	7.3	100	432	14.2	3.5	92
ABC WORLD NEWS TONIGHT			A 6176	1933	6.9	31.3	90	282	6.3	4.6	83	332	5.6	5.4	73	277	9.1	4.5	119
AFTERMASH			C 5863	1992	7.1	34.0	98	*255	5.7	4.3	79	433	7.3	7.4	101	*291	9.5	5.0	132
ALICE			C 9594	3244	11.6	33.8	98	383	8.6	4.0	72	639	10.7	6.7	91	368	12.1	3.8	102
AMERICAN PARADE			C 6622	2118	7.6	32.0	92	344	7.7	5.2	94	528	8.9	8.0	109	231	7.6	3.5	93
BENSON			A 10886	3633	13.0	33.4	96	588	13.1	5.4	98	634	10.7	5.8	79	407	13.3	3.7	99
BLUE THUNDER			A 5036	1613	5.8	32.0	92	293	6.5	5.8	105	369	6.2	7.3	100	*160	5.2	3.2	84
CAGNEY & LACEY			C 9965	3403	12.1	34.1	99	602	13.4	6.0	109	763	12.8	7.7	104	347	11.4	3.5	92
CBS EVENING NEWS-DEAN			C 3491	1219	4.3	34.9	101	*222	5.0	6.4	115	*210	3.5	6.0	82	**121	4.0	3.5	92
CBS EVENING NEWS-RATHER			C 7123	2492	8.9	35.0	101	399	8.9	5.6	101	565	9.5	7.9	108	256	8.4	3.6	95
CBS SAT. NEWS-SCHIEFFER			C 3621	1242	4.4	34.3	99	190	4.2	5.2	95	233	3.9	6.4	88	160	5.2	4.4	117
CBS SATURDAY NIGHT MOVIE			C 5436	1800	6.4	33.1	96	319	7.1	5.9	106	371	6.2	6.8	93	168	5.5	3.1	82
CBS WEDNESDAY NIGHT MOVIE			C 6100	1906	6.8	31.2	90	317	7.1	5.2	94	436	7.3	7.1	97	179	5.9	2.9	78
CHEERS			N 8888	3421	12.2	38.5	111	649	14.5	7.3	132	685	11.5	7.7	105	381	12.5	4.3	114
DALLAS			C 22109	7727	27.5	34.9	101	1060	23.7	4.8	87	1687	28.4	7.6	104	849	27.8	3.8	102
DIFF'RENT STROKES			N 6940	2211	7.9	31.9	92	327	7.3	4.7	85	522	8.8	7.5	102	253	8.3	3.6	97
DOUBLE TROUBLE			N 7223	2466	8.8	34.1	99	373	8.3	5.2	93	640	10.8	8.9	121	325	10.7	4.5	119
DUCK FACTORY			N 5595	2153	7.7	38.5	111	341	7.6	6.1	110	484	8.1	8.7	118	*189	6.2	3.4	90
DUKES OF HAZZARD			C 5768	1776	6.3	30.8	89	314	7.0	5.4	98	537	9.0	9.3	127	229	7.5	4.0	105
DYNASTY			A 20053	6869	24.5	34.3	99	1047	23.4	5.2	94	1519	25.5	7.6	103	839	27.5	4.2	111
FACTS OF LIFE			N 8087	2839	10.1	35.1	101	433	9.7	5.4	97	745	12.5	9.2	125	313	10.3	3.9	103
FALCON CREST			C 20046	7053	25.1	35.2	102	915	20.4	4.6	83	1751	29.4	8.7	119	799	26.2	4.0	106
FALL GUY			A 9084	2978	10.6	32.8	95	567	12.7	6.2	113	681	11.4	7.5	102	352	11.5	3.9	103
FAMILY TIES			N 7964	2651	9.5	33.3	96	444	9.9	5.6	101	665	11.2	8.4	114	313	10.3	3.9	104
FANTASY ISLAND			A 7687	2698	9.6	35.1	101	402	9.0	5.2	95	513	8.6	6.7	91	325	10.7	4.2	112
FOULUPS, BLEEPs & BLUNDERS			A 8861	2919	10.4	32.9	95	358	8.0	4.0	73	647	10.9	7.3	99	*222	7.3	2.5	67
FOUR SEASONS			C 5095	1664	5.9	32.7	94	**191	4.3	3.7	68	348	5.8	6.8	93	*252	8.3	4.9	131
GIMME A BREAK			N 8838	2766	9.9	31.3	90	511	11.4	5.8	105	690	11.6	7.8	106	352	11.5	4.0	106
HART TO HART			A 8978	3074	11.0	34.2	99	478	10.7	5.3	96	668	11.2	7.4	101	452	14.8	5.0	134
HILL STREET BLUES			N 8590	3188	11.4	37.1	107	516	11.5	6.0	109	625	10.5	7.3	99	319	10.5	3.7	99
HOTEL			A 14085	4992	17.8	35.4	102	731	16.3	5.2	94	1035	17.4	7.3	100	554	18.2	3.9	104
JEFFERSONS			C 9360	3163	11.3	33.8	98	398	8.9	4.3	77	709	11.9	7.6	103	362	11.9	3.9	103
JENNIFER SLEPT HERE			N 5841	1974	7.0	33.8	98	335	7.5	5.7	104	475	8.0	8.1	111	238	7.8	4.1	108
KATE & ALLIE			C 9206	3328	11.9	36.2	104	554	12.4	6.0	109	680	11.4	7.4	101	275	9.0	3.0	79
KNIGHT RIDER			N 7076	2494	8.9	35.2	102	455	10.2	6.4	116	648	10.9	9.2	125	271	8.9	3.8	102
LOVE BOAT			A 12219	4201	15.0	34.4	99	788	17.6	6.4	117	846	14.2	6.9	94	526	17.2	4.3	114
MAGNUM PI			C 11199	3890	13.9	34.7	100	775	17.3	6.9	125	921	15.5	8.2	112	379	12.4	3.4	90
MAMA'S FAMILY			N 6057	1934	6.9	31.9	92	373	8.3	6.2	111	395	6.6	6.5	89	263	8.6	4.3	115
MASTER, THE			N 3588	1232	4.4	34.2	99	*209	4.7	5.8	105	280	4.7	7.8	106	*166	5.4	4.6	123
MATT HOUSTON			A 6344	2358	8.4	37.2	107	421	9.4	6.6	120	454	7.6	7.2	97	240	7.9	3.8	100
NBC MONDAY NIGHT MOVIE			N 11994	4233	15.1	35.3	102	685	15.3	5.7	103	964	16.2	8.0	109	385	12.6	3.2	85
NBC NIGHTLY NEWS			N 5132	1784	6.4	34.8	100	321	7.2	6.3	113	298	5.0	5.8	79	241	7.9	4.7	125
NBC NIGHTLY NEWS-SAT			N 3375	1069	3.8	31.7	91	*154	3.4	4.6	83	*202	3.4	6.0	81	*104	3.4	3.1	82
NBC NIGHTLY NEWS-SUN			N 3130	1019	3.6	32.6	94	*137	3.1	4.4	79	*247	4.2	7.9	107	*151	5.0	4.8	128
NBC SUNDAY NIGHT MOVIE			N 8284	2849	10.2	34.4	99	497	11.1	6.0	108	707	11.9	8.5	116	285	9.3	3.4	91
NEWHART			C 9240	3275	11.7	35.4	102	513	11.5	5.6	100	764	12.8	8.3	113	331	10.9	3.6	95
ONE DAY AT A TIME			C 7288	2361	8.4	32.4	94	394	8.8	5.4	98	470	7.9	6.4	88	248	8.1	3.4	90
PEOPLE ARE FUNNY			N 4855	1528	5.4	31.5	91	*255	5.7	5.3	95	348	5.8	7.2	98	*195	6.4	4.0	107
REAL PEOPLE			N 8869	2906	10.4	32.8	95	353	7.9	4.0	72	623	10.5	7.0	96	321	10.5	3.6	96
REMINGTON STEELE			N 7743	2502	8.9	32.3	93	408	9.1	5.3	95	549	9.2	7.1	97	263	8.6	3.4	90
RIPLEY'S BELIEVE IT - NOT			A 5345	2021	7.2	37.8	109	278	6.2	5.2	94	452	7.6	8.5	115	251	8.2	4.7	125
RIPTIDE			N 6488	2403	8.6	34.4	99	343	7.7	4.9	89	611	10.3	8.7	119	224	7.3	3.2	85
SCARECROW & MRS. KING			C 10002	3430	12.2	34.3	99	625	14.0	6.2	113	765	12.9	7.6	104	369	12.1	3.7	98
SIMON & SIMON			C 10638	3624	12.9	34.1	98	675	15.1	6.3	115	905	15.2	8.5	116	389	12.8	3.7	97
60 MINUTES			C 13293	4504	16.1	33.9	98	781	17.4	5.9	106	916	15.4	6.9	94	555	18.2	4.2	111
ST. ELSEWHERE			N 7017	2723	9.7	38.8	112	439	9.8	6.3	113	622	10.5	8.9	121	272	8.9	3.9	103
THREE'S COMPANY			A 10917	3942	14.1	36.1	104	543	12.1	5.0	90	882	14.8	8.1	110	315	10.3	2.9	77
T.J. HOOKER			A 9204	3007	10.7	32.7	94	524	11.7	5.7									

FROZEN MAIN COURSES (CASSEROLES OR ENTREES): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	MORTON				MRS. PAUL'S				MRS. SMITH'S				PEPPERIDGE FARM DELIS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	3572	100.0	4.4	100	5942	100.0	7.3	100	2255	100.0	2.8	100	3023	100.0	3.7	100
18 - 24	9282	*461	12.9	5.0	113	670	11.3	7.2	98	**257	11.4	2.8	99	*262	8.7	2.8	76
25 - 34	19072	866	24.2	4.5	103	1752	29.5	9.2	125	620	27.5	3.3	117	951	31.5	5.0	134
35 - 44	14591	649	18.2	4.4	101	1166	19.6	8.0	109	*330	14.6	2.3	81	517	17.1	3.5	95
45 - 54	11345	547	15.3	4.8	109	748	12.6	6.6	90	*376	16.7	3.3	119	*573	19.0	5.1	135
55 - 64	11635	*435	12.2	3.7	85	843	14.2	7.2	99	**222	9.8	1.9	69	*269	8.9	2.3	62
65 OR OLDER	15061	615	17.2	4.1	93	762	12.8	5.1	69	*450	20.0	3.0	107	451	14.9	3.0	80
18 - 34	28354	1327	37.2	4.7	106	2422	40.8	8.5	116	877	38.9	3.1	111	1213	40.1	4.3	115
18 - 49	48339	2176	60.9	4.5	102	3990	67.1	8.3	113	1350	59.9	2.8	100	1981	65.5	4.1	110
25 - 54	45008	2062	57.7	4.6	104	3666	61.7	8.1	111	1327	58.8	2.9	106	2042	67.5	4.5	122
35 - 49	19985	849	23.8	4.2	96	1569	26.4	7.9	107	*473	21.0	2.4	85	768	25.4	3.8	103
50 OR OLDER	32647	1396	39.1	4.3	97	1951	32.8	6.0	81	905	40.1	2.8	100	1042	34.5	3.2	86
GRADUATED COLLEGE	11155	*504	14.1	4.5	102	972	16.4	8.7	119	**258	11.4	2.3	83	485	16.0	4.3	116
ATTENDED COLLEGE	13682	605	16.9	4.4	100	1361	22.9	9.9	136	*391	17.3	2.9	103	835	27.6	6.1	163
GRADUATED HIGH SCHOOL	33880	1635	45.8	4.8	109	2439	41.0	7.2	98	968	42.9	2.9	103	1231	40.7	3.6	97
DID NOT GRADUATE HIGH SCHOOL	22270	828	23.2	3.7	84	1170	19.7	5.3	72	*638	28.3	2.9	103	*473	15.6	2.1	57
EMPLOYED	40306	1929	54.0	4.8	109	3355	56.5	8.3	113	1094	48.5	2.7	97	1961	64.9	4.9	130
EMPLOYED FULL-TIME	32850	1713	48.0	5.2	118	2765	46.5	8.4	115	944	41.9	2.9	103	1698	56.2	5.2	138
EMPLOYED PART-TIME	7456	**216	6.0	2.9	66	591	9.9	7.9	108	**150	6.7	2.0	72	*263	8.7	3.5	94
NOT EMPLOYED	40680	1643	46.0	4.0	92	2587	43.5	6.4	87	1162	51.5	2.9	103	1062	35.1	2.6	70
PROFESSIONAL/MANAGER	10392	*399	11.2	3.8	87	898	15.1	8.6	118	**205	9.1	2.0	71	*508	16.8	4.9	131
TECH/CLERICAL/SALES	17574	1032	28.9	5.9	133	1663	28.0	9.5	129	*631	28.0	3.6	129	929	30.7	5.3	142
PRECISION/CRAFT	985	**44	1.2	4.5	101	**48	0.8	4.9	66	*393	0.1	0.3	11	**101	3.3	10.3	275
OTHER EMPLOYED	11354	*455	12.7	4.0	91	746	12.6	6.6	90	*255	11.3	2.2	81	*423	14.0	3.7	100
SINGLE	9863	*494	13.8	5.0	114	787	13.2	8.0	109	*337	14.9	3.4	123	414	13.7	4.2	112
MARRIED	51375	2132	59.7	4.1	94	3854	64.9	7.5	102	1331	59.0	2.6	93	1757	58.1	3.4	92
DIVORCED/SEPARATED/WIDOWED	19748	946	26.5	4.8	109	1301	21.9	6.6	90	588	26.1	3.0	107	852	28.2	4.3	116
PARENTS	32590	1496	41.9	4.6	104	2635	44.3	8.1	110	1021	45.3	3.1	113	1065	35.2	3.3	88
WHITE	70416	3001	84.0	4.3	97	5276	88.8	7.5	102	1828	81.1	2.6	93	2766	91.5	3.9	105
BLACK	8778	*381	10.7	4.3	98	532	9.0	6.1	83	*320	14.2	3.6	131	*237	7.8	2.7	72
OTHER	1791	**190	5.3	10.6	241	**134	2.3	7.5	102	**108	4.8	6.0	217	**220	0.7	1.1	30
NORTHEAST-CENSUS	17786	735	20.6	4.1	94	1656	27.9	9.3	127	*559	24.8	3.1	113	922	30.5	5.2	139
NORTH CENTRAL	20741	665	18.6	3.2	73	1405	23.6	6.8	92	*267	11.8	1.3	46	685	22.7	3.3	88
SOUTH	27775	1686	47.2	6.1	138	1991	33.5	7.2	98	868	38.5	3.1	112	886	29.3	3.2	85
WEST	14683	*485	13.6	3.3	75	891	15.0	6.1	83	*561	24.9	3.8	137	531	17.6	3.6	97
NORTHEAST-MKTG.	17961	804	22.5	4.5	101	1642	27.6	9.1	125	*566	25.1	3.2	113	862	28.5	4.8	129
EAST CENTRAL	11885	*389	10.9	3.3	74	991	16.7	8.3	114	**159	7.1	1.3	48	*375	12.4	3.2	85
WEST CENTRAL	14090	*399	11.2	2.8	64	796	13.4	5.6	77	**210	9.3	1.5	54	497	16.4	3.5	94
SOUTH	24081	1529	42.8	6.3	144	1722	29.0	7.2	97	787	34.9	3.3	117	827	27.4	3.4	92
PACIFIC	12969	*451	12.6	3.5	79	792	13.3	6.1	83	*534	23.7	4.1	148	*463	15.3	3.6	96
COUNTY SIZE A	32439	1347	37.7	4.2	94	2537	42.7	7.8	107	1120	49.7	3.5	124	1535	50.8	4.7	127
COUNTY SIZE B	24915	1167	32.7	4.7	106	1881	31.7	7.5	103	575	25.5	2.3	83	885	29.3	3.6	95
COUNTY SIZE C	12930	689	19.3	5.3	121	1108	18.6	8.6	117	*424	18.8	3.3	118	437	14.5	3.4	91
COUNTY SIZE D	10703	*369	10.3	3.4	78	*416	7.0	3.9	53	**136	6.0	1.3	46	**167	5.5	1.6	42
METRO CENTRAL CITY	24518	1310	36.7	5.3	121	2154	36.3	8.8	120	1025	45.5	4.2	150	1064	35.2	4.3	116
METRO SUBURBAN	35919	1402	39.2	3.9	88	2658	44.7	7.4	101	844	37.4	2.3	84	1528	50.5	4.3	114
NON METRO	20549	861	24.1	4.2	95	1130	19.0	5.5	75	*387	17.2	1.9	68	*431	14.3	2.1	56
TOP 5 ADI'S	18341	811	22.7	4.4	100	1468	24.7	8.0	109	*632	28.0	3.4	124	1011	33.4	5.5	148
TOP 10 ADI'S	25378	1069	29.9	4.2	96	1921	32.3	7.6	103	781	34.6	3.1	111	1232	40.8	4.9	130
TOP 20 ADI'S	36488	1483	41.5	4.1	92	2784	46.9	7.6	104	1119	49.6	3.1	110	1716	56.8	4.7	126
HSGLD INC. \$50,000 OR MORE	6612	**348	9.7	5.3	119	*534	9.0	8.1	110	**203	9.0	3.1	110	*304	10.1	4.6	123
\$40,000 OR MORE	12659	*564	15.8	4.5	101	1164	19.6	9.2	125	**363	16.1	2.9	103	*606	20.0	4.8	128
\$30,000 OR MORE	24698	1010	28.3	4.1	93	2090	35.2	8.5	115	*622	27.6	2.5	90	1211	40.1	4.9	131
\$25,000 OR MORE	32077	1439	40.3	4.5	102	2791	47.0	8.7	119	962	42.7	3.0	108	1493	49.4	4.7	125
\$20,000 - \$24,999	9144	*410	11.5	4.5	102	690	11.6	7.5	103	**230	10.2	2.5	90	*356	11.8	3.9	104
\$15,000 - \$19,999	8728	*351	9.8	4.0	91	563	9.5	6.5	88	**200	8.9	2.3	82	340	11.2	3.9	104
\$10,000 - \$14,999	12562	590	16.5	4.7	106	954	16.1	7.6	104	*346	15.3	2.8	99	*488	16.1	3.9	104
UNDER \$10,000	18475	782	21.9	4.2	96	944	15.9	5.1	70	517	22.9	2.8	101	*346	11.4	1.9	50
HOUSEHOLD OF 1 PERSON	11987	432	12.1	3.6	82	806	13.6	6.7	92	*279	12.4	2.3	84	469	15.5	3.9	105
2 PEOPLE	26577	1190	33.3	4.5	102	1694	28.5	6.4	87	720	31.9	2.7	97	1092	36.1	4.1	110
3 OR 4 PEOPLE	30617	1391	38.9	4.5	103	2392	40.3	7.8	106	854	37.9	2.8	100	944	31.2	3.1	83
5 OR MORE PEOPLE	11804	*560	15.7	4.7	108	1050	17.7	8.9	121	**403	17.9	3.4	123	*518	17.1	4.4	118
NO CHILD IN HSGLD	46165	1954	54.7	4.2	96	3099	52.2	6.7	91	1187	52.6	2.6	92	1898	62.8	4.1	110
CHILD(REN) UNDER 2 YRS	5325	**112	3.1	2.1	48	*270	4.5	5.1	69	**67	3.0	1.3	45	**153	5.1	2.9	77
2 - 5 YEARS	14221	*580	16.2	4.1	92	965	16.2	6.8	92	*368	16.3	2.6	93	*298	9.9	2.1	56
6 - 11 YEARS	15117	675	18.9	4.5	101	1318	22.2	8.7	119	*525	23.3	3.5	125	*496	16.4	3.3	88
12 - 17 YEARS	16611	822	23.0	4.9	112	1416	23.8	8.5	116	*484	21.5	2.9	105	*621	20.5	3.7	100
RESIDENCE OWNED	55884	2437	68.2	4.4	99	3936	66.2	7.0	96	1486	65.9	2.7	95	1937	64.1	3.5	93
VALUE: \$50,000 OR MORE	31744	1342	37.6	4.2	96	2270	38.2	7.2	97	797	35.3	2.5	90	1188	39.3	3.7	100
VALUE: UNDER \$50,000	24140	1095	30.7	4.5	103	1666	28.0	6.9	94	*689	30.6	2.9	103	749	24.8	3.1	83

		TOTAL U.S. '000	MORTON				MRS. PAUL'S				MRS. SMITH'S				PEPPERIDGE FARM DELIS			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3572	100.0	4.4	100	5942	100.0	7.3	100	2255	100.0	2.8	100	3023	100.0	3.7	100
MAGAZINES	QUINTILE 1	15799	888	24.9	5.6	127	1724	29.0	10.9	149	*677	30.0	4.3	154	910	30.1	5.8	154
	QUINTILE 2	17259	733	20.5	4.2	96	1363	22.9	7.9	108	*459	20.4	2.7	96	729	24.1	4.2	113
	QUINTILE 3	13545	*505	14.1	3.7	85	928	15.6	6.9	93	**237	10.5	1.7	63	*480	15.9	3.5	95
	QUINTILE 4	15133	756	21.2	5.0	113	905	15.2	6.0	82	*398	17.6	2.6	94	518	17.1	3.4	92
	QUINTILE 5	19250	690	19.3	3.6	81	1023	17.2	5.3	72	*484	21.5	2.5	90	*386	12.8	2.0	54
NEWSPAPERS	QUINTILE 1	12413	576	16.1	4.6	105	1012	17.0	8.2	111	*415	18.4	3.3	120	538	17.8	4.3	116
	QUINTILE 2	24116	1201	33.6	5.0	113	2080	35.0	8.6	118	658	29.2	2.7	98	953	31.5	4.0	106
	QUINTILE 3	11261	*438	12.3	3.9	88	1016	17.1	9.0	123	*455	20.2	4.0	145	*538	17.8	4.8	128
	QUINTILE 4	20255	909	25.4	4.5	102	1321	22.2	6.5	89	*475	21.1	2.3	84	720	23.8	3.6	95
	QUINTILE 5	12940	*448	12.5	3.5	78	513	8.6	4.0	54	*252	11.2	1.9	70	**274	9.1	2.1	57
OUTDOOR	QUINTILE 1	14852	747	20.9	5.0	114	1147	19.3	7.7	105	*484	21.5	3.3	117	685	22.7	4.6	124
	QUINTILE 2	15725	791	22.1	5.0	114	1285	21.6	8.2	111	*518	23.0	3.3	118	594	19.6	3.8	101
	QUINTILE 3	16330	567	15.9	3.5	79	1374	23.1	8.4	115	*333	14.8	2.0	73	571	18.9	3.5	94
	QUINTILE 4	16744	728	20.4	4.3	99	1083	18.2	6.5	88	*518	23.0	3.1	111	583	19.3	3.5	93
	QUINTILE 5	17334	739	20.7	4.3	97	1053	17.7	6.1	83	*403	17.9	2.3	83	591	19.6	3.4	91
RADIO-DRIVE TIME	QUINTILE 1	15911	789	22.1	5.0	112	1158	19.5	7.3	99	*580	25.7	3.6	131	765	25.3	4.8	129
	QUINTILE 2	14837	602	16.9	4.1	92	960	16.2	6.5	88	*365	16.2	2.5	88	416	13.8	2.8	75
	QUINTILE 3	15339	753	21.1	4.9	111	1072	18.0	7.0	95	*477	21.2	3.1	112	*500	16.5	3.3	87
	QUINTILE 4	16723	697	19.5	4.2	94	1439	24.2	8.6	117	*468	20.8	2.8	101	740	24.5	4.4	119
	QUINTILE 5	18176	733	20.5	4.0	91	1312	22.1	7.2	98	*365	16.2	2.0	72	603	19.9	3.3	89
RADIO-MID- DAY	TERCILE 1	21020	753	21.1	3.6	81	1458	24.5	6.9	95	*607	26.9	2.9	104	672	22.2	3.2	86
	TERCILE 2	21610	1240	34.7	5.7	130	1741	29.3	8.1	110	701	31.1	3.2	117	937	31.0	4.3	116
	TERCILE 3	38355	1579	44.2	4.1	93	2743	46.2	7.2	97	947	42.0	2.5	89	1414	46.8	3.7	99
RADIO-TOTAL	QUINTILE 1	15988	741	20.7	4.6	105	1257	21.2	7.9	107	*521	23.1	3.3	117	729	24.1	4.6	122
	QUINTILE 2	15626	635	17.8	4.1	92	932	15.7	6.0	81	*441	19.6	2.8	101	495	16.4	3.2	85
	QUINTILE 3	16723	762	21.3	4.6	103	1267	21.3	7.6	103	*461	20.4	2.8	99	692	22.9	4.1	111
	QUINTILE 4	16342	786	22.0	4.8	109	1432	24.1	8.8	119	*535	23.7	3.3	118	672	22.2	4.1	110
	QUINTILE 5	16306	648	18.1	4.0	90	1054	17.7	6.5	88	*298	13.2	1.8	66	*436	14.4	2.7	72
TV-PRIME TIME	QUINTILE 1	15953	900	25.2	5.6	128	1257	21.2	7.9	107	*550	24.4	3.4	124	*469	15.5	2.9	79
	QUINTILE 2	16137	718	20.1	4.4	101	1395	23.5	8.6	118	*584	25.9	3.6	130	702	23.2	4.4	117
	QUINTILE 3	16420	631	17.7	3.8	87	1012	17.0	6.2	84	*221	9.8	1.3	48	693	22.9	4.2	113
	QUINTILE 4	16687	677	19.0	4.1	92	1193	20.1	7.1	97	*519	23.0	3.1	112	561	18.6	3.4	90
	QUINTILE 5	15789	645	18.1	4.1	93	1085	18.3	6.9	94	*382	16.9	2.4	87	600	19.8	3.8	102
TV-DAYTIME	TERCILE 1	27736	1290	36.1	4.7	105	1829	30.8	6.6	90	848	37.6	3.1	110	957	31.7	3.5	92
	TERCILE 2	26489	1367	37.7	5.1	115	2330	39.2	8.8	120	839	37.2	3.2	114	1027	34.0	3.9	104
	TERCILE 3	26761	934	26.1	3.5	79	1783	30.0	6.7	91	568	25.2	2.1	76	1039	34.4	3.9	104
TV-TOTAL	QUINTILE 1	16345	793	22.2	4.9	110	1162	19.6	7.1	97	*578	25.6	3.5	127	*517	17.1	3.2	85
	QUINTILE 2	16447	902	25.3	5.5	124	1474	24.8	9.0	122	*576	25.5	3.5	126	641	21.2	3.9	104
	QUINTILE 3	15980	679	19.0	4.2	96	1112	18.7	7.0	95	*347	15.4	2.2	78	575	19.0	3.6	96
	QUINTILE 4	15887	622	17.4	3.9	89	1023	17.2	6.4	88	*356	15.8	2.2	80	731	24.2	4.6	123
	QUINTILE 5	16326	577	16.2	3.5	80	1172	19.7	7.2	98	*400	17.7	2.5	88	559	18.5	3.4	92
MAGAZINES-NEWSPAPERS: DUAL		20721	1038	29.1	5.0	114	1866	31.4	9.0	123	*626	27.8	3.0	108	893	29.5	4.3	115
MAGAZINE IMPERATIVE		19186	838	23.5	4.4	99	1583	26.6	8.3	112	638	28.3	3.3	119	916	30.3	4.8	128
NEWSPAPER IMPERATIVE		21899	963	27.0	4.4	100	1722	29.0	7.9	107	661	29.3	3.0	108	875	28.9	4.0	107
MAGAZINES-OUTDOOR: DUAL		15451	815	22.8	5.3	120	1672	28.1	10.8	147	*676	30.0	4.4	157	846	28.0	5.5	147
MAGAZINE IMPERATIVE		25953	1043	29.2	4.0	91	1991	33.5	7.7	105	623	27.6	2.4	86	1095	36.2	4.2	113
OUTDOOR IMPERATIVE		24400	989	27.7	4.1	92	1434	24.1	5.9	80	509	22.6	2.1	75	665	22.0	2.7	73
MAGAZINES-RADIO: DUAL		18049	844	23.6	4.7	106	1288	21.7	7.1	97	*569	25.2	3.2	113	842	27.9	4.7	125
MAGAZINE IMPERATIVE		23571	1119	31.3	4.7	108	2390	40.2	10.1	138	684	30.3	2.9	104	1126	37.2	4.8	128
RADIO IMPERATIVE		23278	965	27.0	4.1	94	1435	24.2	6.2	84	602	26.7	2.6	93	723	23.9	3.1	83
MAGAZINES-TELEVISION: DUAL		15459	986	27.6	6.4	145	1471	24.8	9.5	130	*565	25.1	3.7	131	721	23.9	4.7	125
MAGAZINE IMPERATIVE		25829	981	27.5	3.8	86	2176	36.6	8.4	115	684	30.3	2.6	95	1205	39.9	4.7	125
TELEVISION IMPERATIVE		26039	1167	32.7	4.5	102	1572	26.5	6.0	82	749	33.2	2.9	103	718	23.8	2.8	74
NEWSPAPERS-OUTDOOR: DUAL		16605	928	26.0	5.6	127	1655	27.9	10.0	136	*574	25.5	3.5	124	791	26.2	4.8	128
NEWSPAPER IMPERATIVE		26834	1109	31.0	4.1	94	2082	35.0	7.8	106	724	32.1	2.7	97	1079	35.7	4.0	108
OUTDOOR IMPERATIVE		23346	950	26.6	4.1	92	1576	26.5	6.8	92	600	26.6	2.6	92	830	27.5	3.6	95
NEWSPAPERS-RADIO: DUAL		17133	771	21.6	4.5	102	1307	22.0	7.6	104	*538	23.9	3.1	113	763	25.2	4.5	119
NEWSPAPER IMPERATIVE		25892	1220	34.2	4.7	107	2474	41.6	9.6	130	745	33.0	2.9	103	1074	35.5	4.1	111
RADIO IMPERATIVE		23167	960	26.9	4.1	94	1458	24.5	6.3	86	691	30.6	3.0	107	784	25.9	3.4	91
NEWSPAPERS-TELEVISION: DUAL		17159	899	25.2	5.2	119	1749	29.4	10.2	139	*679	30.1	4.0	142	764	25.3	4.5	119
NEWSPAPER IMPERATIVE		26214	1098	30.7	4.2	95	1997	33.6	7.6	104	658	29.2	2.5	90	1108	36.7	4.2	113
TELEVISION IMPERATIVE		23412	1129	31.6	4.8	109	1409	23.7	6.0	82	609	27.0	2.6	93	673	22.3	2.9	77
OUTDOOR-RADIO: DUAL		15303	746	20.9	4.9	111	1089	18.3	7.1	97	*496	22.0	3.2	116	565	18.7	3.7	99
OUTDOOR IMPERATIVE		24901	1134	31.7	4.6	103	2173	36.6	8.7	119	685	30.4	2.8	99	1032	34.1	4.1	111
RADIO IMPERATIVE		26492	1130	31.6	4.3	97	1884	31.7	7.1	97	764	33.9	2.9	104	1051	34.8	4.0	106
OUTDOOR-TELEVISION: DUAL		14794	826	23.1	5.6	127	1271	21.4	8.6	117	*610	27.1	4.1	148	614	20.3	4.2	111
OUTDOOR IMPERATIVE		25437	969	27.1</														

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	3572	100.0	4.4	100	5942	100.0	7.3	100	2255	100.0	2.8	100	3023	100.0	3.7	100
ATLANTIC MONTHLY	415	**12	0.3	2.9	66	**32	0.5	7.7	105	**9	0.4	2.2	78	**37	1.2	8.9	239
BARRON'S	453	**48	1.3	10.6	240	**71	1.2	15.7	214	**45	2.0	9.9	357	**40	1.3	8.8	237
BETTER HOMES & GARDENS	16256	774	21.7	4.8	108	1591	26.8	9.8	133	574	25.5	3.5	127	648	21.4	4.0	107
BON APPETIT	2535	**92	2.6	3.6	82	**134	2.3	5.3	72	**75	3.3	3.0	106	**75	2.5	3.0	79
BUSINESS WEEK	1278	**57	1.6	4.5	101	**102	1.7	8.0	109	**77	3.4	6.0	216	**23	0.8	1.8	48
CAR AND DRIVER	378	**15	0.4	4.0	90	**29	0.5	7.7	105	**11	0.5	2.9	105	**18	0.6	4.8	128
CBS MAGAZINE NETWORK (GROSS)	1498	**62	1.7	4.1	94	**167	2.8	11.1	152	**99	4.4	6.6	237	**97	3.2	6.5	173
CHANGING TIMES	1505	**95	2.7	6.3	143	**134	2.3	8.9	121	**60	2.7	4.0	143	**98	3.2	6.5	174
COLONIAL HOMES	1231	**54	1.5	4.4	99	**126	2.1	10.2	140	**95	4.2	7.7	277	**49	1.6	4.0	107
CONDE NAST MAG. PKG. (GROSS)	14146	763	21.4	5.4	122	1424	24.0	10.1	137	449	19.9	3.2	114	853	28.2	6.0	162
CONSUMERS DIGEST	1323	**107	3.0	8.1	183	**152	2.6	11.5	157	**59	2.6	4.5	160	**110	3.6	8.3	223
COSMOPOLITAN	7102	301	8.4	4.2	96	779	13.1	11.0	149	**259	11.5	3.6	131	428	14.2	6.0	161
COUNTRY LIVING	2481	**147	4.1	5.9	134	**241	4.1	9.7	132	**60	2.7	2.4	87	**109	3.6	4.4	118
CUISINE	1472	**27	0.8	1.8	42	**75	1.3	5.1	69	**37	1.6	2.5	90	**28	0.9	1.9	51
CYCLE WORLD	425	**17	0.5	4.0	91	**55	0.9	12.9	176	**26	1.2	6.1	220	**11	0.4	2.6	69
DCI:CREATIVE IDEAS FOR LIV	2510	**66	1.8	2.6	60	**324	5.5	12.9	176	**128	5.7	5.1	183	**77	2.5	3.1	82
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	284	8.0	4.2	96	767	12.9	11.5	156	**240	10.6	3.6	129	**291	9.6	4.3	116
DISCOVER	894	**92	2.6	10.3	233	**98	1.6	11.0	149	**7	0.3	0.8	28	**37	1.2	4.1	111
EBONY	3507	**166	4.6	4.7	107	287	4.8	8.2	112	**140	6.2	4.0	143	**125	4.1	3.6	95
ESQUIRE	1083	**72	2.0	6.6	151	**93	1.6	8.6	117	**44	2.0	4.1	146	**37	1.2	3.4	92
ESSENCE	1830	**115	3.2	6.3	142	**118	2.0	6.4	88	**35	1.6	1.9	69	**52	1.7	2.8	76
FAMILY CIRCLE	15930	659	18.4	4.1	94	1461	24.6	9.2	125	408	18.1	2.6	92	721	23.9	4.5	121
THE FAMILY HANDYMAN	1126	**76	2.1	6.7	153	**107	1.8	9.5	130	**58	2.6	5.2	185	**90	3.0	8.0	214
FAMILY WEEKLY	11468	465	13.0	4.1	92	812	13.7	7.1	97	294	13.0	2.6	92	303	10.0	2.6	71
FIELD & STREAM	2234	**110	3.1	4.9	112	**166	2.8	7.4	101	**61	2.7	2.7	98	**54	1.8	2.4	65
FOOD & WINE	579	**20	0.6	3.5	78	**42	0.7	7.3	99	**41	1.8	7.1	254	**29	1.0	5.0	134
FORBES	728	**82	2.3	11.3	255	**89	1.5	12.2	167	**52	2.3	7.1	257	**54	1.8	7.4	199
FORTUNE	906	**79	2.2	8.7	198	**91	1.5	10.0	137	**53	2.4	5.8	210	**45	1.5	5.0	133
GENTLEMEN'S QUARTERLY	791	**14	0.4	1.8	40	**85	1.4	10.7	146	**77	3.4	9.7	350	**110	3.6	13.9	373
GLAMOUR	5265	**308	8.6	5.8	133	517	8.7	9.8	134	**145	6.4	2.8	99	340	11.2	6.5	173
GOLF DIGEST	636	**39	1.1	6.1	139	**74	1.2	11.6	159	**5	0.2	0.8	28	**23	0.8	3.6	97
GOLF DIGEST/TENNIS (GROSS)	1186	**52	1.5	4.4	99	**121	2.0	10.2	139	**9	0.4	0.8	27	**62	2.1	5.2	140
GOLF MAGAZINE	441	**15	0.4	3.4	77	**30	0.5	6.8	93	**5	0.2	1.1	41	**6	0.2	1.4	36
GOLF MAGAZINE/SKI (GROSS)	922	**45	1.3	4.9	111	**59	1.0	6.4	87	**8	0.4	0.9	31	**24	0.8	2.6	70
GOOD HOUSEKEEPING	16487	751	21.0	4.6	103	1430	24.1	8.7	118	498	22.1	3.0	108	724	23.9	4.4	118
HARPER'S BAZAAR	2423	**77	2.2	3.2	72	**230	3.9	9.5	129	**138	6.1	5.7	205	**80	2.6	3.3	88
HEALTH	1994	**105	2.9	5.3	119	**191	3.2	9.6	131	**98	4.3	4.9	177	**46	1.5	2.3	62
HEARST MAG CORP. BUY (GROSS)	44101	2058	57.6	4.7	106	4037	67.9	9.2	125	1482	65.7	3.4	121	2013	66.6	4.6	122
HEARST MAN POWER (GROSS)	1993	**127	3.6	6.4	144	**138	2.3	6.9	94	**124	5.5	6.2	223	**67	2.2	3.4	90
HEARST WOMAN POWER (GROSS)	31274	1459	40.8	4.7	106	2885	48.6	9.2	126	911	40.4	2.9	105	1501	49.7	4.8	129
HOUSE BEAUTIFUL	3623	**173	4.8	4.8	108	370	6.2	10.2	139	**134	5.9	3.7	133	**138	4.6	3.8	102
INC.	283	**30	0.8	10.6	240	**56	0.9	19.8	270	**28	1.2	9.9	355	**17	0.6	6.0	161
JET	2928	**194	5.4	6.6	150	264	4.4	9.0	123	**167	7.4	5.7	205	**111	3.7	3.8	102
LADIES' HOME JOURNAL	11918	690	19.3	5.8	131	1155	19.4	9.7	132	394	17.5	3.3	119	593	19.6	5.0	133
LHM FAMILY GRP COMBO(GROSS)	16764	1007	28.2	6.0	136	1581	26.6	9.4	129	599	26.6	3.6	128	773	25.6	4.6	124
LIFE	4254	**205	5.7	4.8	109	389	6.5	9.1	125	**132	5.9	3.1	111	**247	8.2	5.8	156
L.A. TIMES HOME MAGAZINE	1145	**67	1.9	5.9	133	**99	1.7	8.6	118	**53	2.4	4.6	166	**119	3.9	10.4	278
MADMOISELLE	2884	**177	5.0	6.1	139	**340	5.7	11.8	161	**83	3.7	2.9	103	**184	6.1	6.4	171
MC CALL'S	13460	600	16.8	4.5	101	1350	22.7	10.0	137	445	19.7	3.3	119	650	21.5	4.8	129
MC CALL'S/WRK MOTHER (GROSS)	14606	653	18.3	4.5	101	1505	25.3	10.3	140	487	21.6	3.3	120	768	25.4	5.3	141
MECHANIX ILLUSTRATED	772	**91	2.5	11.8	267	**116	2.0	15.0	205	**73	3.2	9.5	340	**60	2.0	7.8	208
METROPOLITAN HOME	967	**40	1.1	4.1	94	**86	1.4	8.9	121	**86	3.8	8.9	319	**70	2.3	7.2	194
MONEY	1588	**96	2.7	6.0	137	**154	2.6	9.7	132	**92	4.1	5.8	208	**55	1.8	3.5	93
MOTHER EARTH NEWS	1002	**19	0.5	1.9	43	**59	1.0	5.9	80	**34	1.5	3.4	122	**75	2.5	7.5	201
MS.	825	**37	1.0	4.5	102	**60	1.0	7.3	99	**27	1.2	3.3	118	**50	1.7	6.1	162
NATIONAL ENQUIRER	10336	499	14.0	4.8	109	837	14.1	8.1	110	340	15.1	3.3	118	405	13.4	3.9	105
NATIONAL GEOGRAPHIC	9597	536	15.0	5.6	127	988	16.6	10.3	140	**363	16.1	3.8	136	536	17.7	5.6	150
NATIONAL SUNDAY MAGAZINE PKG	49558	2256	63.2	4.6	103	4082	68.7	8.2	112	1559	69.1	3.1	113	2067	68.4	4.2	112
NATURAL HISTORY	573	**3	0.1	0.5	12	**95	1.6	16.6	226	**5	0.2	0.9	31	**9	0.3	1.6	42
NEW WOMAN	1699	**52	1.5	3.1	69	**128	2.2	7.5	103	**14	0.6	0.8	30	**103	3.4	6.1	162
NEW YORK INCLUDING CUE	443	**19	0.5	4.3	97	**51	0.9	11.5	157	**15	0.7	3.4	122	**32	1.1	7.2	194
THE NEW YORKER	1270	**30	0.8	2.4	54	**111	1.9	8.7	119	**61	2.7	4.8	173	**57	1.9	4.5	120
NEWSWEEK	6277	**317	8.9	5.1	114	541	9.1	8.6	117	**258	11.4	4.1	148	400	13.2	6.4	171
THE N.Y. TIMES DAILY EDITION	1205	**39	1.1	3.2	73	**75	1.3	6.2	85	**16	0.7	1.3	48	**100	3.3	8.3	222
THE N.Y. TIMES MAGAZINE	2081	**104	2.9	5.0	113	**160	2.7	7.7	105	**41	1.8	2.0	71	**163	5.4	7.8	210
OMNI	788	**42	1.2	5.3	121	**56	0.9	7.1	97	**27	1.2	3.4	123	**65	2.2	8.2	221
ON CABLE	1158	**62	1.7	5.4	121	**145	2.4	12.5	171	**9	0.4	0.8	28	**79	2.6	6.8	183
1001 HOME IDEAS	2852	**212	5.9	7.4	169	**235	4.0	8.2	112	**107	4.7	3.8	135	**134	4.4	4.7	126
ORGANIC GARDENING	1658	**41	1.1	2.5	56	**109	1.8	6.6	90	**51	2.3	3.1	110	**62	2.1	3.7	100
OUTDOOR LIFE	896	**78	2.2	8.7	197	**59	1.0	6.6	90	**23	1.0	2.6	92	**16	0.5	1.8	48
PARADE MAGAZINE	24275	1059	29.6	4.4	99	2228	37.5	9.2	125	747	33.1	3.1	111	1128	37.3	4.6	124

	TOTAL U.S. '000	MORTON				MRS. PAUL'S				MRS. SMITH'S				PEPPERIDGE FARM DELIS			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	3572	100.0	4.4	100	5942	100.0	7.3	100	2255	100.0	2.8	100	3023	100.0	3.7	100
PARENTS	3845	*124	3.5	3.2	73	284	4.8	7.4	101	**124	5.5	3.2	116	*140	4.6	3.6	98
PENTHOUSE	831	**44	1.2	5.3	120	**60	1.0	7.2	98	**11	0.5	1.3	48	**32	1.1	3.9	103
PEOPLE	11645	536	15.0	4.6	104	978	16.5	8.4	114	319	14.1	2.7	98	640	21.2	5.5	147
PLAYBOY	2006	*175	4.9	8.7	198	*206	3.5	10.3	140	**73	3.2	3.6	131	**86	2.8	4.3	115
POPULAR HOT RODDING	297	**18	0.5	6.1	137	**19	0.3	6.4	87	**10	0.4	3.4	121	**4	0.1	1.3	36
POPULAR MECHANICS	1018	**39	1.1	3.8	87	**89	1.5	8.7	119	**81	3.6	8.0	286	**35	1.2	3.4	92
POPULAR SCIENCE	878	**43	1.2	4.9	111	**36	0.6	4.1	56	**30	1.3	3.4	123	**50	1.7	5.7	153
PREVENTION	3913	*188	5.3	4.8	109	353	5.9	9.0	123	**81	3.6	2.1	74	*144	4.8	3.7	99
PSYCHOLOGY TODAY	1710	**89	2.5	5.2	118	*151	2.5	8.8	120	**52	2.3	3.0	109	**136	4.5	8.0	213
READER'S DIGEST	22204	1058	29.6	4.8	108	1877	31.6	8.5	115	612	27.1	2.8	99	1038	34.3	4.7	125
RED HOOK	7684	407	11.4	5.3	120	676	11.4	8.8	120	*154	6.8	2.0	72	349	11.5	4.5	122
ROAD & TRACK	410	**22	0.6	5.4	122	**43	0.7	10.5	143	**38	1.7	9.3	333	**35	1.2	8.5	229
ROLLING STONE	969	*76	2.1	7.8	178	**97	1.6	10.0	136	**34	1.5	3.5	126	**17	0.6	1.8	47
RUNNER'S WORLD	298	**18	0.5	6.0	137	*24	0.4	8.1	110	**0	0.0	0.0	0	**13	0.4	4.4	117
SATURDAY EVENING POST	1169	**62	1.7	5.3	120	*114	1.9	9.8	133	**24	1.1	2.1	74	**45	1.5	3.8	103
SCIENCE 84	587	**27	0.8	4.6	104	**78	1.3	13.3	181	**15	0.7	2.6	92	**21	0.7	3.6	96
SCIENCE DIGEST	482	**17	0.5	3.5	80	**17	0.3	3.5	48	**0	0.0	0.0	0	**18	0.6	3.7	100
SCIENTIFIC AMERICAN	594	*32	0.9	5.4	122	**72	1.2	12.1	165	**34	1.5	5.7	206	**61	2.0	10.3	275
SELF	2089	**123	3.4	5.9	133	*215	3.6	10.3	140	**94	4.2	4.5	162	**85	2.8	4.1	109
SEVENTEEN	2411	*169	4.7	7.0	159	*297	5.0	12.3	168	**96	4.3	4.0	143	**145	4.8	6.0	161
SKI	480	**30	0.8	6.3	142	**29	0.5	6.0	82	**3	0.1	0.6	22	**18	0.6	3.8	100
SMITHSONIAN	2760	**117	3.3	4.2	96	*200	3.4	7.2	99	**88	3.9	3.2	115	*92	3.0	3.3	89
SOAP OPERA DIGEST	3013	*123	3.4	4.1	93	*254	4.3	8.4	115	**66	2.9	2.2	79	**120	4.0	4.0	107
SOUTHERN LIVING	4184	*218	6.1	5.2	118	443	7.5	10.6	144	**112	5.0	2.7	96	*214	7.1	5.1	137
SPORT	559	**65	1.8	11.6	264	**56	0.9	10.0	137	**35	1.6	6.3	225	**8	0.3	1.4	38
THE SPORTING NEWS	436	**55	1.5	12.6	286	**45	0.8	10.3	141	**39	1.7	8.9	321	**20	0.7	4.6	123
SPORTS AFIELD	493	**71	2.0	14.4	327	**32	0.5	6.5	88	**43	1.9	8.7	313	**15	0.5	3.0	82
SPORTS ILLUSTRATED	2758	*187	5.2	6.8	154	293	4.9	10.6	145	**132	5.9	4.8	172	*123	4.1	4.5	119
STAR	7456	406	11.4	5.4	123	570	9.6	7.6	104	*240	10.6	3.2	116	367	12.1	4.9	132
SUNDAY	24936	1139	31.9	4.6	104	2097	35.3	8.4	115	927	41.1	3.7	134	1171	38.7	4.7	126
SUNSET	2124	**84	2.4	4.0	90	*138	2.3	6.5	89	**72	3.2	3.4	122	**64	2.1	3.0	81
TV GUIDE	21661	1075	30.1	5.0	113	1821	30.6	8.4	115	698	31.0	3.2	116	936	31.0	4.3	116
TENNIS	550	**13	0.4	2.4	54	**47	0.8	8.5	116	**4	0.2	0.7	26	**39	1.3	7.1	190
TIME	8880	498	13.9	5.6	127	854	14.4	9.6	131	*284	12.6	3.2	115	541	17.9	6.1	163
TOWN & COUNTRY	917	**20	0.6	2.2	49	**44	0.7	4.8	65	**15	0.7	1.6	59	**69	2.3	7.5	202
TRAVEL & LEISURE	972	**38	1.1	3.9	89	**94	1.6	9.7	132	**21	0.9	2.2	78	**57	1.9	5.9	157
TRUE STORY	3356	*138	3.9	4.1	93	298	5.0	8.9	121	**115	5.1	3.4	123	**91	3.0	2.7	73
U.S. NEWS & WORLD REPORT	3410	*149	4.2	4.4	99	290	4.9	8.5	116	**65	2.9	1.9	68	*132	4.4	3.9	104
USA TODAY	1759	*66	1.8	3.8	85	*131	2.2	7.4	102	*31	1.4	1.8	63	*184	2.8	4.8	128
US	1873	**94	2.6	5.0	114	*213	3.6	11.4	155	**22	1.0	1.2	42	*126	4.2	6.7	180
VOGUE	3909	*156	4.4	4.0	90	353	5.9	9.0	123	**127	5.6	3.2	117	*245	8.1	6.3	168
WALL STREET JOURNAL	1886	**84	2.4	4.5	101	*139	2.3	7.4	100	**69	3.1	3.7	131	**88	2.9	4.7	125
WEIGHT WATCHERS	2120	**171	4.8	8.1	183	*190	3.2	9.0	122	**77	3.4	3.6	130	**98	3.2	4.6	124
WOMAN'S DAY	14172	560	15.7	4.0	90	1312	22.1	9.3	126	*356	15.8	2.5	90	550	18.2	3.9	104
WORKING MOTHER	1146	**52	1.5	4.5	103	*155	2.6	13.5	184	**43	1.9	3.8	135	**118	3.9	10.3	276
WORKING WOMAN	1322	**69	1.9	5.2	118	**90	1.5	6.8	93	**36	1.6	2.7	98	**93	3.1	7.0	188
WORLD TENNIS	*163	**4	0.1	2.5	56	*11	0.2	6.7	92	**0	0.0	0.0	0	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETHK (GROSS)	2532	*133	3.7	5.3	119	*186	3.1	7.3	100	**65	2.9	2.6	92	**88	2.9	3.5	93
BLAIR INSERTS	43657	2016	56.4	4.6	105	3699	62.3	8.5	115	1388	61.6	3.2	114	1963	64.9	4.5	120
DAILY NEWSPAPERS																	
READ ANY	51633	2431	68.1	4.7	107	4161	70.0	8.1	110	1506	66.8	2.9	105	2013	66.6	3.9	104
READ ONE	43463	2092	58.6	4.8	109	3493	58.8	8.0	110	1214	53.8	2.8	100	1671	55.3	3.8	103
READ TWO OR MORE	8170	340	9.5	4.2	94	668	11.2	8.2	111	*292	12.9	3.6	128	342	11.3	4.2	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2401	67.2	4.6	103	4335	73.0	8.2	112	1614	71.6	3.1	110	2218	73.4	4.2	113
READ ONE	46126	2061	57.7	4.5	101	3784	63.7	8.2	112	1427	63.3	3.1	111	1878	62.1	4.1	109
READ TWO OR MORE	6552	340	9.5	5.2	118	551	9.3	8.4	115	*187	8.3	2.9	103	339	11.2	5.2	139
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	33.52				29.34				32.65				30.73			
30 DAY REACH	71455	3071	86.0	4.3	97	5331	89.7	7.5	102	1992	88.3	2.8	100	2727	90.2	3.8	102
50 SHWG - 30 DAY AV FREQ	14.56	17.25				15.33				16.79				16.05			
30 DAY REACH	67742	2980	83.4	4.4	100	5111	86.0	7.5	103	1936	85.9	2.9	103	2614	86.5	3.9	103
25 SHWG - 30 DAY AV FREQ	7.94	9.20				8.27				9.21				8.86			
30 DAY REACH	62117	2790	78.1	4.5	102	4749	79.9	7.6	104	1773	78.6	2.9	103	2365	78.2	3.8	102
CABLE TV: HOME WIRED	32077	1585	44.4	4.9	112	2595	43.7	8.1	110	935	41.5	2.9	105	1275	42.2	4.0	106
HOME NOT WIRED	48909	1987	55.6	4.1	92	3347	56.3	6.8	93	1320	58.5	2.7	97	1748	57.8	3.6	96
HAVE PAY CABLE	15935	779	21.8	4.9	111	1460	24.6	9.2	125	*487	21.6	3.1	110	749	24.8	4.7	126

	TOTAL U.S. '000	MORTON				MRS. PAUL'S				MRS. SMITH'S				PEPPERIDGE FARM DELIS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3572	100.0	4.4	100	5942	100.0	7.3	100	2255	100.0	2.8	100	3023	100.0	3.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1969	55.1	4.5	102	3220	54.2	7.3	100	1418	62.9	3.2	116	1776	58.7	4.0	108
10:00 AM - 3:00 PM	30659	1398	39.1	4.6	103	2245	37.8	7.3	100	916	40.6	3.0	107	1112	36.8	3.6	97
3:00 PM - 7:00 PM	31045	1439	40.3	4.6	105	2125	35.8	6.8	93	881	39.1	2.8	102	1207	39.9	3.9	104
7:00 PM - MIDNIGHT	15767	803	22.5	5.1	115	1395	23.5	8.8	121	515	22.8	3.3	117	749	24.8	4.8	127
MIDNIGHT - 6:00 AM	9120	403	11.3	4.4	100	831	14.0	9.1	124	*294	13.0	3.2	116	486	16.1	5.3	143
6:00 AM - MIDNIGHT	58527	2651	74.2	4.5	103	4395	74.0	7.5	102	1774	78.7	3.0	109	2362	78.1	4.0	108
ENTIRE DAY	59311	2689	75.3	4.5	103	4449	74.9	7.5	102	1789	79.3	3.0	108	2408	79.7	4.1	109
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	662	18.5	4.1	93	1175	19.8	7.3	99	503	22.3	3.1	112	536	17.7	3.3	89
ALL NEWS	2256	**104	2.9	4.6	105	*190	3.2	8.4	115	**110	4.9	4.9	175	**114	3.8	5.1	135
AOR/PROGRESSIVE	3874	**110	3.1	2.8	64	333	5.6	8.6	117	**174	7.7	4.5	161	*277	9.2	7.2	192
BEAUTIFUL MUSIC	5660	*249	7.0	4.4	100	504	8.5	8.9	121	**150	6.7	2.7	95	*186	6.2	3.3	88
BLACK	2204	*136	3.8	6.2	140	*183	3.1	8.3	113	**60	2.7	2.7	98	**33	1.1	1.5	40
CLASSICAL	1418	**65	1.8	4.6	104	**83	1.4	5.9	80	**63	2.8	4.4	160	**39	1.3	2.8	74
CHR/ROCK	9538	445	12.5	4.7	106	738	12.4	7.7	105	369	16.4	3.9	139	546	18.1	5.7	153
COUNTRY	12648	736	20.6	5.8	132	884	14.9	7.0	95	359	15.9	2.8	102	497	16.4	3.9	105
GOLDEN OLDIES	1191	**24	0.7	2.0	46	**68	1.1	5.7	78	**11	0.5	0.9	33	**29	1.0	2.4	65
MOR/NOSTALGIA	4757	*223	6.2	4.7	106	336	5.7	7.1	96	**138	6.1	2.9	104	*202	6.7	4.2	114
NEWS/TALK	3863	**133	3.7	3.4	78	336	5.7	8.7	119	**105	4.7	2.7	98	*202	6.7	5.2	140
RELIGIOUS	3084	*170	4.8	5.5	125	*166	2.8	5.4	73	**34	1.5	1.1	40	**33	1.1	1.1	29
SOFT ROCK	521	**9	0.3	1.7	39	*32	0.5	6.1	84	**14	0.6	2.7	97	**36	1.2	6.9	185
URBAN CONTEMPORARY	1585	*116	3.2	7.3	166	*145	2.4	9.1	125	**90	4.0	5.7	204	**119	3.9	7.5	201
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*158	4.4	4.8	110	*238	4.0	7.3	99	**107	4.7	3.3	118	*140	4.6	4.3	115
ABC DIRECTION	2316	**102	2.9	4.4	100	*119	2.0	5.1	70	**56	2.5	2.4	87	**57	1.9	2.5	66
ABC ENTERTAINMENT	4834	428	12.0	8.9	201	509	8.6	10.5	144	**197	8.7	4.1	146	*149	4.9	3.1	83
ABC FM	2202	**67	1.9	3.0	69	*124	2.1	5.6	77	**49	2.2	2.2	80	**102	3.4	4.6	124
ABC INFORMATION	5425	*223	6.2	4.1	93	380	6.4	7.0	95	*153	6.8	2.8	101	*220	7.3	4.1	109
ABC ROCK	1677	**29	0.8	1.7	39	*152	2.6	9.1	124	**76	3.4	4.5	163	**117	3.9	7.0	187
CBS	4430	*177	5.0	4.0	91	276	4.6	6.2	85	**88	3.9	2.0	71	*169	5.6	3.8	102
MUTUAL	4992	*243	6.8	4.9	110	372	6.3	7.5	102	*225	10.0	4.5	162	*175	5.8	3.5	94
NBC	4679	*204	5.7	4.4	99	369	6.2	7.9	107	*174	7.7	3.7	134	*195	6.5	4.2	112
RADIORADIO	1994	**88	2.5	4.4	100	*140	2.4	7.0	96	**49	2.2	2.5	88	**73	2.4	3.7	98
RKO ONE	2298	**90	2.5	3.9	89	*187	3.1	8.1	111	**82	3.6	3.6	128	**91	3.0	4.0	106
RKO TWO	3311	*197	5.5	5.9	135	299	5.0	9.0	123	**115	5.1	3.5	125	*159	5.3	4.8	129
THE SOURCE	2114	**135	3.8	6.4	145	*158	2.7	7.5	102	**96	4.3	4.5	163	**180	6.0	8.5	228
NON-HIRED: BLAIR	8654	405	11.3	4.7	106	638	10.7	7.4	100	*289	12.8	3.3	120	393	13.0	4.5	122
INTERNET	12025	621	17.4	5.2	117	960	16.2	8.0	109	411	18.2	3.4	123	549	18.2	4.6	122
KATZ RADIO GROUP	15359	685	19.2	4.5	101	1301	21.9	8.5	115	555	24.6	3.6	130	690	22.8	4.5	120
SUPERNET	10628	466	13.0	4.4	99	726	12.2	6.8	93	287	12.7	2.7	97	364	12.0	3.4	92
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	404	11.3	4.7	106	633	10.7	7.3	100	270	12.0	3.1	112	395	10.1	3.5	94
WKDAY 9:00 AM - 1:00 PM	12163	543	15.2	4.5	101	870	14.6	7.2	97	412	18.3	3.4	122	304	13.0	3.2	87
WKDAY 1:00 PM - 4:30 PM	16150	808	22.6	5.0	113	1149	19.3	7.1	97	516	22.9	3.2	115	556	18.4	3.4	92
WKDAY 4:30 PM - 7:30 PM	22463	1093	30.6	4.9	110	1677	28.2	7.5	102	735	32.6	3.3	118	766	25.3	3.4	91
WKDAY 7:30 PM - 8:00 PM	31795	1549	43.4	4.9	110	2285	38.5	7.2	98	934	41.4	2.9	105	1114	36.9	3.5	94
WKDAY 11:00 PM - 11:30 PM	23977	1212	33.9	5.1	115	2050	34.5	8.5	117	780	34.6	3.3	117	806	26.7	3.4	90
WKDAY 11:30 PM - 1:00 AM	7703	428	12.0	5.6	126	752	12.7	9.8	133	275	12.2	3.6	128	120	10.6	4.2	111
M-SAT 8-11 PM+SUN 7-11 PM	33800	1612	45.1	4.8	108	2606	43.9	7.7	105	1033	45.8	3.1	110	1254	41.5	3.7	99
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	295	8.3	4.5	102	450	7.6	6.9	94	219	9.7	3.3	120	191	6.3	2.9	78
ANOTHER WORLD	N 4620	317	8.9	6.9	156	355	6.0	7.7	105	*188	8.3	4.1	146	213	7.0	4.6	124
AS THE WORLD TURNS	C 5614	255	7.1	4.5	103	280	4.7	5.0	68	*105	4.7	1.9	67	150	5.0	2.7	72
CAPITOL	C 3396	136	3.8	4.0	91	178	3.0	5.2	71	*85	3.8	2.5	90	*109	3.6	3.2	86
CBS MORN. NEWS 1	C 1446	**61	1.7	4.2	96	*63	1.1	4.4	59	*25	1.1	1.7	62	*229	1.0	2.0	54
CBS MORN. NEWS 2	C 1207	**47	1.3	3.9	88	*52	0.9	4.3	59	*23	1.0	1.9	68	*19	0.6	1.6	42
DAYS OF OUR LIVES	N 5877	369	10.3	6.3	142	427	7.2	7.3	99	*214	9.5	3.6	131	264	8.7	4.5	120
FACTS OF LIFE - DAYTIME	N 2290	153	4.3	6.7	151	136	2.3	5.9	81	*52	2.3	2.3	82	*81	2.7	3.5	95
FAMILY FEUD	A 3023	117	3.3	3.9	88	152	2.6	5.0	69	*73	3.2	2.4	87	*69	2.3	2.3	61
GENERAL HOSPITAL	A 6097	335	9.4	5.5	125	470	7.9	7.7	105	239	10.6	3.9	141	201	6.6	3.3	88
GOOD MORNING, AMERICA-730 A	3515	110	3.1	3.1	71	222	3.7	6.3	86	*81	3.6	2.3	83	120	4.0	3.4	91
GOOD MORNING, AMERICA-830 A	2818	*72	2.0	2.6	58	206	3.5	7.3	100	*88	3.9	3.1	112	*68	2.2	2.4	65
GUIDING LIGHT	C 5339	263	7.4	4.9	112	385	6.5	7.2	98	152	6.7	2.8	102	181	6.0	3.4	91
ONE LIFE TO LIVE	A 4478	219	6.1	4.9	111	293	4.9	6.5	89	*131	5.8	2.9	105	112	3.7	2.5	67
PRESS YOUR LUCK	C 2244	*48	1.3	2.1	48	159	2.7	7.1	97	*53	2.4	2.4	85	*63	2.1	2.8	75
PRICE IS RIGHT 1	C 4348	154	4.3	3.5	80	296	5.0	6.8	93	*99	4.4	2.3	82	133	4.4	3.1	82
PRICE IS RIGHT 2	C 5014	220	6.2	4.4	99	372	6.3	7.4	101	*160	7.1	3.2	115	142	4.7	2.8	76
RYAN'S HOPE	A 3150	121	3.4	3.8	87	190	3.2	6.0	82	*56	2.5	1.8	64	*87	2.9	2.8	74
SALE OF THE CENTURY	N 2695	*202	5.7	7.5	170	193	3.2	7.2	98	*130	5.8	4.8	173	*97	3.2	3.6	96
SEARCH FOR TOMORROW	N 2319	*170	4.8	7.3	166	*217	3.7	9.4	128	*145	6.4	6.3	225	*145	4.8	6.3	168
TODAY SHOW 1	N 2693	163	4.6	6.1	137	160	2.7	5.9	81	*91	4.0	3.4	121	*90	3.0	3.3	90
TODAY SHOW 2	N 2498	140	3.9	5.6	127	150	2.5	6.0	82	*65	2.9	2.6	93	*132	4.4	5.3	142
\$25,000 PYRAMID	C 2753	*104	2.9	3.8	86	233	3.9	8.5	115	*138	6.1	5.0	180	*68	2.2	2.5	66
WHEEL OF FORTUNE	N 4388	246	6.9	5.6	127	328	5.5	7.5	102	*177	7.8	4.0	145	171	5.7	3.9	104
YOUNG AND THE RESTLESS	C 5695	266	7.4	4.7	106	315	5.3	5.5	75	145	6.4	2.5	91	131	4.3	2.3	62
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*81	2.3	4.6	104	*95	1.6	5.4	74	*74	3.3	4.2	151	*77	2.5	4	

PEPPERIDGE FARM																					
DELIS																					
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	MRS. PAUL'S				MRS. SMITH'S				A '000				B % DOWN	C % ACROSS	D % INDX
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX			
TOTAL FEMALE HOMEMAKERS		80986	3572	100.0	4.4	100	5942	100.0	7.3	100	2255	100.0	2.8	100	3023	100.0	3.7	100			
WKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY		26063	1302	36.5	5.0	113	1786	30.1	6.9	93	802	35.6	3.1	111	870	28.8	3.3	89			
NETWORK AFFILIATES - LATE		20261	1008	28.2	5.0	113	1669	28.1	8.2	112	643	28.5	3.2	114	652	21.6	3.2	86			
INDEPENDENTS - LATE		2076	*113	3.2	5.4	123	186	3.1	9.0	122	*63	2.8	3.0	109	87	2.9	4.2	112			
TV EVENING NTWK 6 PM - 2 AM																					
A TEAM		N 10453	424	11.9	4.1	92	714	12.0	6.8	93	301	13.3	2.9	103	279	9.2	2.7	72			
ABC MONDAY NIGHT MOVIE		A 6412	305	8.5	4.8	108	477	8.0	7.4	101	*209	9.3	3.3	117	270	8.9	4.2	113			
ABC SUNDAY NIGHT MOVIE		A 12407	529	14.8	4.3	97	1027	17.3	8.3	113	438	19.4	3.5	127	485	16.0	3.9	105			
ABC WORLD NEWS TONIGHT		A 6176	293	8.2	4.7	108	425	7.2	6.9	94	157	7.0	2.5	91	201	6.6	3.3	87			
AFTERMASH		C 5863	*238	6.7	4.1	92	445	7.5	7.6	103	**125	5.5	2.1	77	*279	9.2	4.8	127			
ALICE		C 9594	481	13.5	5.0	114	739	12.4	7.7	105	278	12.3	2.9	104	301	10.0	3.1	84			
AMERICAN PARADE		C 6622	340	9.5	5.1	116	415	7.0	6.3	85	*228	10.1	3.4	124	219	7.2	3.3	89			
BENSON		A 10886	575	16.1	5.3	120	730	12.3	6.7	91	291	12.9	2.7	96	408	13.5	3.7	100			
BLUE THUNDER		A 5036	*180	5.0	3.6	81	265	4.5	5.3	72	*143	6.3	2.8	102	*125	4.1	2.5	66			
CAGNEY & LACEY		C 9965	375	10.5	3.8	85	776	13.1	7.8	106	*180	8.0	1.8	65	305	10.1	3.1	82			
CBS EVENING NEWS-DEAN		C 3491	*144	4.0	4.1	94	*235	4.0	6.7	92	**112	5.0	3.2	115	*109	3.6	3.1	84			
CBS EVENING NEWS-RATHER		C 7123	313	8.8	4.4	100	534	9.0	7.5	102	160	7.1	2.2	81	241	8.0	3.4	91			
CBS SAT. NEWS-SCHIEFFER		C 3621	216	6.0	6.0	135	197	3.3	5.4	74	*97	4.3	2.7	96	168	5.6	4.6	124			
CBS SATURDAY NIGHT MOVIE		C 5436	211	5.9	3.9	88	360	6.1	6.6	90	117	5.2	2.2	77	137	4.5	2.5	68			
CBS WEDNESDAY NIGHT MOVIE		C 6100	216	6.0	3.5	80	445	7.5	7.3	99	*210	9.3	3.4	124	226	7.5	3.7	99			
CHEERS		N 8889	454	12.7	5.1	116	748	12.6	8.4	115	301	13.3	3.4	122	486	16.1	5.5	146			
DALLAS		C 22109	1102	30.9	5.0	113	1711	28.8	7.7	105	656	29.1	3.0	107	904	29.9	4.1	110			
DIFF'RENT STROKES		N 6940	345	9.7	5.0	113	584	9.8	8.4	115	*200	8.9	2.9	103	265	8.8	3.8	102			
DOUBLE TROUBLE		N 7223	329	9.2	4.6	103	564	9.5	7.8	106	*245	10.9	3.4	122	*255	8.4	3.5	95			
DUCK FACTORY		N 5595	268	7.5	4.8	109	431	7.3	7.7	105	*147	6.5	2.6	94	*254	8.4	4.5	122			
DUKES OF HAZZARD		C 5768	263	7.4	4.6	103	365	6.1	6.3	86	*154	6.8	2.7	96	*122	4.0	2.1	57			
DYNASTY		A 20053	967	27.1	4.8	109	1475	24.8	7.4	100	534	23.7	2.7	96	756	25.0	3.8	101			
FACTS OF LIFE		N 8087	418	11.7	5.2	117	606	10.2	7.5	102	*243	10.8	3.0	108	321	10.6	4.0	106			
FALCON CREST		C 20046	1135	31.8	5.7	128	1624	27.3	8.1	110	641	28.4	3.2	115	815	27.0	4.1	109			
FALL GUY		A 9084	370	10.4	4.1	92	640	10.8	7.0	96	305	13.5	3.4	121	297	9.8	3.3	88			
FAMILY TIES		N 7964	341	9.5	4.3	97	608	10.2	7.6	104	*252	11.2	3.2	114	*217	7.2	2.7	73			
FANTASY ISLAND		A 7687	387	10.8	5.0	114	685	11.5	8.9	121	*222	9.8	2.9	104	*247	8.2	3.2	86			
FOULUPS, BLEEPES & BLUNDERS		A 8861	400	11.2	4.5	102	578	9.7	6.5	89	*181	8.0	2.0	73	289	9.6	3.3	87			
FOUR SEASONS		C 5095	*252	7.1	4.9	112	351	5.9	6.9	94	*132	5.9	2.6	93	*233	7.7	4.6	123			
GIMME A BREAK		N 8838	369	10.3	4.2	95	631	10.6	7.1	97	*242	10.7	2.7	98	*225	7.4	2.5	68			
HART TO HART		A 8978	368	10.3	4.1	93	713	12.0	7.9	108	*259	11.5	2.9	104	274	9.1	3.1	82			
HILL STREET BLUES		N 8590	358	10.0	4.2	94	814	13.7	9.5	129	*246	10.9	2.9	103	300	9.9	3.5	94			
HOTEL		A 14085	682	19.1	4.8	110	1181	19.9	8.4	114	501	22.2	3.6	128	451	14.9	3.2	86			
JEFFERSONS		C 9360	474	13.3	5.1	115	659	11.1	7.0	96	*269	11.9	2.9	103	274	9.1	2.9	78			
JENNIFER SLEPT HERE		N 5841	329	9.2	5.6	128	547	9.2	9.4	128	*137	6.1	2.3	84	*172	5.7	2.9	79			
KATE & ALLIE		C 9206	391	10.9	4.2	96	789	13.3	8.6	117	*206	9.1	2.2	80	344	11.4	3.7	100			
KNIGHT RIDER		N 7076	314	8.8	4.4	101	594	10.0	8.4	114	*244	10.8	3.4	124	*220	7.3	3.1	83			
LOVE BOAT		A 12219	712	19.9	5.8	132	877	14.8	7.2	98	333	14.8	2.7	98	410	13.6	3.4	90			
MAGNUM PI		C 11199	559	15.6	5.0	113	800	13.5	7.1	97	320	14.2	2.9	103	312	10.3	2.8	75			
MAMA'S FAMILY		N 6057	266	7.4	4.4	100	467	7.9	7.7	105	*182	8.1	3.0	108	236	7.8	3.9	104			
MASTER, THE		N 3598	*151	4.2	4.2	95	305	5.1	8.5	116	*144	6.4	4.0	144	**125	4.1	3.5	93			
MATT HOUSTON		A 6344	*224	6.3	3.5	80	559	9.4	8.8	120	*237	10.5	3.7	134	226	7.5	3.6	95			
NBC MONDAY NIGHT MOVIE		N 11994	489	13.7	4.1	92	939	15.8	7.8	107	350	15.5	2.9	105	455	15.1	3.8	102			
NBC NIGHTLY NEWS		N 5132	270	7.6	5.3	119	327	5.5	6.4	87	170	7.5	3.3	119	160	5.3	3.1	84			
NBC NIGHTLY NEWS-SAT		N 3375	*161	4.5	4.8	108	*240	4.0	7.1	97	**127	5.6	3.8	135	*94	3.1	2.8	75			
NBC NIGHTLY NEWS-SUN		N 3130	**129	3.6	4.1	93	*225	3.8	7.2	98	**155	6.9	5.0	178	**116	3.8	3.7	99			
NBC SUNDAY NIGHT MOVIE		N 8284	361	10.1	4.4	99	656	11.0	7.9	108	*275	12.2	3.3	119	348	11.5	4.2	113			
NEWHART		C 9240	446	12.5	4.8	109	840	14.1	9.1	124	*196	8.7	2.1	76	321	10.6	3.5	93			
ONE DAY AT A TIME		C 7288	275	7.7	3.8	86	459	7.7	6.3	86	*182	8.1	2.5	90	225	7.4	3.1	83			
PEOPLE ARE FUNNY		N 4855	*221	6.2	4.6	103	388	6.5	8.0	109	*188	8.3	3.9	139	*201	6.6	4.1	111			
REAL PEOPLE		N 8869	440	12.3	5.0	112	685	11.5	7.7	105	*273	12.1	3.1	111	285	9.4	3.2	86			
REMINGTON STEELE		N 7743	305	8.5	3.9	89	588	9.9	7.6	104	*168	7.5	2.2	78	231	7.6	3.0	80			
RIPLEY'S BELIEVE IT - NOT		A 5345	305	8.5	5.7	129	415	7.0	7.8	106	*211	9.4	3.9	142	*226	7.5	4.2	113			
RIPTIDE		N 6988	359	10.1	5.1	116	566	9.5	8.1	110	*191	8.5	2.7	98	*200	6.6	2.9	77			
SCARECROW & MRS. KING		C 10002	457	12.8	4.6	104	716	12.0	7.2	98	283	12.5	2.8	102	300	9.9	3.0	80			
SIMON & SIMON		C 10638	508	14.2	4.8	108	771	13.0	7.2	99	331	14.7	3.1	112	345	11.4	3.2	87			
60 MINUTES		C 13293	607	17.0	4.6	104	826	13.9	6.2	85	389	17.3	2.9	105	495	16.4	3.7	100			
ST. ELSEWHERE		N 7017	390	10.9	5.6	126	655	11.0	9.3	127	*234	10.4	3.3	120	255	8.4	3.6	97			
THREE'S COMPANY		A 10917	553	15.5	5.1	115	703	11.8	6.4	88	*255	11.3	2.3	84	310	10.3	2.8	76			
T.J. HOOKER		A 9204	461	12.9	5.0	114	549	9.2	6.0	81	294	13.0	3.2	115	267	8.8	2.9	78			
TONIGHT SHOW		N 2372	127	3.6	5.4	121	186														

	TOTAL U.S. '000	STOUFFER'S BOIL-IN-BAG REGULAR ENTREE				STOUFFER'S BOIL-IN-BAG LEAN CUISINE				STOUFFER'S BAKED ENTREE REGULAR				STOUFFER'S BAKED ENTREE LEAN CUISINE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	3706	100.0	4.6	100	4362	100.0	5.4	100	5003	100.0	6.2	100	3805	100.0	4.7	100
18 - 24	9282	*291	7.9	3.1	69	*401	9.2	4.3	80	*342	6.8	3.7	60	*270	7.1	2.9	62
25 - 34	19072	1086	29.3	5.7	124	1336	30.6	7.0	130	1499	30.0	7.9	127	1074	28.2	5.6	120
35 - 44	14591	536	14.5	3.7	80	684	15.7	4.7	87	830	16.6	5.7	92	730	19.2	5.0	106
45 - 54	11345	*526	14.2	4.6	101	713	16.3	6.3	117	813	16.3	7.2	116	676	17.8	6.0	127
55 - 64	11635	656	17.7	5.6	123	696	16.0	6.0	111	674	13.5	5.8	94	554	14.6	4.8	101
65 OR OLDER	15061	611	16.5	4.1	89	534	12.2	3.5	66	846	16.9	5.6	91	503	13.2	3.3	71
18 - 34	28354	1377	37.2	4.9	106	1736	39.8	6.1	114	1840	36.8	6.5	105	1343	35.3	4.7	101
18 - 49	48339	2161	58.3	4.5	98	2691	61.7	5.6	103	3096	61.9	6.4	104	2359	62.0	4.9	104
25 - 54	45008	2147	57.9	4.8	104	2732	62.6	6.1	113	3142	62.8	7.0	113	2479	65.2	5.5	117
35 - 49	19985	784	21.2	3.9	86	954	21.9	4.8	89	1255	25.1	6.3	102	1015	26.7	5.1	108
50 OR OLDER	32647	1545	41.7	4.7	103	1671	38.3	5.1	95	1908	38.1	5.8	95	1447	38.0	4.4	94
GRADUATED COLLEGE	11155	816	22.0	7.3	160	888	20.4	8.0	148	1248	24.9	11.2	181	991	26.0	8.9	189
ATTENDED COLLEGE	13682	847	22.9	6.2	135	1365	31.3	10.0	185	1167	23.3	8.5	138	1146	30.1	8.4	178
GRADUATED HIGH SCHOOL	33880	1440	38.9	4.3	93	1612	37.0	4.8	88	1946	38.9	5.7	93	1336	35.1	3.9	84
DID NOT GRADUATE HIGH SCHOOL	22270	603	16.3	2.7	59	*496	11.4	2.2	41	643	12.9	2.9	47	*333	8.8	1.5	32
EMPLOYED	40306	2245	60.6	5.6	122	2972	68.1	7.4	137	3094	61.8	7.7	124	2670	70.2	6.6	141
EMPLOYED FULL-TIME	32850	1930	52.1	5.9	128	2565	58.8	7.8	145	2561	51.2	7.8	126	2269	59.6	6.9	147
EMPLOYED PART-TIME	7456	*316	8.5	4.2	93	*407	9.3	5.5	101	*533	10.7	7.1	116	*401	10.5	5.4	114
NOT EMPLOYED	40680	1461	39.4	3.6	78	1390	31.9	3.4	63	1910	38.2	4.7	76	1135	29.8	2.8	59
PROFESSIONAL/MANAGER	10392	806	21.7	7.8	169	1121	25.7	10.8	200	1169	23.4	11.2	182	1075	28.3	10.3	220
TECH/CLERICAL/SALLES	17574	1099	29.7	6.3	137	1324	30.4	7.5	140	1460	29.2	8.3	134	1339	35.2	7.6	162
PRECISION/CRAFT	985	*118	0.5	1.8	40	*33	0.8	3.4	62	*37	0.7	3.8	61	*173	1.9	7.4	158
OTHER EMPLOYED	11354	*322	8.7	2.8	62	*494	11.3	4.4	81	*427	8.5	3.8	61	*184	4.8	1.6	34
SINGLE	9863	693	18.7	7.0	154	833	19.1	8.4	157	829	16.6	8.4	136	678	17.8	6.9	146
MARRIED	51375	2068	55.8	4.0	88	2470	56.6	4.8	89	2862	57.2	5.6	90	2137	56.2	4.2	89
DIVORCED/SEPARATED/WIDOWED	19748	944	25.5	4.8	104	1059	24.3	5.4	100	1312	26.2	6.6	108	990	26.0	5.0	107
PARENTS	32590	912	24.6	2.8	61	1246	28.6	3.8	71	1573	31.4	4.8	78	1189	31.2	3.6	78
WHITE	70416	3376	91.1	4.8	105	3950	90.6	5.6	104	4566	91.3	6.5	105	3448	90.6	4.9	104
BLACK	8778	*306	8.3	3.5	76	*341	7.8	3.9	72	*338	6.8	3.9	62	*266	7.0	3.0	64
OTHER	1791	*23	0.6	1.3	28	*70	1.6	3.9	73	*99	2.0	5.5	89	*92	2.4	5.1	109
NORTHEAST-CENSUS	17786	948	25.6	5.3	116	723	16.6	4.1	75	1239	24.8	7.0	113	724	19.0	4.1	87
NORTH CENTRAL	20741	900	24.3	4.3	95	948	21.7	4.6	85	1163	23.2	5.6	91	867	22.8	4.2	89
SOUTH	27775	1085	29.3	3.9	85	1426	32.7	5.1	95	1309	26.2	4.7	76	1147	30.1	4.1	88
WEST	14683	774	20.9	5.3	115	1266	29.0	8.6	160	1291	25.8	8.8	142	1067	28.0	7.3	155
NORTHEAST-MKTG.	17961	981	26.5	5.5	119	856	19.6	4.8	88	1215	24.3	6.8	110	719	18.9	4.0	85
EAST CENTRAL	11885	562	15.2	4.7	103	552	12.7	4.6	86	695	13.9	5.8	95	534	14.0	4.5	96
WEST CENTRAL	14090	597	16.1	4.2	93	557	12.8	4.0	73	781	15.6	5.5	90	514	13.5	3.6	78
SOUTH	24081	874	23.6	3.6	79	1217	27.9	5.1	94	1137	22.7	4.7	76	1058	27.8	4.4	94
PACIFIC	12969	692	18.7	5.3	117	1179	27.0	9.1	169	1175	23.5	9.1	147	980	25.8	7.6	161
COUNTY SIZE A	32439	2060	55.6	6.4	139	2151	49.3	6.6	123	2829	56.5	8.7	141	1858	48.8	5.7	122
COUNTY SIZE B	24915	968	26.1	3.9	85	1418	32.5	5.7	106	1264	25.3	5.1	82	1328	34.9	5.3	113
COUNTY SIZE C	12930	540	14.6	4.2	91	610	14.0	4.7	88	707	14.1	5.5	89	480	12.6	3.7	79
COUNTY SIZE D	10703	*137	3.7	1.3	28	*183	4.2	1.7	32	*204	4.1	1.9	31	*139	3.7	1.3	28
METRO CENTRAL CITY	24518	1297	35.0	5.3	116	1764	40.4	7.2	134	1833	36.6	7.5	121	1610	42.3	6.6	140
METRO SUBURBAN	35919	1887	50.9	5.3	115	2016	46.2	5.6	104	2521	50.4	7.0	114	1788	47.0	5.0	106
NON METRO	20549	*521	14.1	2.5	55	582	13.3	2.8	53	650	13.0	3.2	51	*407	10.7	2.0	42
TOP 5 ADI'S	18341	1275	34.4	7.0	152	1145	26.2	6.2	116	1740	34.8	9.5	154	985	25.9	5.4	114
TOP 10 ADI'S	25378	1553	41.9	6.1	134	1524	34.9	6.0	111	2087	41.7	8.2	133	1417	37.2	5.6	119
TOP 20 ADI'S	36488	2190	59.1	6.0	131	2303	52.8	6.3	117	2974	59.4	8.2	132	2063	54.2	5.7	120
HSGLD INC. \$50,000 OR MORE	6612	*552	14.9	8.3	182	*668	15.3	10.1	188	*639	12.8	9.7	156	676	17.8	10.2	218
\$40,000 OR MORE	12659	839	22.6	6.6	145	1242	28.5	9.8	182	1155	23.1	9.1	148	1156	30.4	9.1	194
\$30,000 OR MORE	24698	1489	40.2	6.0	132	1964	45.0	8.0	148	2033	40.6	8.2	133	1923	50.5	7.8	166
\$25,000 OR MORE	32077	1931	52.1	6.0	132	2426	55.6	7.6	140	2774	55.4	8.6	140	2326	61.1	7.3	154
\$20,000 - \$24,999	9144	*314	8.5	3.4	75	646	14.8	7.1	131	541	10.8	5.9	96	*401	10.5	4.4	93
\$15,000 - \$19,999	8728	*311	8.4	3.6	78	*380	8.7	4.4	81	500	10.0	5.7	93	*274	7.2	3.1	67
\$10,000 - \$14,999	12562	588	15.9	4.7	102	449	10.3	3.6	66	656	13.1	5.2	85	476	12.5	3.8	81
UNDER \$10,000	18475	562	15.2	3.0	66	461	10.6	2.5	46	534	10.7	2.9	47	*329	8.6	1.8	38
HOUSEHOLD OF 1 PERSON	11987	923	24.9	7.7	168	938	21.5	7.8	145	1152	23.0	9.6	156	915	24.0	7.6	162
2 PEOPLE	26577	1381	37.3	5.2	114	1631	37.4	6.1	114	1721	34.4	6.5	105	1155	30.4	4.3	92
3 OR 4 PEOPLE	30617	1216	32.8	4.0	87	1381	31.7	4.5	84	1727	34.5	5.6	91	1373	36.1	4.5	95
5 OR MORE PEOPLE	11804	*186	5.0	1.6	34	*412	9.4	3.5	65	*405	8.1	3.4	56	*362	9.5	3.1	65
NO CHILD IN HSHLD	46165	2758	74.4	6.0	131	3026	69.4	6.6	122	3374	67.4	7.3	118	2536	66.6	5.5	117
CHILD(REN) UNDER 2 YRS	5325	*181	4.9	3.4	74	*132	3.0	2.5	46	*187	3.7	3.5	57	*61	1.6	1.1	24
2 - 5 YEARS	14221	*331	8.9	2.3	51	*477	10.9	3.4	62	624	12.5	4.4	71	*366	9.6	2.6	55
6 - 11 YEARS	15117	*276	7.4	1.8	40	*514	11.8	3.4	63	713	14.3	4.7	76	559	14.7	3.7	79
12 - 17 YEARS	16611	*398	10.7	2.4	52	657	15.1	4.0	73	787	15.7	4.7	77	739	19.4	4.4	95
RESIDENCE OWNED	55884	2374	64.1	4.2	93	3053	70.0	5.5	101	3366	67.3	6.0	98	2747	72.2	4.9	105
VALUE: \$50,000 OR MORE	31744	1632	44.0	5.1	112	2234	51.2	7.0	131	2454	49.1	7.7	125	2027	53.3	6.4	136
VALUE: UNDER \$50,000	24140	743	20.0	3.1	67	819	18.8	3.4	63	913	18.2	3.8	61	721	18.9	3.0	64

		TOTAL U.S. '000	STOUFFER'S BOIL-IN-BAG REGULAR ENTREE				STOUFFER'S BOIL-IN-BAG LEAN CUISINE				STOUFFER'S BAKED ENTREE REGULAR				STOUFFER'S BAKED ENTREE LEAN CUISINE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	3706	100.0	4.6	100	4362	100.0	5.4	100	5003	100.0	6.2	100	3805	100.0	4.7	100
MAGAZINES	QUINTILE 1	15799	868	23.4	5.5	120	1565	35.9	9.9	184	1503	30.0	9.5	154	1266	33.3	8.0	171
	QUINTILE 2	17259	908	24.5	5.3	115	1031	23.6	6.0	111	1169	23.4	6.8	110	995	26.1	5.8	123
	QUINTILE 3	13545	523	14.1	3.9	84	531	12.2	3.9	73	724	14.5	5.3	87	563	14.8	4.2	88
	QUINTILE 4	15133	613	16.5	4.1	89	695	15.9	4.6	85	816	16.3	5.4	87	519	13.6	3.4	73
	QUINTILE 5	19250	794	21.4	4.1	90	540	12.4	2.8	52	792	15.8	4.1	67	462	12.1	2.4	51
NEWSPAPERS	QUINTILE 1	12413	712	19.2	5.7	125	953	21.8	7.7	143	1030	20.6	8.3	134	955	25.1	7.7	164
	QUINTILE 2	24116	1200	32.4	5.0	109	1358	31.1	5.6	105	1540	30.8	6.4	103	1332	35.0	5.5	111
	QUINTILE 3	11261	520	14.0	4.6	101	740	17.0	6.6	122	866	17.3	7.7	124	622	16.3	5.5	118
	QUINTILE 4	20255	926	25.0	4.6	100	961	22.0	4.7	88	1087	21.7	5.4	87	639	16.8	3.2	67
	QUINTILE 5	12940	*349	9.4	2.7	59	*349	8.0	2.7	50	*481	9.6	3.7	60	**258	6.8	2.0	42
OUTDOOR	QUINTILE 1	14852	755	20.4	5.1	111	895	20.5	6.0	112	974	19.5	6.6	106	862	22.7	5.8	124
	QUINTILE 2	15725	851	23.0	5.4	118	917	21.0	5.8	108	1100	22.0	7.0	113	795	20.9	5.1	108
	QUINTILE 3	16330	812	21.9	5.0	109	1140	26.1	7.0	130	1244	24.9	7.6	123	874	23.0	5.4	114
	QUINTILE 4	16744	644	17.4	3.8	84	705	16.2	4.2	78	813	16.3	4.9	79	597	15.7	3.6	76
	QUINTILE 5	17334	644	17.4	3.7	81	704	16.1	4.1	75	874	17.5	5.0	82	677	17.8	3.9	83
RADIO-DRIVE TIME	QUINTILE 1	15911	844	22.8	5.3	116	1153	26.4	7.2	135	1148	22.9	7.2	117	901	23.7	5.7	121
	QUINTILE 2	14837	654	17.6	4.4	96	791	18.1	5.3	99	953	19.0	6.4	104	829	21.8	5.6	119
	QUINTILE 3	15339	658	17.8	4.3	94	727	16.7	4.7	88	910	18.2	5.9	96	645	17.0	4.2	89
	QUINTILE 4	16723	702	18.9	4.2	92	994	22.8	5.9	110	942	18.8	5.6	91	838	22.0	5.0	107
	QUINTILE 5	18176	849	22.9	4.7	102	696	16.0	3.8	71	1050	21.0	5.8	94	592	15.6	3.3	69
RADIO-MID- DAY	TERCILE 1	21020	983	26.5	4.7	102	1280	29.3	6.1	113	1265	25.3	6.0	97	1135	29.8	5.4	115
	TERCILE 2	21610	1014	27.4	4.7	103	1108	25.4	5.1	95	1394	27.9	6.5	104	934	24.5	4.3	92
	TERCILE 3	38355	1709	46.1	4.5	97	1973	45.2	5.1	96	2344	46.9	6.1	99	1736	45.6	4.5	96
RADIO-TOTAL	QUINTILE 1	15988	874	23.6	5.5	119	1028	23.6	6.4	119	1109	22.2	6.9	112	800	21.0	5.0	107
	QUINTILE 2	15626	675	18.2	4.3	94	876	20.1	5.6	104	997	19.9	6.4	103	867	22.8	5.5	118
	QUINTILE 3	16723	687	18.5	4.1	90	882	20.2	5.3	98	982	19.6	5.9	95	841	22.1	5.0	107
	QUINTILE 4	16342	824	22.2	5.0	110	1040	23.8	6.4	118	1116	22.3	6.8	111	859	22.6	5.3	112
	QUINTILE 5	16306	646	17.4	4.0	87	536	12.3	3.3	61	799	16.0	4.9	79	438	11.5	2.7	57
TV-PRIME TIME	QUINTILE 1	15953	540	14.6	3.4	74	678	15.5	4.2	79	931	18.6	5.8	94	662	17.4	4.1	88
	QUINTILE 2	16137	905	24.4	5.6	123	903	20.7	5.6	104	1170	23.4	7.3	117	930	24.4	5.8	123
	QUINTILE 3	16420	749	20.2	4.6	100	817	18.7	5.0	92	948	18.9	5.8	93	697	18.3	4.2	90
	QUINTILE 4	16687	777	21.0	4.7	102	1071	24.6	6.4	119	1115	22.3	6.7	108	770	20.2	4.6	98
	QUINTILE 5	15789	736	19.9	4.7	102	892	20.4	5.6	105	839	16.8	5.3	86	746	19.6	4.7	101
TV-DAYTIME	TERCILE 1	27736	1009	27.2	3.6	79	1135	26.0	4.1	76	1419	28.4	5.1	83	1029	27.0	3.7	79
	TERCILE 2	26489	1318	35.6	5.0	109	1513	34.7	5.7	106	1787	35.7	6.7	109	1298	34.1	4.9	104
	TERCILE 3	26761	1379	37.2	5.2	113	1714	39.3	6.4	119	1798	35.9	6.7	109	1478	38.8	5.5	118
TV-TOTAL	QUINTILE 1	16345	571	15.4	3.5	76	671	15.4	4.1	76	793	15.9	4.9	79	583	15.3	3.6	76
	QUINTILE 2	16447	613	16.5	3.7	81	753	17.3	4.6	85	968	19.3	5.9	95	727	19.1	4.4	94
	QUINTILE 3	15980	793	21.4	5.0	108	842	19.3	5.3	98	1083	21.6	6.8	110	794	20.9	5.0	106
	QUINTILE 4	15887	1015	27.4	6.4	140	1078	24.7	6.8	126	1368	27.3	8.6	139	874	23.0	5.5	117
	QUINTILE 5	16326	714	19.3	4.4	96	1018	23.3	6.2	116	793	15.9	4.9	79	827	21.7	5.1	108
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	1118	30.2	5.4	118	1646	37.7	7.9	147	1678	33.5	8.1	131	1618	42.5	7.8	166
		19186	878	23.7	4.6	100	1242	28.5	6.5	120	1369	27.4	7.1	116	947	24.9	4.9	105
		21899	1069	28.8	4.9	107	937	21.5	4.3	79	1306	26.1	6.0	97	938	24.7	4.3	91
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	964	26.0	6.2	136	1339	30.7	8.7	161	1304	26.1	8.4	137	1250	32.9	8.1	172
		25953	1132	30.5	4.4	95	1572	36.0	6.1	112	1790	35.8	6.9	112	1445	38.0	5.6	119
		24400	1083	29.2	4.4	97	1016	23.3	4.2	77	1246	24.9	5.1	83	814	21.4	3.3	71
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	951	25.7	5.3	115	1436	32.9	8.0	148	1444	28.9	8.0	130	1298	34.1	7.2	153
		23571	1195	32.2	5.1	111	1487	34.1	6.3	117	1701	34.0	7.2	117	1348	35.4	5.7	122
		23278	963	26.0	4.1	90	872	20.0	3.7	70	1148	22.9	4.9	80	765	20.1	3.3	70
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	638	17.2	4.1	90	1015	23.3	6.6	122	1105	22.1	7.1	116	941	24.7	6.1	130
		25829	1523	41.1	5.9	129	1979	45.4	7.7	142	2046	40.9	7.9	128	1686	44.3	6.5	139
		26039	883	23.8	3.4	74	763	17.5	2.9	54	1138	22.7	4.4	71	691	18.2	2.7	56
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	968	26.1	5.8	127	1150	26.4	6.9	129	1129	22.6	6.8	110	1216	32.0	7.3	156
		26834	1306	35.2	4.9	106	1628	37.3	6.1	113	1895	37.9	7.1	114	1455	38.2	5.4	115
		23346	1083	29.2	4.6	101	1208	27.7	5.2	96	1567	31.3	6.7	109	862	22.7	3.7	79
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	966	26.1	5.6	123	1222	28.0	7.1	132	1283	25.6	7.5	121	1107	29.1	6.5	138
		25892	1301	35.1	5.0	110	1492	34.2	5.8	107	1810	36.2	7.0	113	1504	39.5	5.8	124
		23167	876	23.6	3.8	83	1015	23.3	4.4	81	1303	26.0	5.6	91	855	22.5	3.7	79
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	692	18.7	4.0	88	1028	23.6	6.0	111	1173	23.4	6.8	111	1026	27.0	6.0	127
		26214	1536	41.4	5.9	128	1781	40.8	6.8	126	2061	41.2	7.9	127	1744	45.8	6.7	142
		23412	801	21.6	3.4	75	723	16.6	3.1	57	1051	21.0	4.5	73	580	15.2	2.5	53
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	797	21.5	5.2	114	1031	23.6	6.7	125	1083	21.6	7.1	115	942	24.8	6.2	131
		24901	1257	33.9	5.0	110	1397	32.0	5.6	104	1670	33.4	6.7	109	1175	30.9	4.7	100
		26492	1148	31.0	4.3	95	1488	34.1	5.6	104	1606	32.1	6.1	98	1282	33.7	4.8	103
OUTDOOR-TELEVISION: DUAL OUTDOOR IMPERATIVE TELEVISION IMPERATIVE		14794	612	16.5														

	TOTAL U.S. '000	STOUFFER'S BOIL-IN-BAG REGULAR ENTREE				STOUFFER'S BOIL-IN-BAG LEAN CUISINE				STOUFFER'S BAKED ENTREE REGULAR				STOUFFER'S BAKED ENTREE LEAN CUISINE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	3706	100.0	4.6	100	4362	100.0	5.4	100	5003	100.0	6.2	100	3805	100.0	4.7	100
ATLANTIC MONTHLY	415	**32	0.9	7.7	169	**28	0.6	6.7	125	**62	1.2	14.9	242	**21	0.6	5.1	108
BARRON'S	453	**33	0.9	7.3	159	**26	0.6	5.7	107	**89	1.8	19.6	318	**77	2.0	17.0	362
BETTER HOMES & GARDENS	16256	675	18.2	4.2	91	1032	23.7	6.3	118	1121	22.4	6.9	112	956	25.1	5.9	125
BON APPETIT	2535	*187	5.0	7.4	161	**226	5.2	8.9	166	232	4.6	9.2	148	*122	3.2	4.8	102
BUSINESS WEEK	1278	**74	2.0	5.8	127	**114	2.6	8.9	166	*156	3.1	12.2	198	*118	3.1	9.2	197
CAR AND DRIVER	378	**49	1.3	13.0	283	**63	1.4	16.7	309	**32	0.6	8.5	137	**35	0.9	9.3	197
CBS MAGAZINE NETWORK (GROSS)	1498	**97	2.6	6.5	142	**227	5.2	15.2	281	**136	2.7	9.1	147	*189	5.0	12.6	269
CHANGING TIMES	1505	**92	2.5	6.1	134	*175	4.0	11.6	216	*159	3.2	10.6	171	*146	3.8	9.7	206
COLONIAL HOMES	1231	**117	3.2	9.5	208	*166	3.8	13.5	250	*163	3.3	13.2	214	*101	2.7	8.2	175
CONDE NAST MAG. PKG. (GROSS)	14146	996	26.9	7.0	154	1431	32.8	10.1	188	1436	28.7	10.2	164	910	23.9	6.4	137
CONSUMERS DIGEST	1323	**64	1.7	4.8	106	**135	3.1	10.2	189	**105	2.1	7.9	128	**146	3.8	11.0	235
COSMOPOLITAN	7102	478	12.9	6.7	147	649	14.9	9.1	170	595	11.9	8.4	136	486	12.8	6.8	146
COUNTRY LIVING	2481	*177	4.8	7.1	156	*294	6.7	11.9	220	*222	4.4	8.9	145	*251	6.6	10.1	215
CUISINE	1472	**95	2.6	6.5	141	**128	2.9	8.7	161	*92	1.8	6.3	101	*82	2.2	5.6	119
CYCLE WORLD	425	**4	0.1	0.9	21	**5	0.1	1.2	22	**38	0.8	8.9	145	*1	0.0	0.2	5
DCI:CREATIVE IDEAS FOR LIV	2510	*135	3.6	5.4	118	**110	2.5	4.4	81	*156	3.1	6.2	101	**103	2.7	4.1	87
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	417	11.3	6.2	136	513	11.8	7.7	142	603	12.1	9.0	146	538	14.1	8.0	171
DISCOVER	894	**27	0.7	3.0	66	**54	1.2	6.0	112	*37	0.7	4.1	67	*59	1.6	6.6	140
EBONY	3507	*146	3.9	4.2	91	*236	5.4	6.7	125	*180	3.6	5.1	83	*170	4.5	4.8	103
ESQUIRE	1083	**44	1.2	4.1	89	**40	0.9	3.7	69	**119	2.4	11.0	178	*74	1.9	6.8	145
ESSENCE	1830	**53	1.4	2.9	63	**78	1.8	4.3	79	*78	1.6	4.3	69	**51	1.3	2.8	59
FAMILY CIRCLE	15930	683	18.4	4.3	94	939	21.5	5.9	109	1013	20.2	6.4	103	840	22.1	5.3	112
THE FAMILY HANDYMAN	1126	**55	1.5	4.9	107	**92	2.1	8.2	152	**69	1.4	6.1	99	*81	2.1	7.2	153
FAMILY WEEKLY	11468	455	12.3	4.0	87	517	11.9	4.5	84	771	15.4	6.7	109	507	13.3	4.4	94
FIELD & STREAM	2234	**40	1.1	1.8	39	**100	2.3	4.5	83	*77	1.5	3.4	56	**106	2.8	4.7	101
FOOD & WINE	579	**33	0.9	5.7	125	**69	1.6	11.9	221	**40	0.8	6.9	112	**69	1.8	11.9	254
FORBES	728	**178	2.1	10.7	234	**48	1.1	6.6	122	*137	2.7	18.8	305	**101	2.7	13.9	295
FORTUNE	906	**138	3.7	15.2	333	**52	1.2	5.7	107	*176	3.5	19.4	314	**121	3.2	13.4	284
GENTLEMEN'S QUARTERLY	791	**15	0.4	1.9	41	*97	2.2	12.3	228	**55	1.1	7.0	113	*26	0.7	3.3	70
GLAMOUR	5265	347	9.4	6.6	144	437	10.0	8.3	154	397	7.9	7.5	122	349	9.2	6.6	141
GOLF DIGEST	636	**30	0.8	4.7	103	**40	0.9	6.3	117	**66	1.3	10.4	168	**62	1.6	9.7	207
GOLF DIGEST/TENNIS (GROSS)	1186	**60	1.6	5.1	111	**56	1.3	4.7	88	*97	1.9	8.2	132	*70	1.8	5.9	126
GOLF MAGAZINE	441	**15	0.4	3.4	74	*17	0.4	3.9	72	**45	0.9	10.2	165	**24	0.6	5.4	116
GOLF MAGAZINE/SKI (GROSS)	922	**33	0.9	3.6	78	**42	1.0	4.6	85	*73	1.5	7.9	128	*57	1.5	6.2	132
GOOD HOUSEKEEPING	16487	720	19.4	4.4	95	1014	23.2	6.2	114	1156	23.1	7.0	113	1012	26.6	6.1	131
HARPER'S BAZAAR	2423	*152	4.1	6.3	137	*260	6.0	10.7	199	*306	6.1	12.6	204	*183	4.8	7.6	161
HEALTH	1994	**91	2.5	4.6	100	*187	4.3	9.4	174	*209	4.2	10.5	170	*128	3.4	6.4	137
HEARST MAG CORP. BUY (GROSS)	44101	2354	63.5	5.3	117	3586	82.2	8.1	151	3767	75.3	8.5	138	2988	78.5	6.8	144
HEARST MAN POWER (GROSS)	1993	**74	2.0	3.7	81	*184	4.2	9.2	171	*163	3.3	8.2	132	*132	3.5	6.6	141
HEARST WOMAN POWER (GROSS)	31274	1509	40.7	4.8	105	2308	52.9	7.4	137	2408	48.1	7.7	125	1981	52.1	6.3	135
HOUSE BEAUTIFUL	3623	244	6.6	6.7	147	267	6.1	7.4	137	403	8.1	11.1	180	251	6.6	6.9	147
INC.	283	**22	0.6	7.8	170	*41	0.9	14.5	269	*50	1.0	17.7	286	*72	1.9	25.4	542
JET	2928	*125	3.4	4.3	93	*157	3.6	5.4	100	*175	3.5	6.0	97	*106	2.8	3.6	77
LADIES' HOME JOURNAL	11918	562	15.2	4.7	103	802	18.4	6.7	125	961	19.2	8.1	131	791	20.8	6.6	141
LHJ FAMILY GRP COMBO(GROSS)	16764	774	20.9	4.6	101	1216	27.9	7.3	135	1364	27.3	8.1	132	1092	28.7	6.5	139
LIFE	4254	235	6.3	5.5	121	320	7.3	7.5	140	338	6.8	7.9	129	303	8.0	7.1	152
L.A. TIMES HOME MAGAZINE	1145	**79	2.1	6.9	151	*133	3.0	11.6	216	*204	4.1	17.8	288	*179	4.7	15.6	333
MADEMOISELLE	2884	295	8.0	10.2	224	359	8.2	12.4	231	343	6.9	11.9	193	220	5.8	7.6	162
MC CALL'S	13460	579	15.6	4.3	94	834	19.1	6.2	115	930	18.6	6.9	112	718	18.9	5.3	114
MC CALL'S/WRK MOTHER (GROSS)	14606	641	17.3	4.4	96	931	21.3	6.4	118	1042	20.8	7.1	115	867	22.8	5.9	126
MECHANIX ILLUSTRATED	772	**27	0.7	3.5	76	**78	1.8	10.1	188	**27	0.5	3.5	57	**59	1.6	7.6	163
METROPOLITAN HOME	967	**64	1.7	6.6	145	**152	3.5	15.7	292	**109	2.2	11.3	182	*88	2.3	9.1	194
MONEY	1588	*153	4.1	9.6	211	*158	3.6	9.9	185	*257	5.1	16.2	262	*176	4.6	11.1	236
MOTHER EARTH NEWS	1002	**40	1.1	4.0	87	**52	1.2	5.2	96	**54	1.1	5.4	87	*38	1.0	3.8	81
MS.	825	**68	1.8	8.2	180	*73	1.7	8.8	164	*99	2.0	12.0	194	*82	2.2	9.9	212
NATIONAL ENQUIRER	10336	405	10.9	3.9	86	435	10.0	4.2	78	645	12.9	6.2	101	351	9.2	3.4	72
NATIONAL GEOGRAPHIC	9597	641	17.3	6.7	146	867	19.9	9.0	168	948	18.9	9.9	160	691	18.2	7.2	153
NATIONAL SUNDAY MAGAZINE PKG	49558	2502	67.5	5.0	110	3215	73.7	6.5	120	3523	70.4	7.1	115	2941	77.3	5.9	126
NATURAL HISTORY	573	**24	0.6	4.2	92	*323	0.5	4.0	75	*29	0.6	5.1	82	*8	0.2	1.4	30
NEW WOMAN	1699	**96	2.6	5.7	123	*202	4.6	11.9	221	*117	2.3	6.9	111	*107	2.8	6.3	134
NEW YORK INCLUDING CUE	443	**53	1.4	12.0	261	**55	1.3	12.4	231	*41	0.8	9.3	150	**55	1.4	12.4	264
THE NEW YORKER	1270	*93	2.5	7.3	160	*121	2.8	9.5	177	*158	3.2	12.4	201	*147	3.9	11.6	246
NEWSWEEK	6277	429	11.6	6.8	149	532	12.2	8.5	157	590	11.8	9.4	152	560	14.7	8.9	190
THE N.Y. TIMES DAILY EDITION	1205	**101	2.7	8.4	183	**53	1.2	4.4	82	*139	2.8	11.5	187	*60	1.6	5.0	106
THE N.Y. TIMES MAGAZINE	2081	*169	4.6	8.1	177	*118	2.7	5.7	105	*243	4.9	11.7	189	*137	3.6	6.6	140
OMNI	788	**80	2.2	10.2	222	*84	1.9	10.7	198	*94	1.9	11.9	193	*50	1.3	6.3	135
ON CABLE	1158	**28	0.8	2.4	53	*170	3.9	14.7	273	*54	1.1	4.7	75	*158	4.2	13.6	290
1001 HOME IDEAS	2852	*122	3.3	4.3	93	*227	5.2	8.0	148	*194	3.9	6.8	110	*174	4.6	6.1	130
ORGANIC GARDENING	1658	**69	1.9	4.2	91	*90	2.1	5.4	101	*65	1.3	3.9	63	*58	1.5	3.5	74
OUTDOOR LIFE	896	*20	0.5	2.2	49	*27	0.6	3.0	56	*36	0.7	4.0	65	*21	0.6	2.3	50
PARADE MAGAZINE	24275	1357	36.6	5.6	122	1690	38.7	7.0	129	1614	32.3	6.6	108	1655	43.5	6.8	145

	TOTAL U.S. '000	STOUFFER'S BOIL-IN-BAG REGULAR ENTREE				STOUFFER'S BOIL-IN-BAG LEAN CUISINE				STOUFFER'S BAKED ENTREE REGULAR				STOUFFER'S BAKED ENTREE LEAN CUISINE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	3706	100.0	4.6	100	4362	100.0	5.4	100	5003	100.0	6.2	100	3805	100.0	4.7	100
PARENTS	3845	**111	3.0	2.9	63	*252	5.8	6.6	122	*261	5.2	6.8	110	*135	3.5	3.5	75
PENTHOUSE	831	**55	0.1	0.6	13	**74	1.7	8.9	165	**16	0.3	1.9	31	**40	1.1	4.8	102
PEOPLE	11645	565	15.2	4.9	106	926	21.2	8.0	148	983	19.6	8.4	137	840	22.1	7.2	154
PLAYBOY	2006	**73	2.0	3.6	80	*175	4.0	8.7	162	*223	4.5	11.1	180	**95	2.5	4.7	101
POPULAR HOT RODDING	297	**17	0.5	5.7	125	**2	0.0	0.7	13	**11	0.2	3.7	60	**2	0.1	0.7	14
POPULAR MECHANICS	1018	**44	1.2	4.3	94	**85	1.9	8.3	155	**71	1.4	7.0	113	**79	2.1	7.8	165
POPULAR SCIENCE	878	**61	1.6	6.9	152	**78	1.8	8.9	165	**72	1.4	8.2	133	**79	2.1	9.0	192
PREVENTION	3913	232	6.3	5.9	130	278	6.4	7.1	132	250	5.0	6.4	103	227	6.0	5.8	123
PSYCHOLOGY TODAY	1710	*109	2.9	6.4	139	*135	3.1	7.9	147	*193	3.9	11.3	183	*160	4.2	9.4	199
READER'S DIGEST	22204	1066	28.8	4.8	105	1263	29.0	5.7	106	1678	33.5	7.6	122	1428	37.5	6.4	137
REDBOOK	7684	311	8.4	4.0	88	646	14.8	8.4	156	656	13.1	8.5	138	484	12.7	6.3	134
ROAD & TRACK	410	**55	1.5	13.4	293	**86	2.0	21.0	389	**22	0.4	5.4	87	**56	1.5	13.7	291
ROLLING STONE	969	**77	2.1	7.9	174	**73	1.7	7.5	140	*78	1.6	8.0	130	**58	1.5	6.0	127
RUNNER'S WORLD	298	**40	1.1	13.4	293	**26	0.6	8.7	162	*25	0.5	8.4	136	**20	0.5	6.7	143
SATURDAY EVENING POST	1169	**89	2.4	7.6	166	*147	3.4	12.6	233	*96	1.9	8.2	133	*205	5.4	17.5	373
SCIENCE 84	587	**59	1.6	10.1	220	**58	1.3	9.9	183	**75	1.5	12.8	207	**52	1.4	8.9	189
SCIENCE DIGEST	482	**19	0.5	3.9	86	**38	0.9	7.9	146	**39	0.8	8.1	131	**36	0.9	7.5	159
SCIENTIFIC AMERICAN	594	**35	0.9	5.9	129	**62	1.4	10.4	194	**55	1.1	9.3	150	**42	1.1	7.1	150
SELF	2089	*116	3.1	5.6	121	*240	5.5	11.5	213	*286	5.7	13.7	222	*114	3.0	5.5	116
SEVENTEEN	2411	**100	2.7	4.1	91	*243	5.6	10.1	187	*221	4.4	9.2	148	*146	3.8	6.1	129
SKI	480	**18	0.5	3.8	82	**25	0.6	5.2	97	**28	0.6	5.8	94	**33	0.9	6.9	146
SMITHSONIAN	2760	*188	5.1	6.8	149	286	6.6	10.4	192	347	6.9	12.6	204	254	6.7	9.2	196
SOAP OPERA DIGEST	3013	*254	1.5	1.8	39	*149	3.4	4.9	92	*179	3.6	5.9	96	*165	4.3	5.5	117
SOUTHERN LIVING	4184	*283	7.6	6.8	148	403	9.2	9.6	179	447	8.9	10.7	173	435	11.4	10.4	221
SPORT	559	**10	0.3	1.8	39	*50	1.1	8.9	166	*44	0.9	7.9	127	*52	1.4	9.3	198
THE SPORTING NEWS	436	**12	0.3	2.8	60	*38	0.9	8.7	162	*41	0.8	9.4	152	*58	1.5	13.3	283
SPORTS AFIELD	493	**12	0.3	2.4	53	**61	1.4	12.4	230	*53	1.1	10.8	174	*18	0.5	3.7	78
SPORTS ILLUSTRATED	2758	*202	5.5	7.3	160	*224	5.1	8.1	151	284	5.7	10.3	167	*149	3.9	5.4	115
STAR	7456	281	7.6	3.8	82	345	7.9	4.6	86	361	7.2	4.8	78	295	7.8	4.0	84
SUNDAY	24936	1317	35.5	5.3	115	1717	39.4	6.9	128	1873	37.4	7.5	122	1481	38.9	5.9	126
SUNSET	2124	*119	3.2	5.6	122	*175	4.0	8.2	153	251	5.0	11.8	191	*141	3.7	6.6	141
TV GUIDE	21661	833	22.5	3.8	84	1399	32.1	6.5	120	1453	29.0	6.7	109	1195	31.4	5.5	117
TENNIS	550	*30	0.8	5.5	119	*16	0.4	2.9	54	*31	0.6	5.6	91	*9	0.2	1.6	35
TIME	8880	503	13.6	5.7	124	726	16.6	8.2	152	878	17.5	9.9	160	725	19.1	8.2	174
TOWN & COUNTRY	917	**79	2.1	8.6	188	*106	2.4	11.6	215	*100	2.0	10.9	177	*89	2.3	9.7	207
TRAVEL & LEISURE	972	**97	2.6	10.0	218	*96	2.2	9.9	183	*148	3.0	15.2	246	*120	3.2	12.3	263
TRUE STORY	3356	*94	2.5	2.8	61	*62	1.4	1.8	34	*144	2.9	4.3	69	*53	1.4	1.6	34
U.S. NEWS & WORLD REPORT	3410	279	7.5	8.2	179	*241	5.5	7.1	131	305	6.1	8.9	145	297	7.8	8.7	185
USA TODAY	1759	*99	2.7	5.6	123	*137	3.1	7.8	145	*176	3.5	10.0	162	159	4.2	9.0	192
US	1873	**111	3.0	5.9	130	*123	2.8	6.6	122	*223	4.5	11.9	193	*140	3.7	7.5	159
VOGUE	3909	238	6.4	6.1	133	395	9.1	10.1	188	411	8.2	10.5	170	227	6.0	5.8	124
WALL STREET JOURNAL	1886	*223	6.0	11.8	258	*210	4.8	11.1	207	284	5.7	15.1	244	*208	5.5	11.0	235
WEIGHT WATCHERS	2120	*143	3.9	6.7	147	*196	4.5	9.2	172	*146	2.9	6.9	111	*205	5.4	9.7	206
WOMAN'S DAY	14172	515	13.9	3.6	79	780	17.9	5.5	102	812	16.2	5.7	93	633	16.6	4.5	95
WORKING MOTHER	1146	*62	1.7	5.4	118	*98	2.2	8.6	159	*112	2.2	9.8	158	*149	3.9	13.0	277
WORKING WOMAN	1322	*108	2.9	8.2	179	*150	3.4	11.3	211	*155	3.1	11.7	190	*198	5.2	15.0	319
WORLD TENNIS	*163	*11	0.3	6.7	147	*12	0.3	7.4	137	*2	0.0	1.2	20	*3	0.1	1.8	39
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*153	4.1	6.0	132	*228	5.2	9.0	167	*201	4.0	7.9	129	*144	3.8	5.7	121
BLAIR INSERTS	43657	2364	63.8	5.4	118	3059	70.1	7.0	130	3241	64.8	7.4	120	2790	73.3	6.4	136
DAILY NEWSPAPERS																	
READ ANY	51633	2516	67.9	4.9	106	3040	69.7	5.9	109	3410	68.2	6.6	107	2818	74.1	5.5	116
READ ONE	43463	2084	56.2	4.8	105	2402	55.1	5.5	103	2732	54.6	6.3	102	2169	57.0	5.0	106
READ TWO OR MORE	8170	432	11.7	5.3	116	638	14.6	7.8	145	679	13.6	8.3	135	649	17.1	7.9	169
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2685	72.5	5.1	111	3344	76.7	6.3	118	3735	74.7	7.1	115	3073	80.8	5.8	124
READ ONE	46126	2237	60.4	4.8	106	2913	66.8	6.3	117	3167	63.3	6.9	111	2605	68.5	5.6	120
READ TWO OR MORE	6552	448	12.1	6.8	149	431	9.9	6.6	122	568	11.4	8.7	140	468	12.3	7.1	152
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.46				30.74				27.17				34.61			
30 DAY REACH	71455	3305	89.2	4.6	101	3903	89.5	5.5	101	4482	89.6	6.3	102	3376	88.7	4.7	101
50 SHWG - 30 DAY AV FREQ	14.56	15.87				15.96				14.21				18.25			
30 DAY REACH	67742	3181	85.8	4.7	103	3756	86.1	5.5	103	4296	85.9	6.3	103	3204	84.2	4.7	101
25 SHWG - 30 DAY AV FREQ	7.94	8.40				8.38				7.54				9.69			
30 DAY REACH	62117	3001	81.0	4.8	106	3585	82.2	5.8	107	4032	80.6	6.5	105	3028	79.6	4.9	104
CABLE TV: HOME WIRED	32077	1415	38.2	4.4	96	2077	47.6	6.5	120	2333	46.6	7.3	118	1705	44.8	5.3	113
HOME NOT WIRED	48909	2290	61.8	4.7	102	2285	52.4	7.7	87	2671	53.4	5.5	88	2100	55.2	4.3	91
HAVE PAY CABLE	15935	726	19.6	4.6	100	1257	28.8	7.9	146	1392	27.8	8.7	141	1090	28.6	6.8	146

	TOTAL U.S. '000	STOUFFER'S BOIL-IN-BAG REGULAR ENTREE				STOUFFER'S BOIL-IN-BAG LEAN CUISINE				STOUFFER'S BAKED ENTREE REGULAR				STOUFFER'S BAKED ENTREE LEAN CUISINE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3706	100.0	4.6	100	4362	100.0	5.4	100	5003	100.0	6.2	100	3805	100.0	4.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2164	58.4	4.9	108	2617	60.0	6.0	111	2875	57.5	6.5	106	2353	61.8	5.4	114
10:00 AM - 3:00 PM	30659	1410	38.0	4.6	100	1675	38.4	5.5	101	1860	37.2	6.1	98	1428	37.5	4.7	99
3:00 PM - 7:00 PM	31045	1441	38.9	4.6	101	2048	47.0	6.6	122	2177	43.5	7.0	114	1768	46.5	5.7	121
7:00 PM - MIDNIGHT	15767	841	22.7	5.3	117	941	21.6	6.0	111	1156	23.1	7.3	119	829	21.8	5.3	112
MIDNIGHT - 6:00 AM	9120	491	13.2	5.4	118	562	12.9	6.2	114	636	12.7	7.0	113	555	14.6	6.1	130
6:00 AM - MIDNIGHT	58527	2789	75.3	4.8	104	3469	79.5	5.9	110	3833	76.6	6.5	106	3028	79.6	5.2	110
ENTIRE DAY	59311	2828	76.3	4.8	104	3521	80.7	5.9	110	3871	77.4	6.5	106	3087	81.1	5.2	111
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	677	18.3	4.2	91	999	22.9	6.2	115	1114	22.3	6.9	112	840	22.1	5.2	111
ALL NEWS	2256	*152	4.1	6.7	147	*175	4.0	7.8	144	*219	4.4	9.7	157	*162	4.3	7.2	153
AOR/PROGRESSIVE	3874	283	7.6	7.3	160	325	7.5	8.4	156	373	7.5	9.6	156	295	7.8	7.6	162
BEAUTIFUL MUSIC	5660	296	8.0	5.2	114	396	9.1	7.0	130	365	7.3	6.4	104	362	9.5	6.4	136
BLACK	2204	*63	1.7	2.9	62	*60	1.4	2.7	51	*89	1.8	4.0	65	*79	2.1	3.6	76
CLASSICAL	1418	*80	2.2	5.6	123	*161	3.7	11.4	211	*129	2.6	9.1	147	*105	2.8	7.4	158
CHR/ROCK	9538	521	14.1	5.5	119	648	14.9	6.8	126	736	14.7	7.7	125	534	14.0	5.6	119
COUNTRY	12648	546	14.7	4.3	94	696	16.0	5.5	102	739	14.8	5.8	95	570	15.0	4.5	96
GOLDEN OLDIES	1191	*45	1.2	3.8	83	*47	1.1	3.9	73	*50	1.0	4.2	68	*31	0.8	2.6	55
MOR/NOSTALGIA	4757	*203	5.5	4.3	93	368	8.4	7.7	144	*307	6.1	6.5	104	*269	7.1	5.7	120
NEWS/TALK	3863	201	5.4	5.2	114	*163	3.7	4.2	78	347	6.9	9.0	145	233	6.1	6.0	128
RELIGIOUS	3084	*115	3.1	3.7	81	*124	2.8	4.0	75	*117	2.3	3.8	61	*152	4.0	4.9	105
SOFT ROCK	521	*36	1.0	6.9	151	*31	0.7	6.0	110	*27	0.5	5.2	84	*36	0.9	6.9	147
URBAN CONTEMPORARY	1585	*114	3.1	7.2	157	*85	1.9	5.4	100	*128	2.6	8.1	131	*64	1.7	4.0	86
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*155	4.2	4.8	104	*202	4.6	6.2	115	*251	5.0	7.7	125	*128	3.4	3.9	84
ABC DIRECTION	2316	*136	3.7	5.9	128	*141	3.2	6.1	113	*186	3.7	8.0	130	*68	1.8	2.9	62
ABC ENTERTAINMENT	4834	293	7.9	6.1	132	292	6.7	6.0	112	421	8.4	8.7	141	309	8.1	6.4	136
ABC FM	2202	*169	4.6	7.7	168	*112	2.6	5.1	94	*159	3.2	7.2	117	*86	2.3	3.9	83
ABC INFORMATION	5425	233	6.3	4.3	94	*270	6.2	5.0	92	361	7.2	6.7	108	273	7.2	5.0	107
ABC ROCK	1677	*96	2.6	5.7	125	*121	2.8	7.2	134	*165	3.3	9.8	159	*109	2.9	6.5	138
CBS	4430	*193	5.2	4.4	95	246	5.6	5.6	103	303	6.1	6.8	111	251	6.6	5.7	121
MUTUAL	4992	272	7.3	5.4	119	326	7.5	6.5	121	356	7.1	7.1	115	*273	7.2	5.5	116
NBC	4679	*231	6.2	4.9	108	*208	4.8	4.4	83	303	6.1	6.5	105	*240	6.3	5.1	109
RADIORADIO	1994	*58	1.6	2.9	64	*122	2.8	6.1	114	*102	2.0	5.1	83	*98	2.6	4.9	105
RKO ONE	2298	*108	2.9	4.7	103	*138	3.2	6.0	111	*179	3.6	7.8	126	*128	3.4	5.6	119
RKO TWO	3311	*184	5.0	5.6	121	*188	4.3	5.7	105	271	5.4	8.2	132	*197	5.2	5.9	127
THE SOURCE	2114	*165	4.5	7.8	171	*129	3.0	6.1	113	*176	3.5	8.3	135	*75	2.0	3.5	76
NON-WIRED: BLAIR	8654	395	10.7	4.6	100	561	12.9	6.5	120	646	12.9	7.5	121	481	12.6	5.6	118
INTERNET	12025	658	17.8	5.5	120	867	19.9	7.2	134	1063	21.2	8.8	143	718	18.9	6.0	127
KATZ RADIO GROUP	15359	851	23.0	5.5	121	1054	24.2	6.9	127	1201	24.0	7.8	127	981	25.8	6.4	136
SUPERNET	10628	427	11.5	4.0	88	728	16.7	6.8	127	615	12.3	5.8	94	622	16.3	5.9	125
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	460	12.4	5.3	116	520	11.9	6.0	111	510	10.2	5.9	95	456	12.0	5.3	112
WKDAY 9:00 AM - 1:00 PM	12163	427	11.5	3.5	77	502	11.5	4.1	77	632	12.6	5.2	84	425	11.2	3.5	74
WKDAY 1:00 PM - 4:30 PM	16150	616	16.6	3.8	83	670	15.4	4.1	77	830	16.6	5.1	83	574	15.1	3.6	76
WKDAY 4:30 PM - 7:30 PM	22463	945	25.5	4.2	92	1115	25.6	5.0	92	1349	27.0	6.0	97	956	25.1	4.3	91
WKDAY 7:30 PM - 8:00 PM	31795	1364	36.8	4.3	94	1578	36.2	5.0	92	1953	39.0	6.1	99	1471	38.7	4.6	98
WKDAY 11:00 PM - 11:30 PM	23977	1071	28.9	4.5	98	1122	25.7	4.7	87	1484	29.7	6.2	100	1029	27.0	4.3	91
WKDAY 11:30 PM - 1:00 AM	7703	318	8.6	4.1	90	375	8.6	4.9	90	394	7.9	5.1	83	330	8.7	4.3	91
M-SAT 8-11 PM-SUN 7-11 PM	33800	1504	40.6	4.4	97	1731	39.7	5.1	95	2140	42.8	6.3	102	1623	42.7	4.8	102
WKDY DAYTIME NTKK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	260	7.0	4.0	87	288	6.6	4.4	82	378	7.6	5.8	94	265	7.0	4.1	86
ANOTHER WORLD	N 4620	251	6.8	5.4	119	159	3.6	3.4	64	246	4.9	5.3	86	165	4.3	3.6	76
AS THE WORLD TURNS	C 5614	167	4.5	3.0	65	211	4.8	3.8	70	220	4.4	3.9	63	150	3.9	2.7	57
CAPITOL	C 3396	*138	3.7	4.1	89	159	3.6	4.7	87	153	3.1	4.5	73	*135	3.5	4.0	85
CBS MORN. NEWS 1	C 1446	*38	1.0	2.6	57	*68	1.6	4.7	87	*81	1.6	5.6	91	*62	1.6	4.3	91
CBS MORN. NEWS 2	C 1207	*39	1.1	3.2	71	*51	1.2	4.2	78	*64	1.3	5.3	86	*28	0.7	2.3	49
DAYS OF OUR LIVES	N 5877	294	7.9	5.0	109	246	5.6	4.2	78	363	7.3	6.2	100	222	5.8	3.8	80
FACTS OF LIFE - DAYTIME	N 2290	*65	1.8	2.8	62	*74	1.7	3.2	60	*104	2.1	4.5	74	*61	1.6	2.7	57
FAMILY FEUD	A 3023	*77	2.1	2.5	56	*97	2.2	3.2	60	143	2.9	4.7	77	*110	2.9	3.6	77
GENERAL HOSPITAL	A 6097	197	5.3	3.2	71	227	5.2	3.7	69	317	6.3	5.2	84	251	6.6	4.1	88
GOOD MORNING, AMERICA-730 A	A 3515	226	6.1	6.4	141	184	4.2	5.2	97	184	3.7	5.2	85	151	4.0	4.3	91
GOOD MORNING, AMERICA-830 A	A 2818	146	3.9	5.2	113	105	2.4	3.7	69	160	3.2	5.7	92	122	3.2	4.3	92
GUIDING LIGHT	C 5339	195	5.3	3.7	80	246	5.6	4.6	86	266	5.3	5.0	81	234	6.1	4.4	93
ONE LIFE TO LIVE	A 4478	119	3.2	2.7	58	140	3.2	3.1	58	209	4.2	4.7	76	125	3.3	2.8	59
PRESS YOUR LUCK	C 2244	*51	1.4	2.3	50	*102	2.3	4.5	84	102	2.0	4.5	74	*71	1.9	3.2	67
PRICE IS RIGHT 1	C 4348	96	2.6	2.2	48	95	2.2	2.2	41	178	3.6	4.1	66	114	3.0	2.6	56
PRICE IS RIGHT 2	C 5014	122	3.3	2.4	53	119	2.7	2.4	44	199	4.0	4.0	64	130	3.4	2.6	55
RYAN'S HOPE	A 3150	*85	2.3	2.7	59	147	3.4	4.7	87	159	3.2	5.0	82	*98	2.6	3.1	66
SALE OF THE CENTURY	N 2695	*61	1.6	2.3	49	*82	1.9	3									

	TOTAL U.S. '000	STOUFFER'S BOIL-IN-BAG REGULAR ENTREE				STOUFFER'S BOIL-IN-BAG LEAN CUISINE				STOUFFER'S BAKED ENTREE REGULAR				STOUFFER'S BAKED ENTREE LEAN CUISINE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3706	100.0	4.6	100	4362	100.0	5.4	100	5003	100.0	6.2	100	3805	100.0	4.7	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1134	30.6	4.4	95	1235	28.3	4.7	88	1561	31.2	6.0	97	1107	29.1	4.2	90
NETWORK AFFILIATES - LATE	20261	934	25.2	4.6	101	934	21.4	4.6	86	1236	24.7	6.1	99	860	22.6	4.2	90
INDEPENDENTS - LATE	2076	93	2.5	4.5	98	116	2.7	5.6	104	185	3.7	8.9	144	113	3.0	5.4	116
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	428	11.5	4.1	89	407	9.3	3.9	72	591	11.8	5.7	92	399	10.5	3.8	81
ABC MONDAY NIGHT MOVIE	A 6412	371	10.0	5.8	126	324	7.4	5.1	94	448	9.0	7.0	113	295	7.8	4.6	98
ABC SUNDAY NIGHT MOVIE	A 12407	616	16.6	5.0	108	658	15.1	5.3	98	730	14.6	5.9	95	602	15.8	4.9	103
ABC WORLD NEWS TONIGHT	A 6176	229	6.2	3.7	81	256	5.9	4.1	77	309	6.2	5.0	81	249	6.5	4.0	86
AFTERMASH	C 5863	*243	6.6	4.1	91	394	9.0	6.7	125	367	7.3	6.3	101	*299	7.9	5.1	109
ALICE	C 9594	375	10.1	3.9	85	514	11.8	5.4	99	638	12.8	6.6	108	486	12.8	5.1	108
AMERICAN PARADE	C 6622	277	7.5	4.2	91	289	6.6	4.4	81	414	8.3	6.3	101	326	8.6	4.9	105
BENSON	A 10886	461	12.4	4.2	93	520	11.9	4.8	89	648	13.0	6.0	96	519	13.6	4.8	101
BLUE THUNDER	A 5036	*191	5.2	3.8	83	*200	4.6	4.0	74	319	6.4	6.3	103	*183	4.8	3.6	77
CAGNEY & LACEY	C 9965	409	11.0	4.1	90	559	12.8	5.6	104	613	12.3	6.2	100	431	11.3	4.3	92
CBS EVENING NEWS-DEAN	C 3491	*136	3.7	3.9	85	*183	4.2	5.2	97	*187	3.7	5.4	87	*190	5.0	5.4	116
CBS EVENING NEWS-RATHER	C 7123	295	8.0	4.1	91	312	7.2	4.4	81	450	9.0	6.3	102	326	8.6	4.6	97
CBS SAT. NEWS-SCHIEFFER	C 3621	190	5.1	5.2	115	195	4.5	5.4	100	325	6.5	9.0	145	195	5.1	5.4	115
CBS SATURDAY NIGHT MOVIE	C 5436	182	4.9	3.3	73	216	5.0	4.0	74	319	6.4	5.9	95	228	6.0	4.2	89
CBS WEDNESDAY NIGHT MOVIE	C 6100	255	6.9	4.2	91	243	5.6	4.0	74	357	7.1	5.9	95	207	5.4	3.4	72
CHEERS	N 8889	532	14.4	6.0	131	618	14.2	7.0	129	687	13.7	7.7	125	460	12.1	5.2	110
DALLAS	C 22109	1182	31.9	5.3	117	1265	29.0	5.7	106	1528	30.5	6.9	112	1219	32.0	5.5	117
DIFF'RENT STROKES	N 6940	222	6.0	3.2	70	296	6.8	4.3	79	383	7.7	5.5	89	298	7.8	4.3	91
DOUBLE TROUBLE	N 7223	261	7.0	3.6	79	314	7.2	4.3	81	364	7.3	5.0	82	348	9.1	4.8	103
DUCK FACTORY	N 5595	284	7.7	5.1	111	330	7.6	5.9	110	400	8.0	7.1	116	240	6.3	4.3	91
DUKES OF HAZZARD	C 5768	*177	4.8	3.1	67	*130	3.0	2.3	42	188	3.8	3.3	53	*109	2.9	1.9	40
DYNASTY	A 20053	944	25.5	4.7	103	1085	24.9	5.4	100	1141	22.8	5.7	92	993	26.1	5.0	105
FACTS OF LIFE	N 8087	296	8.0	3.7	80	311	7.1	3.8	71	461	9.2	5.7	92	338	8.9	4.2	89
FALCON CREST	C 20046	980	26.4	4.9	107	1028	23.6	5.1	95	1345	26.9	6.7	109	1092	28.7	5.4	116
FALL GUY	A 9084	436	11.8	4.8	105	435	10.0	4.8	89	509	10.2	5.6	91	428	11.2	4.7	100
FAMILY TIES	N 7964	298	8.0	3.7	82	388	8.9	4.9	90	395	7.9	5.0	80	347	9.1	4.4	93
FANTASY ISLAND	A 7687	323	8.7	4.2	92	352	8.1	4.6	85	451	9.0	5.9	95	311	8.2	4.0	86
FOULUPS, BLEEPs & BLUNDERS	A 8861	373	10.1	4.2	92	482	11.0	5.4	101	570	11.4	6.4	104	460	10.7	4.6	98
FOUR SEASONS	C 5095	*204	5.5	4.0	87	*324	7.4	6.4	118	387	7.7	7.6	123	*260	6.8	5.1	109
GIMME A BREAK	N 8838	282	7.6	3.2	70	334	7.7	3.8	70	378	7.6	4.3	69	361	9.5	4.1	87
HART TO HART	A 8978	489	13.2	5.4	119	535	12.3	6.0	111	582	11.6	6.5	105	390	10.2	4.3	92
HILL STREET BLUES	N 8590	515	13.9	6.0	131	537	12.3	6.3	116	621	12.4	7.2	117	449	11.8	5.2	111
HOTEL	A 14085	607	16.4	4.3	94	703	16.1	5.0	93	818	16.4	5.8	94	648	17.0	4.6	98
JEFFERSONS	C 9360	363	9.8	3.9	85	479	11.0	5.1	95	507	10.1	5.4	88	427	11.2	4.6	97
JENNIFER SLEPT HERE	N 5841	*199	5.4	3.4	74	322	7.4	5.5	102	339	6.8	5.8	94	242	6.4	4.1	88
KATE & ALLIE	C 9206	439	11.8	4.8	104	548	12.6	6.0	111	610	12.2	6.6	107	434	11.4	4.7	100
KNIGHT RIDER	N 7076	270	7.3	3.8	83	398	9.1	5.6	104	356	7.1	5.0	81	380	10.0	5.4	114
LOVE BOAT	A 12219	568	15.3	4.6	102	653	15.0	5.3	99	787	15.7	6.4	104	572	15.0	4.7	100
MAGNUM PI	C 11199	562	15.2	5.0	110	526	12.1	4.7	87	656	13.1	5.9	95	535	14.1	4.8	102
MAMA'S FAMILY	N 6057	229	6.2	3.8	83	326	7.5	5.4	100	426	8.5	7.0	114	337	8.9	5.6	118
MASTER, THE	N 3598	*172	4.6	4.8	104	*160	3.7	4.4	83	*211	4.2	5.9	95	*178	4.7	4.9	105
MATT HOUSTON	A 6344	291	7.9	4.6	100	321	7.4	5.1	94	441	8.8	7.0	113	269	7.1	4.2	90
NBC MONDAY NIGHT MOVIE	N 11994	470	12.7	3.9	86	536	12.3	4.5	83	731	14.6	6.1	99	623	16.4	5.2	111
NBC NIGHTLY NEWS	N 5132	325	8.8	6.3	138	321	7.4	6.3	116	438	8.8	8.5	138	334	8.8	6.5	139
NBC NIGHTLY NEWS-SAT	N 3375	*172	4.6	5.1	111	*179	4.1	5.3	98	253	5.1	7.5	121	*150	3.9	4.4	95
NBC NIGHTLY NEWS-SUN	N 3130	*152	4.1	4.9	106	*206	4.7	6.6	122	*200	4.0	6.4	103	*126	3.3	4.0	86
NBC SUNDAY NIGHT MOVIE	N 8284	430	11.6	5.2	113	419	9.6	5.1	94	483	9.7	5.8	94	463	12.2	5.6	119
NEWMART	C 9240	404	10.9	4.4	96	544	12.5	5.9	109	572	11.4	6.2	100	420	11.0	4.5	97
ONE DAY AT A TIME	C 7288	332	9.0	4.6	100	448	10.3	6.1	114	448	9.0	6.1	100	366	9.6	5.0	107
PEOPLE ARE FUNNY	N 4855	*154	4.2	3.2	69	*229	5.2	4.7	88	296	5.9	6.1	99	271	7.1	5.6	119
REAL PEOPLE	N 8869	304	8.2	3.4	75	321	7.4	3.6	67	540	10.8	6.1	99	351	9.2	4.0	84
REMINGTON STEELE	N 7743	283	7.6	3.7	80	311	7.1	4.0	75	432	8.6	5.6	90	276	7.3	3.6	76
RIPLEY'S BELIEVE IT - NOT	A 5345	277	7.5	5.2	113	260	6.0	4.9	90	489	9.8	9.1	148	377	9.9	7.1	150
RIP TIDE	N 6988	265	7.2	3.8	83	328	7.5	4.7	87	375	7.5	5.4	87	320	8.4	4.6	97
SCARECROW & MRS. KING	C 10002	471	12.7	4.7	103	480	11.0	4.8	89	575	11.5	5.7	93	434	11.4	4.3	92
SIMON & SIMON	C 10638	370	10.0	3.5	76	437	10.0	4.1	76	556	11.1	5.2	85	454	11.9	4.3	91
60 MINUTES	C 13293	619	16.7	4.7	102	734	16.8	5.5	103	860	17.2	6.5	105	811	21.3	6.1	130
ST. ELSEWHERE	N 7017	402	10.8	5.7	125	449	10.3	6.4	119	498	10.0	7.1	115	350	9.2	5.0	106
THREE'S COMPANY	A 10917	470	12.7	4.3	94	588	13.5	5.4	100	652	13.0	6.0	97	426	11.2	3.9	83
T.J. HOOKER	A 9204	386	10.4	4.2	92	513	11.8	5.6	103	494	9.9	5.4	87	409	10.7	4.4	95
TONIGHT SHOW	N 2372	123	3.3	5.2	113	180	4.1	7.6	141	142	2.8	6.0	97	177	4.7	7.5	159

	TOTAL U.S. '000	SMANSON/HUNGRY MAN				VAN DE CAMPS				CHUN KING				WEIGHT WATCHERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% ACROSS	% ACROSS	INDX	'000	% ACROSS	% ACROSS	INDX	'000	% ACROSS	% ACROSS	INDX	'000	% ACROSS	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	7931	100.0	9.8	100	2359	100.0	2.9	100	2587	100.0	3.2	100	4444	100.0	5.5	100
18 - 24	9282	986	12.4	10.6	108	*365	15.5	3.9	135	*529	20.4	5.7	178	*396	8.9	4.3	78
25 - 34	19072	2011	25.4	10.5	108	809	34.3	4.2	146	618	23.9	3.2	101	1265	28.5	6.6	121
35 - 44	14591	1655	20.9	11.3	116	*367	15.6	2.5	86	*389	15.0	2.7	83	986	22.2	6.8	123
45 - 54	11345	961	12.1	8.5	86	**241	10.2	2.1	73	*276	10.7	2.4	76	707	15.9	6.2	114
55 - 64	11635	1113	14.0	9.6	98	**265	11.2	2.3	78	*281	10.9	2.4	76	612	13.8	5.3	96
65 OR OLDER	15061	1206	15.2	8.0	82	*312	13.2	2.1	71	494	19.1	3.3	103	479	10.8	3.2	58
18 - 34	28354	2997	37.8	10.6	108	1174	49.8	4.1	142	1147	44.3	4.0	127	1661	37.4	5.9	107
18 - 49	48339	5225	65.9	10.8	110	1640	69.5	3.4	116	1707	66.0	3.5	111	2973	66.9	6.2	112
25 - 54	45008	4627	58.3	10.3	105	1417	60.1	3.1	108	1283	49.6	2.9	89	2958	66.6	6.6	120
35 - 49	19985	2228	28.1	11.1	114	*466	19.8	2.3	80	*559	21.6	2.8	88	1313	29.5	6.6	120
50 OR OLDER	32647	2706	34.1	8.3	85	719	30.5	2.2	76	880	34.0	2.7	84	1471	33.1	4.5	82
GRADUATED COLLEGE	11155	1078	13.6	9.7	99	*493	20.9	4.4	152	*410	15.8	3.7	115	1014	22.8	9.1	166
ATTENDED COLLEGE	13682	1558	19.6	11.4	116	*418	17.7	3.1	105	*502	19.4	3.7	115	1208	27.2	8.8	161
GRADUATED HIGH SCHOOL	33880	3605	45.5	10.6	109	863	36.6	2.5	87	978	37.8	2.9	90	1692	38.1	5.0	91
DID NOT GRADUATE HIGH SCHOOL	22270	1691	21.3	7.6	78	*585	24.8	2.6	90	697	26.9	3.1	98	*530	11.9	2.4	43
EMPLOYED	40306	4277	53.9	10.6	108	1436	60.9	3.6	122	1316	50.9	3.3	102	3083	69.4	7.6	139
EMPLOYED FULL-TIME	32850	3360	42.4	10.2	104	1273	54.0	3.9	133	1176	45.5	3.6	112	2498	56.2	7.6	139
EMPLOYED PART-TIME	7456	917	11.6	12.3	126	*163	6.9	2.2	75	*139	5.4	1.9	58	*585	13.2	7.8	143
NOT EMPLOYED	40680	3654	46.1	9.0	92	923	39.1	2.3	78	1271	49.1	3.1	98	1361	30.6	3.3	61
PROFESSIONAL/MANAGER	10392	1104	13.9	10.6	108	*421	17.8	4.1	139	*384	14.8	3.7	116	1107	24.9	10.7	194
TECH/CLERICAL/SALES	17574	2128	26.8	12.1	124	758	32.1	4.3	148	609	23.5	3.5	108	1501	33.8	8.5	156
PRECISION/CRAFT	985	**95	1.2	9.6	98	*330	1.3	3.0	105	*223	0.9	2.3	73	*229	0.7	2.9	54
OTHER EMPLOYED	11354	950	12.0	8.4	85	*227	9.6	2.0	69	*300	11.6	2.6	83	*447	10.1	3.9	72
SINGLE	9863	1111	14.0	11.3	115	*464	19.7	4.7	162	540	20.9	5.5	171	619	13.9	6.3	114
MARRIED	51375	5024	63.3	9.8	100	1350	57.2	2.6	90	1319	51.0	2.6	80	2710	61.0	5.3	96
DIVORCED/SEPARATED/WIDOWED	19748	1797	22.7	9.1	93	545	23.1	2.8	95	727	28.1	3.7	115	1115	25.1	5.6	103
PARENTS	32590	3498	44.1	10.7	110	941	39.9	2.9	99	955	36.9	2.9	92	1686	37.9	5.2	94
WHITE	70416	7195	90.7	10.2	104	2107	89.3	3.0	103	2313	89.4	3.3	103	3939	88.6	5.6	102
BLACK	8778	561	7.1	6.4	65	*156	6.6	1.8	61	*257	9.9	2.9	92	*341	7.7	3.9	71
OTHER	1791	**175	2.2	9.8	100	*97	4.1	5.4	186	*16	0.6	0.9	28	*164	3.7	9.2	167
NORTHEAST-CENSUS	17786	1969	24.8	11.1	113	688	29.2	3.9	133	*455	17.6	2.6	80	848	19.1	4.8	87
NORTH CENTRAL	20741	1998	25.2	9.6	98	506	21.4	2.4	84	481	18.6	2.3	73	979	22.0	4.7	86
SOUTH	27775	2468	31.1	8.9	91	*391	16.6	1.4	48	910	35.2	3.3	103	1641	36.9	5.9	108
WEST	14683	1497	18.9	10.2	104	775	32.9	5.3	181	740	28.6	5.0	158	977	22.0	6.7	121
NORTHEAST-MKTG.	17961	1934	24.4	10.8	110	644	27.3	3.6	123	497	19.2	2.8	87	811	18.2	4.5	82
EAST CENTRAL	11885	946	11.9	8.0	81	*301	12.8	2.5	87	*221	8.5	1.9	58	678	15.3	3.7	104
WEST CENTRAL	14090	1514	19.1	10.7	110	*361	15.3	2.6	88	*356	13.8	2.5	79	552	12.4	3.9	71
SOUTH	24081	2193	27.7	9.1	93	*308	13.1	1.3	44	830	32.1	3.4	108	1478	33.3	6.1	112
PACIFIC	12969	1345	17.0	10.4	106	746	31.6	5.8	197	683	26.4	5.3	165	926	20.8	7.1	130
COUNTY SIZE A	32439	3687	46.5	11.4	116	1255	53.2	3.9	133	1170	45.2	3.6	113	1927	43.4	5.9	108
COUNTY SIZE B	24915	2162	27.3	8.7	89	*634	26.9	2.5	87	969	37.5	3.9	122	1556	35.0	6.2	114
COUNTY SIZE C	12930	1329	16.8	10.3	105	*335	14.2	2.6	89	*276	10.7	2.1	67	654	14.7	5.1	92
COUNTY SIZE D	10703	753	9.5	7.0	72	*135	5.7	1.3	43	*171	6.6	1.6	50	*307	6.9	2.9	52
METRO CENTRAL CITY	24518	2479	31.3	10.1	103	902	38.2	3.7	126	933	36.1	3.8	119	1569	35.3	6.4	117
METRO SUBURBAN	35919	3559	44.9	9.9	101	1072	45.4	3.0	102	1262	48.8	3.5	110	2313	52.0	6.4	117
NON METRO	20549	1894	23.9	9.2	94	*385	16.3	1.9	64	*392	15.2	1.9	60	562	12.6	2.7	50
TOP 5 ADI'S	18341	2292	28.9	12.5	128	875	37.1	4.8	164	702	27.1	3.8	120	969	21.8	5.3	96
TOP 10 ADI'S	25378	2812	35.5	11.1	113	979	41.5	3.9	132	903	34.9	3.6	111	1420	32.0	5.6	102
TOP 20 ADI'S	36488	3830	48.3	10.5	107	1384	58.7	3.8	130	1365	52.8	3.7	117	2113	47.5	5.8	106
HSHLD INC. \$50,000 OR MORE	6612	843	10.6	12.7	130	**350	14.8	5.3	182	**211	8.2	3.2	100	*451	10.1	6.8	124
\$40,000 OR MORE	12659	1430	18.0	11.3	115	*583	24.7	4.6	158	*485	18.7	3.8	120	1100	24.8	8.7	158
\$30,000 OR MORE	24698	2621	33.0	10.6	108	965	40.9	3.9	134	883	34.1	3.6	112	1951	43.9	7.9	144
\$25,000 OR MORE	32077	3420	43.1	10.7	109	1155	49.0	3.6	124	1033	39.9	3.2	101	2437	54.8	7.6	138
\$20,000 - \$24,999	9144	827	10.4	9.0	92	*266	11.3	2.9	100	*295	11.4	3.2	101	*398	9.0	4.4	79
\$15,000 - \$19,999	8728	855	10.8	9.8	100	*128	5.4	1.5	50	*197	7.6	2.3	71	432	9.7	4.9	90
\$10,000 - \$14,999	12562	1338	16.9	10.7	109	*360	15.3	2.9	98	*468	18.1	3.7	117	566	12.7	4.5	82
UNDER \$10,000	18475	1492	18.8	8.1	82	451	19.1	2.4	84	593	22.9	3.2	100	611	13.7	3.3	60
HOUSEHOLD OF 1 PERSON	11987	953	12.0	8.0	81	303	12.8	2.5	87	408	15.8	3.4	107	667	15.0	5.6	101
2 PEOPLE	26577	2455	31.0	9.2	94	860	36.5	3.2	111	940	36.3	3.5	111	1495	33.6	5.6	103
3 OR 4 PEOPLE	30617	3312	41.8	10.8	110	960	40.7	3.1	108	917	35.4	3.0	94	1565	35.2	5.1	93
5 OR MORE PEOPLE	11804	1212	15.3	10.3	105	*235	10.0	2.0	68	*322	12.4	2.7	85	*718	16.2	6.1	111
NO CHILD IN HSHLD	46165	4193	52.9	9.1	93	1306	55.4	2.8	97	1566	60.5	3.4	106	2696	60.7	5.8	106
CHILD(REN) UNDER 2 YRS	5325	*390	4.9	7.3	75	*130	5.5	2.4	84	*92	3.6	1.7	54	*443	1.0	0.8	15
2 - 5 YEARS	14221	1587	20.0	11.2	114	*452	19.2	3.2	109	*465	18.0	3.3	102	629	14.2	4.4	81
6 - 11 YEARS	15117	1542	19.4	10.2	104	*466	19.8	3.1	106	*403	15.6	2.7	83	814	18.3	5.4	98
12 - 17 YEARS	16611	1886	23.8	11.4	116	*405	17.2	2.4	84	*439	17.0	2.6	83	897	20.2	5.4	98
RESIDENCE OWNED	55884	5287	66.7	9.5	97	1480	62.7	2.6	91	1613	62.4	2.9	90	3259	73.3	5.8	106
VALUE: \$50,000 OR MORE	31744	3126	39.4	9.8	101	912	38.7	2.9	99	1039	40.2	3.3	102	2204	49.6	6.9	127
VALUE: UNDER \$50,000	24140	2161	27.2	9.0	91	*568	24.1	2.4	81	*573	22.1	2.4	74	1054	23.7	4.4	80

		TOTAL U.S. '000	SWANSON/HUNGRY MAN				VAN DE CAMPS				CHUN KING				WEIGHT WATCHERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	7931	100.0	9.8	100	2359	100.0	2.9	100	2587	100.0	3.2	100	4444	100.0	5.5	100
MAGAZINES	QUINTILE 1	15799	1966	24.8	12.4	127	661	28.0	4.2	144	845	32.7	5.3	167	1474	33.2	9.3	170
	QUINTILE 2	17259	1680	21.2	9.7	99	*511	21.7	3.0	102	576	22.3	3.3	104	1198	27.0	6.9	126
	QUINTILE 3	13545	1427	18.0	10.5	108	*385	16.3	2.8	98	*307	11.9	2.3	71	546	12.3	4.0	73
	QUINTILE 4	15133	1388	17.5	9.2	94	*444	18.8	2.9	101	*495	19.1	3.3	102	613	13.8	4.1	74
	QUINTILE 5	19250	1470	18.5	7.6	78	*359	15.2	1.9	64	*364	14.1	1.9	59	614	13.8	3.2	58
NEWSPAPERS	QUINTILE 1	12413	1385	17.5	11.2	114	*337	14.3	2.7	93	*436	16.9	3.5	110	878	19.8	7.1	129
	QUINTILE 2	24116	2298	29.0	9.5	97	789	33.4	3.3	112	750	29.0	3.1	97	1361	30.6	5.6	103
	QUINTILE 3	11261	1172	14.8	10.4	106	*415	17.6	3.7	127	*464	17.9	4.1	129	882	19.8	7.8	143
	QUINTILE 4	20255	1983	25.0	9.8	100	583	24.7	2.9	99	611	23.6	3.0	94	1001	22.5	4.9	90
	QUINTILE 5	12940	1093	13.8	8.4	86	**235	10.0	1.8	62	*326	12.6	2.5	79	*323	7.3	2.5	45
OUTDOOR	QUINTILE 1	14852	1734	21.9	11.7	119	648	27.5	4.4	150	*530	20.5	3.6	112	851	19.1	5.7	104
	QUINTILE 2	15725	1453	18.3	9.2	94	567	24.0	3.6	124	*475	18.4	3.0	95	922	20.7	5.9	107
	QUINTILE 3	16330	1622	20.5	9.9	101	*479	20.3	2.9	101	629	24.3	3.9	121	1029	23.2	6.3	115
	QUINTILE 4	16744	1564	19.7	9.3	95	*352	14.9	2.1	72	*507	19.6	3.0	95	941	21.2	5.6	102
	QUINTILE 5	17334	1559	19.7	9.0	92	*313	13.3	1.8	62	*446	17.2	2.6	81	702	15.8	4.0	74
RADIO-DRIVE TIME	QUINTILE 1	15911	1688	21.3	10.6	108	*578	24.5	3.6	125	669	25.9	4.2	132	1037	23.3	6.5	119
	QUINTILE 2	14837	1418	17.9	9.6	98	*295	12.5	2.0	68	*334	12.9	2.3	70	822	18.5	5.5	101
	QUINTILE 3	15339	1567	19.8	10.2	104	*465	19.7	3.0	104	*515	19.9	3.4	105	852	19.2	5.6	101
	QUINTILE 4	16723	1572	19.8	9.4	96	*579	24.5	3.5	119	*568	22.0	3.4	106	865	19.5	5.2	94
	QUINTILE 5	18176	1686	21.3	9.3	95	*443	18.8	2.4	84	501	19.4	2.8	86	868	19.5	4.8	87
RADIO-MID- DAY	TERCILE 1	21020	1838	23.2	8.7	89	481	20.4	2.3	79	603	23.3	2.9	90	1141	25.7	5.4	99
	TERCILE 2	21610	2512	31.7	11.6	119	841	35.7	3.9	134	736	28.4	3.4	107	1232	27.7	5.7	104
	TERCILE 3	38355	3582	45.2	9.3	95	1037	44.0	2.7	93	1248	48.2	3.3	102	2071	46.6	5.4	98
RADIO-TOTAL	QUINTILE 1	15988	1678	21.2	10.5	107	*463	19.6	2.9	99	676	26.1	4.2	132	995	22.4	6.2	113
	QUINTILE 2	15626	1569	19.8	10.0	103	*464	19.7	3.0	102	*472	18.2	3.0	95	813	18.3	5.2	95
	QUINTILE 3	16723	1606	20.2	9.6	98	*504	21.4	3.0	103	*444	17.2	2.7	83	1067	24.0	6.4	116
	QUINTILE 4	16342	1578	19.9	9.7	99	*579	24.5	3.5	122	*578	22.3	3.5	111	887	20.0	5.4	99
	QUINTILE 5	16306	1501	18.9	9.2	94	*350	14.8	2.1	74	*416	16.1	2.6	80	682	15.3	4.2	76
TV-PRIME TIME	QUINTILE 1	15953	1630	20.6	10.2	104	*489	20.7	3.1	105	533	20.6	3.3	105	629	14.2	3.9	72
	QUINTILE 2	16137	1509	19.0	9.4	95	*511	21.7	3.2	109	569	22.0	3.5	110	1080	24.3	6.7	122
	QUINTILE 3	16420	1698	21.4	10.3	106	*469	19.9	2.9	98	*332	12.8	2.0	63	877	19.7	5.3	97
	QUINTILE 4	16687	1663	21.0	10.0	102	*326	13.8	2.0	67	*559	21.6	3.3	105	913	20.5	5.5	100
	QUINTILE 5	15789	1431	18.0	9.1	93	*565	24.0	3.6	123	*593	22.9	3.8	118	945	21.3	6.0	109
TV-DAYTIME	TERCILE 1	27736	2709	34.2	9.8	100	716	30.4	2.6	89	819	31.7	3.0	92	1445	32.5	5.2	95
	TERCILE 2	26489	2852	36.0	10.8	110	879	37.3	3.3	114	945	36.5	3.6	112	1350	30.4	5.1	93
	TERCILE 3	26761	2370	29.9	8.9	90	765	32.4	2.9	98	823	31.8	3.1	96	1649	37.1	6.2	112
TV-TOTAL	QUINTILE 1	16345	1583	20.0	9.7	99	*480	20.3	2.9	101	572	22.1	3.5	110	736	16.6	4.5	82
	QUINTILE 2	16447	1607	20.3	9.8	100	*488	20.7	3.0	102	*460	17.8	2.8	88	761	17.1	4.6	84
	QUINTILE 3	15980	1454	18.3	9.1	93	*344	14.6	2.2	74	*566	21.9	3.5	111	916	20.6	5.7	104
	QUINTILE 4	15887	1805	22.8	11.4	116	587	24.9	3.7	127	*474	18.3	3.0	93	1073	24.1	6.8	123
	QUINTILE 5	16326	1483	18.7	9.1	93	*461	19.5	2.8	97	*516	19.9	3.2	99	958	21.6	5.9	107
MAGAZINES-NEWSPAPERS: DUAL		20721	2103	26.5	10.1	104	691	29.3	3.3	114	772	29.8	3.7	117	1451	32.7	7.0	128
MAGAZINE IMPERATIVE		19186	2281	28.8	11.9	121	635	26.9	3.3	114	748	28.9	3.9	122	1438	32.4	7.5	137
NEWSPAPER IMPERATIVE		21899	2122	26.8	9.7	99	624	26.5	2.8	98	643	24.9	2.9	92	1046	23.5	4.8	87
MAGAZINES-OUTDOOR: DUAL		15451	1900	24.0	12.3	126	698	29.6	4.5	155	760	29.4	4.9	154	1242	27.9	8.0	146
MAGAZINE IMPERATIVE		25953	2555	32.2	9.8	101	644	27.3	2.5	85	900	34.8	3.5	109	1819	40.9	7.0	128
OUTDOOR IMPERATIVE		24400	2128	26.8	8.7	89	767	32.5	3.1	108	545	21.1	2.2	70	884	19.9	3.6	66
MAGAZINES-RADIO: DUAL		18049	2055	25.9	11.4	116	655	27.8	3.6	125	760	29.4	4.2	132	1391	31.3	7.7	140
MAGAZINE IMPERATIVE		23571	2520	31.8	10.7	109	794	33.7	3.4	116	835	32.3	3.5	111	1658	37.3	7.0	128
RADIO IMPERATIVE		23278	2037	25.7	8.8	89	557	23.6	2.4	82	562	21.7	2.4	76	880	19.8	3.8	69
MAGAZINES-TELEVISION: DUAL		15459	1688	21.3	10.9	111	*511	21.7	3.3	113	648	25.0	4.2	131	982	22.1	6.4	116
MAGAZINE IMPERATIVE		25829	2825	35.6	10.9	112	915	38.8	3.5	122	980	37.9	3.8	119	2064	46.4	8.0	146
TELEVISION IMPERATIVE		26039	2212	27.9	8.5	87	586	24.8	2.3	77	639	24.7	2.5	77	899	20.2	3.5	63
NEWSPAPERS-OUTDOOR: DUAL		16605	1732	21.8	10.4	107	699	29.6	4.2	145	579	22.4	3.5	109	1192	26.8	7.2	131
NEWSPAPER IMPERATIVE		26834	2566	32.4	9.6	98	659	27.9	2.5	84	857	33.1	3.2	100	1624	36.5	6.1	110
OUTDOOR IMPERATIVE		23346	2324	29.3	10.0	102	764	32.4	3.3	112	789	30.5	3.4	106	1192	26.8	5.1	93
NEWSPAPERS-RADIO: DUAL		17133	1788	22.5	10.4	107	*489	20.7	2.9	98	674	26.1	3.9	123	1120	25.2	6.5	119
NEWSPAPER IMPERATIVE		25892	2542	32.1	9.8	100	837	35.5	3.2	111	824	31.9	3.2	100	1703	38.3	6.6	120
RADIO IMPERATIVE		23167	2320	29.3	10.0	102	676	28.7	2.9	100	692	26.7	3.0	94	1206	27.1	5.2	95
NEWSPAPERS-TELEVISION: DUAL		17159	1703	21.5	9.9	101	595	25.2	3.5	119	651	25.2	3.8	119	951	21.4	5.5	101
NEWSPAPER IMPERATIVE		26214	2702	34.1	10.3	105	781	33.1	3.0	102	844	32.6	3.2	101	1860	41.9	7.1	129
TELEVISION IMPERATIVE		23412	2221	28.0	9.5	97	565	24.0	2.4	83	696	26.9	3.0	93	944	21.2	4.0	73
OUTDOOR-RADIO: DUAL		15303	1567	19.8	10.2	105	*484	20.5	3.2	109	603	23.3	3.9	123	1043	23.5	6.8	124
OUTDOOR IMPERATIVE		24901	2482	31.3	10.0	102	914	38.7	3.7	126	743	28.7	3.0	93	1322	29.7	5.3	97
RADIO IMPERATIVE		26492	2563	32.3	9.7	99	682	28.9	2.6	88	861	33.3	3.3	102	1466	33.0	5.5	101
OUTDOOR-TELEVISION: DUAL		14794	1276	16.1	8.6	88	*472	20.0	3.2	110	574	22.2	3.9	121	674	15.2	4.6	83
OUTDOOR IMPERATIVE		25437	2828	35.7	11.1	114	981	41.6	3.9	132	890	34.4	3.5	110	1775	39.9	7.	

	TOTAL U.S. '000	SHANSON/HUNGRY MAN				VAN DE CAMPS				CHUN KING				WEIGHT WATCHERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	7931	100.0	9.8	100	2359	100.0	2.9	100	2587	100.0	3.2	100	4444	100.0	5.5	100
ATLANTIC MONTHLY	415	**45	0.6	10.8	111	**66	2.8	15.9	546	**9	0.3	2.2	68	**40	0.9	9.6	176
BARRON'S	453	**46	0.6	10.2	104	**78	3.3	17.2	591	**10	0.4	2.2	69	**65	1.5	14.3	261
BETTER HOMES & GARDENS	16256	1847	23.3	11.4	116	527	22.3	3.2	111	547	21.1	3.4	105	1134	25.5	7.0	127
BON APPETIT	2535	**286	3.6	11.3	115	**101	4.3	4.0	137	**141	5.5	5.6	174	**165	3.7	6.5	119
BUSINESS WEEK	1278	*156	2.0	12.2	125	**68	2.9	5.3	183	**7	0.3	0.5	17	**75	1.7	5.9	107
CAR AND DRIVER	378	**71	0.9	18.8	192	**21	0.9	5.6	191	**59	2.3	15.6	489	**15	0.3	4.0	72
CBS MAGAZINE NETWORK (GROSS)	1498	*227	2.9	15.2	155	**57	2.4	3.8	131	**79	3.1	5.3	165	*193	4.3	12.9	235
CHANGING TIMES	1505	*199	2.5	13.2	135	**73	3.1	4.9	167	**76	2.9	5.0	158	**145	3.3	9.6	176
COLONIAL HOMES	1231	*177	2.2	14.4	147	**86	3.6	7.0	240	**77	3.0	6.3	196	**111	2.5	9.0	164
CONDE NAST MAG. PKG. (GROSS)	14146	1676	21.1	11.8	121	675	28.6	4.8	164	859	33.2	6.1	190	1147	25.8	8.1	148
CONSUMERS DIGEST	1323	**105	1.3	7.9	81	**25	1.1	1.9	65	**53	2.0	4.0	125	**187	4.2	14.1	258
COSMOPOLITAN	7102	905	11.4	12.7	130	*239	10.1	3.4	116	381	14.7	5.4	168	470	10.6	6.6	121
COUNTRY LIVING	2481	*330	4.2	13.3	136	*73	3.1	2.9	101	**68	2.6	2.7	86	*294	6.6	11.9	216
CUISINE	1472	**124	1.6	8.4	86	**45	1.9	3.1	105	**91	3.5	6.2	194	**93	2.1	6.3	115
CYCLE WORLD	425	**65	0.8	15.3	156	*2	0.1	0.5	16	**5	0.2	1.2	37	*19	0.4	4.5	81
DCI:CREATIVE IDEAS FOR LIV	2510	308	3.9	12.3	125	**45	1.9	1.8	62	**120	4.6	4.8	150	*116	2.6	4.6	84
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	749	9.4	11.2	114	**149	6.3	2.2	76	*281	10.9	4.2	131	425	9.6	6.3	116
DISCOVER	894	**96	1.2	10.7	110	*18	0.8	2.0	69	*57	2.2	6.4	200	*92	2.1	10.3	188
EBONY	3507	*285	3.6	8.1	83	*93	3.9	2.7	91	*156	6.0	4.4	139	*244	5.5	7.0	127
ESQUIRE	1083	**104	1.3	9.6	98	*48	2.0	4.4	152	*36	1.4	3.3	104	*58	1.3	5.4	98
ESSENCE	1830	*171	2.2	9.3	95	*33	1.4	1.8	62	*58	2.2	3.2	99	*78	1.8	4.3	78
FAMILY CIRCLE	15930	1649	20.8	10.4	106	440	18.7	2.8	95	557	21.5	3.5	109	1046	23.5	6.6	120
THE FAMILY HANDYMAN	1126	**98	1.2	8.7	89	*66	2.8	5.9	201	*49	1.9	4.4	136	*100	2.3	8.9	162
FAMILY WEEKLY	11468	1104	13.9	9.6	98	*286	12.1	2.5	86	280	10.8	2.4	76	668	15.0	5.8	106
FIELD & STREAM	2234	*223	2.8	10.0	102	*19	0.8	0.9	29	*63	2.4	2.8	88	*83	1.9	3.7	68
FOOD & WINE	579	*96	1.2	16.6	169	*13	0.6	2.2	77	*27	1.0	4.7	146	*22	0.5	3.8	69
FORBES	728	**107	1.3	14.7	150	*80	3.4	11.0	377	*10	0.4	1.4	43	*92	2.1	12.6	230
FORTUNE	906	*194	2.4	21.4	219	*85	3.6	9.4	322	*27	1.0	3.0	93	*95	2.1	10.5	191
GENTLEMAN'S QUARTERLY	791	**182	2.3	23.0	235	*81	3.4	10.2	352	*92	3.6	11.6	364	*116	2.6	14.7	267
GLAMOUR	5265	618	7.8	11.7	120	*315	13.4	6.0	205	*282	10.9	5.4	168	429	9.7	8.1	148
GOLF DIGEST	636	**100	1.3	15.7	161	*36	1.5	5.7	194	*17	0.7	2.7	84	*18	0.4	2.8	52
GOLF DIGEST/TENNIS (GROSS)	1186	**171	2.2	14.4	147	*67	2.8	5.6	194	*51	2.0	4.3	135	*34	0.8	2.9	52
GOLF MAGAZINE	441	*71	0.9	16.1	164	*14	0.6	3.2	109	*33	1.3	7.5	234	*20	0.5	4.5	83
GOLF MAGAZINE/SKI (GROSS)	922	*171	2.2	18.5	189	*14	0.6	1.5	52	*48	1.9	5.2	163	*47	1.1	5.1	93
GOOD HOUSEKEEPING	16487	1713	21.6	10.4	106	497	21.1	3.0	103	608	23.5	3.7	115	1106	24.9	6.7	122
HARPER'S BAZAAR	2423	*313	3.9	12.9	132	*161	6.8	6.6	228	*171	6.6	7.1	221	*233	5.2	9.6	175
HEALTH	1994	*252	3.2	12.6	129	*69	2.9	3.5	119	*65	2.5	3.3	102	*226	5.1	11.3	207
HEARST MAG CORP. BUY (GROSS)	44101	5182	65.3	11.8	120	1665	70.6	3.8	130	1928	74.5	4.4	137	3287	74.0	7.5	136
HEARST MAN POWER (GROSS)	1993	*240	3.0	12.0	123	*128	5.4	6.4	220	*157	6.1	7.9	247	*127	2.9	6.4	116
HEARST WOMAN POWER (GROSS)	31274	3515	44.3	11.2	115	1054	44.7	3.4	116	1316	50.9	4.2	132	2168	48.8	6.9	126
HOUSE BEAUTIFUL	3623	*458	5.8	12.6	129	*114	4.8	3.1	108	*111	4.3	3.1	96	*286	6.4	7.9	144
INC.	283	*52	0.7	18.4	188	*35	1.5	12.4	425	*19	0.7	6.7	210	*47	1.1	16.6	303
JET	2928	314	4.0	10.7	110	*80	3.4	2.7	94	*139	5.4	4.7	149	*133	3.0	4.5	83
LADIES' HOME JOURNAL	11918	1536	19.4	12.9	132	377	16.0	3.2	109	440	17.0	3.7	116	976	22.0	8.2	149
LHJ FAMILY GRP COMBO(GROSS)	16764	2070	26.1	12.3	126	542	23.0	3.2	111	581	22.5	3.5	108	1405	31.6	8.4	153
LIFE	4254	*459	5.8	10.8	110	*160	6.8	3.8	129	*205	7.9	4.8	151	292	6.6	6.9	125
L.A. TIMES HOME MAGAZINE	1145	*92	1.2	8.0	82	*131	5.6	11.4	393	*68	2.6	5.9	186	*134	3.0	11.7	213
MADAMOISELLE	2884	263	3.3	9.1	93	*87	3.7	3.0	104	*177	6.8	6.1	192	*230	5.2	8.0	145
MC CALL'S	13460	1617	20.4	12.0	123	392	16.6	2.9	100	535	20.7	4.0	124	945	21.3	7.0	128
MC CALL'S/MRK MOTHER (GROSS)	14606	1776	22.4	12.2	124	476	20.2	3.3	112	543	21.0	3.7	116	1079	24.3	7.4	135
MECHANIC ILLUSTRATED	772	*129	1.6	16.7	171	*65	2.8	8.4	289	*46	1.8	6.0	187	*57	1.3	7.4	135
METROPOLITAN HOME	967	*144	1.8	14.9	152	*82	3.5	8.5	291	*73	2.8	7.5	236	*140	3.2	14.5	264
MONEY	1588	*205	2.6	12.9	132	*103	4.4	6.5	223	*78	3.0	4.9	154	*109	2.5	6.9	125
MOTHER EARTH NEWS	1002	*78	1.0	7.8	79	*55	2.3	5.5	188	*29	1.1	2.9	91	*15	0.3	1.5	27
MS.	825	*97	1.2	11.8	120	*37	1.6	4.5	154	*37	1.4	4.5	140	*76	1.7	9.2	168
NATIONAL ENQUIRER	10336	944	11.9	9.1	93	280	11.9	2.7	93	380	14.7	3.7	115	399	9.0	3.9	70
NATIONAL GEOGRAPHIC	9597	1230	15.5	12.8	131	438	18.6	4.6	157	386	14.9	4.0	126	837	18.8	8.7	159
NATIONAL SUNDAY MAGAZINE PKG	49558	4925	62.1	9.9	101	1568	66.5	3.2	109	1668	64.5	3.4	105	3217	72.4	6.5	118
NATURAL HISTORY	573	*61	0.8	10.6	109	*17	0.7	3.0	102	*26	1.0	4.5	142	*28	0.6	4.9	89
NEW WOMAN	1699	*264	3.3	15.5	159	*96	4.1	5.7	194	*73	2.8	4.3	135	*111	2.5	6.5	119
NEW YORK INCLUDING CUE	443	*101	1.3	22.8	233	*31	1.3	7.0	240	*11	0.4	2.5	78	*37	0.8	8.4	152
THE NEW YORKER	1270	*189	2.4	14.9	152	*78	3.3	6.1	211	*58	2.2	4.6	143	*102	2.3	8.0	146
NEWSWEEK	6277	922	11.6	14.7	150	*221	9.4	3.5	121	240	9.3	3.8	120	599	13.5	9.5	174
THE N.Y. TIMES DAILY EDITION	1205	*164	2.1	13.6	139	*74	3.1	6.1	211	*56	2.2	4.6	145	*47	1.1	3.9	71
THE N.Y. TIMES MAGAZINE	2081	*240	3.0	11.5	118	*115	4.9	5.5	190	*133	5.1	6.4	200	*138	3.1	6.6	121
OMNI	788	*167	2.1	21.2	216	*76	3.2	9.6	331	*57	2.2	7.2	226	*75	1.7	9.5	173
ON CABLE	1158	*136	1.7	11.7	120	*15	0.6	1.3	44	*44	1.7	3.8	119	*101	2.3	8.7	159
1001 HOME IDEAS	2852	282	3.6	9.9	101	*96	4.1	3.4	116	*76	2.9	2.7	83	*203	4.6	7.1	130
ORGANIC GARDENING	1658	*127	1.6	7.7	78	*61	2.6	3.7	126	*63	2.4	3.8	119	*63	1.4	3.8	69
OUTDOOR LIFE	896	*138	1.7	15.4	157	*24	1.0	2.7	92	*9	0.3	1.0	31	*58	1.3	6.5	118
PARADE MAGAZINE	24275	2265	28.6	9.3	95	812	34.4	3.3	115	861	33.3	3.5	111	1637	36.8	6.7	123

	TOTAL U.S. '000	SWANSON/HUNGRY MAN				VAN DE CAMPS				CHUN KING				WEIGHT WATCHERS			
		A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	7931	100.0	9.8	100	2359	100.0	2.9	100	2587	100.0	3.2	100	4444	100.0	5.5	100
PARENTS	3845	508	6.4	13.2	135	*205	8.7	5.3	183	**142	5.5	3.7	116	*330	7.4	8.6	156
PENTHOUSE	831	**139	1.8	16.7	171	**42	1.8	5.1	174	**21	0.8	2.5	79	**90	2.0	10.8	197
PEOPLE	11645	1303	16.4	11.2	114	384	16.3	3.3	113	543	21.0	4.7	146	878	19.8	7.5	137
PLAYBOY	2006	362	4.6	18.0	184	**112	4.7	5.6	192	**55	2.1	2.7	86	**75	1.7	3.7	68
POPULAR HOT RODDING	297	**69	0.9	23.2	237	**0	0.0	0.0	0	**17	0.7	5.7	179	**14	0.3	4.7	86
POPULAR MECHANICS	1018	**79	1.0	7.8	79	**68	2.9	6.7	229	**110	4.3	10.8	338	**46	1.0	4.5	82
POPULAR SCIENCE	878	*168	2.1	19.1	195	**17	0.7	1.9	66	**56	2.2	6.4	200	**35	0.8	4.0	73
PREVENTION	3913	330	4.2	8.4	86	*103	4.4	2.6	90	*129	5.0	3.3	103	319	7.2	8.2	149
PSYCHOLOGY TODAY	1710	*238	3.0	13.9	142	**48	2.0	2.8	96	*109	4.2	6.4	200	*214	4.8	12.5	228
READER'S DIGEST	22204	2439	30.8	11.0	112	684	29.0	3.1	106	851	32.9	3.8	120	1584	35.6	7.1	130
REDBOOK	7684	897	11.3	11.7	119	318	13.5	4.1	142	327	12.6	4.3	133	591	13.3	7.7	140
ROAD & TRACK	410	**83	1.0	20.2	207	**10	0.4	2.4	84	**31	1.2	7.6	237	**6	0.1	1.5	27
ROLLING STONE	969	*167	2.1	17.2	176	**39	1.7	4.0	138	**47	1.8	4.9	152	**82	1.8	8.5	154
RUNNER'S WORLD	298	**44	0.6	14.8	151	**0	0.0	0.0	0	**7	0.3	2.3	74	**47	1.1	15.8	287
SATURDAY EVENING POST	1169	*158	2.0	13.5	138	**44	1.9	3.8	129	**47	1.8	4.0	126	**88	2.0	7.5	137
SCIENCE 84	587	**95	1.2	16.2	165	**103	4.4	17.5	602	**76	2.9	12.9	405	**43	1.0	7.3	133
SCIENCE DIGEST	482	**92	1.2	19.1	195	**20	0.8	4.1	142	**21	0.8	4.4	136	**32	0.7	6.6	121
SCIENTIFIC AMERICAN	594	**123	1.6	20.7	211	**87	3.7	14.6	503	**70	2.7	11.8	369	**48	1.1	8.1	147
SELF	2089	321	4.0	15.4	157	**88	3.7	4.2	145	*179	6.9	8.6	268	*204	4.6	9.8	178
SEVENTEEN	2411	322	4.1	13.4	136	**198	8.4	8.2	282	*279	10.8	11.6	362	*218	4.9	9.0	165
SKI	480	**100	1.3	20.8	213	**0	0.0	0.0	0	**15	0.6	3.1	98	**27	0.6	5.6	103
SMITHSONIAN	2760	406	5.1	14.7	150	**116	4.9	4.2	144	**103	4.0	3.7	117	*238	5.4	8.6	157
SOAP OPERA DIGEST	3013	391	4.9	13.0	133	**67	2.8	2.2	76	*213	8.2	7.1	221	**125	2.8	4.1	76
SOUTHERN LIVING	4184	441	5.6	10.5	108	**104	4.4	2.5	85	*162	6.3	3.9	121	309	7.0	7.4	135
SPORT	559	**123	1.6	22.0	225	**50	2.1	8.9	307	*113	0.5	2.3	73	*33	0.1	0.5	10
THE SPORTING NEWS	436	**80	1.0	18.3	187	**49	2.1	11.2	386	**10	0.4	2.3	72	**7	0.2	1.6	29
SPORTS AFIELD	493	**69	0.9	14.0	143	**40	1.7	8.1	279	**26	1.0	5.3	165	**48	1.1	9.7	177
SPORTS ILLUSTRATED	2758	448	5.6	16.2	166	**51	2.2	1.8	63	**85	3.3	3.1	96	**229	5.2	8.3	151
STAR	7456	801	10.1	10.7	110	*284	12.0	3.8	131	280	10.8	3.8	118	373	8.4	5.0	91
SUNDAY	24936	2554	32.2	10.2	105	857	36.3	3.4	118	978	37.8	3.9	123	1573	35.4	6.3	115
SUNSET	2124	*272	3.4	12.8	131	**141	6.0	6.6	228	**106	4.1	5.0	156	*187	4.2	8.8	160
TV GUIDE	21661	2427	30.6	11.2	114	632	26.8	2.9	100	701	27.1	3.2	101	1384	31.1	6.4	116
TENNIS	550	**71	0.9	12.9	132	**31	1.3	5.6	193	**34	1.3	6.2	194	**16	0.4	2.9	53
TIME	8880	1001	12.6	11.3	115	423	17.9	4.8	164	367	14.2	4.1	129	736	16.6	8.3	151
TOWN & COUNTRY	917	**107	1.3	11.7	119	**46	1.9	5.0	172	**28	1.1	3.1	96	**56	1.3	6.1	111
TRAVEL & LEISURE	972	**116	1.5	11.9	122	**54	2.3	5.6	191	**31	1.2	3.2	100	**107	2.4	11.0	201
TRUE STORY	3356	383	4.8	11.4	117	**72	3.1	2.1	74	**149	5.8	4.4	139	*271	1.6	2.1	39
U.S. NEWS & WORLD REPORT	3410	365	4.6	10.7	109	**79	3.3	2.3	80	*112	4.3	3.3	103	*261	5.9	7.7	139
USA TODAY	1759	**115	1.5	6.5	67	**67	2.8	3.8	131	**72	2.8	4.1	128	*165	3.7	9.4	171
US	1873	*259	3.3	13.8	141	**42	1.8	2.2	77	**118	4.6	6.3	197	*169	3.8	9.0	164
VOGUE	3909	474	6.0	12.1	124	**185	7.8	4.7	162	*221	8.5	5.7	177	285	6.4	7.3	133
WALL STREET JOURNAL	1886	*144	1.8	7.6	78	**84	3.6	4.5	153	**39	1.5	2.1	65	*172	3.9	9.1	166
WEIGHT WATCHERS	2120	240	3.0	11.3	116	**127	5.4	6.0	206	**95	3.7	4.5	140	305	6.9	14.4	262
WOMAN'S DAY	14172	1508	19.0	10.6	109	461	19.5	3.3	112	504	19.5	3.6	111	946	21.3	6.7	122
WORKING MOTHER	1146	*159	2.0	13.9	142	**85	3.6	7.4	255	**8	0.3	0.7	22	**134	3.0	11.7	213
WORKING WOMAN	1322	*202	2.5	15.3	156	**80	3.4	6.1	208	**26	1.0	2.0	62	*162	3.6	12.3	223
WORLD TENNIS	*163	**11	0.1	6.7	69	**4	0.2	2.5	84	**4	0.2	2.5	77	**8	0.2	4.9	89
ZIFF-DAVIS MAG NETWK (GROSS)	2532	406	5.1	16.0	164	**107	4.5	4.2	145	*128	4.9	5.1	158	*104	2.3	4.1	75
BLAIR INSERTS	43657	4387	55.3	10.0	103	1509	64.0	3.5	119	1566	60.5	3.6	112	2870	64.6	6.6	120
DAILY NEWSPAPERS																	
READ ANY	51633	5261	66.3	10.2	104	1504	63.8	2.9	100	1608	62.2	3.1	97	3101	69.8	6.0	109
READ ONE	43463	4369	55.1	10.1	103	1323	56.1	3.0	105	1398	54.0	3.2	101	2476	55.7	5.7	104
READ TWO OR MORE	8170	892	11.2	10.9	111	*180	7.6	2.2	76	*210	8.1	2.6	80	625	14.1	7.6	139
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5281	66.6	10.0	102	1703	72.2	3.2	111	1818	70.3	3.5	108	3356	75.5	6.4	116
READ ONE	46126	4566	57.6	9.9	101	1393	59.1	3.0	104	1510	58.4	3.3	102	2939	66.1	6.4	116
READ TWO OR MORE	6552	715	9.0	10.9	111	*309	13.1	4.7	162	*308	11.9	4.7	147	417	9.4	6.4	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.51				33.17				29.05				29.37			
30 DAY REACH	71455	7050	88.9	9.9	101	2233	94.7	3.1	107	2358	91.1	3.3	103	4014	90.3	5.6	102
50 SHWG - 30 DAY AV FREQ	14.56	16.16				17.39				14.97				15.16			
30 DAY REACH	67742	6662	84.0	9.8	100	2129	90.3	3.1	108	2289	88.5	3.4	106	3887	87.5	5.7	105
25 SHWG - 30 DAY AV FREQ	7.94	8.62				9.14				8.12				7.99			
30 DAY REACH	62117	6229	78.5	10.0	102	2030	86.1	3.3	112	2106	81.4	3.4	106	3674	82.7	5.9	108
CABLE TV: HOME WIRED	32077	3754	47.3	11.7	120	951	40.3	3.0	102	1115	43.1	3.5	109	2215	49.8	6.9	126
HOME NOT WIRED	48909	4177	52.7	8.5	87	1408	59.7	2.9	99	1472	56.9	3.0	94	2229	50.2	4.6	83
HAVE PAY CABLE	15935	2130	26.9	13.4	136	*572	24.2	3.6	123	*653	25.2	4.1	128	1366	30.7	8.6	156

	TOTAL	SWANSON/HUNGRY MAN				VAN DE CAMPS				CHUN KING				WEIGHT WATCHERS			
	U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	7931	100.0	9.8	100	2359	100.0	2.9	100	2587	100.0	3.2	100	4444	100.0	5.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4363	55.0	9.9	101	1344	57.0	3.1	105	1499	57.9	3.4	107	2536	57.1	5.8	105
10:00 AM - 3:00 PM	30659	3156	39.8	10.3	105	934	39.6	3.0	105	973	37.6	3.2	99	1656	37.3	5.4	98
3:00 PM - 7:00 PM	31045	3211	40.5	10.3	106	962	40.8	3.1	106	1079	41.7	3.5	109	1978	44.5	6.4	116
7:00 PM - MIDNIGHT	15767	1635	20.6	10.4	106	542	23.0	3.4	118	680	26.3	4.3	135	891	20.0	5.7	103
MIDNIGHT - 6:00 AM	9120	1002	12.6	11.0	112	*255	10.8	2.8	96	329	12.7	3.6	113	574	12.9	6.3	115
6:00 AM - MIDNIGHT	58527	5992	75.6	10.2	105	1790	75.9	3.1	105	1918	74.1	3.3	103	3345	75.3	5.7	104
ENTIRE DAY	59311	6035	76.1	10.2	104	1804	76.5	3.0	104	1971	76.2	3.3	104	3409	76.7	5.7	105
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16172	1553	19.6	9.6	98	501	21.2	3.1	106	388	15.0	2.4	75	1002	22.5	6.2	113
ALL NEWS	2256	*211	2.7	9.4	96	**80	3.4	3.5	122	**74	2.9	3.3	103	**135	3.0	6.0	109
AOR/PROGRESSIVE	3874	585	7.4	15.1	154	*209	8.9	5.4	185	*285	11.0	7.4	230	325	7.3	8.4	153
BEAUTIFUL MUSIC	5660	490	6.2	8.7	88	*156	6.6	2.8	95	*144	5.6	2.5	80	250	5.6	4.4	80
BLACK	2204	*117	1.5	5.3	54	**28	1.2	1.3	44	*73	2.8	3.3	104	**109	2.5	4.9	90
CLASSICAL	1418	*148	1.9	10.4	107	**110	4.7	7.8	266	**45	1.7	3.2	99	**118	2.7	8.3	152
CHR/ROCK	9538	1141	14.4	12.0	122	380	16.1	4.0	137	221	8.5	2.3	73	632	14.2	6.6	121
COUNTRY	12648	1350	17.0	10.7	109	322	13.6	2.5	87	547	21.1	4.3	135	668	15.0	5.3	96
GOLDEN OLDIES	1191	**118	1.5	9.9	101	**19	0.8	1.6	55	**24	0.9	2.0	63	**69	1.6	5.8	106
MOR/NOSTALGIA	4757	457	5.8	9.6	98	**155	6.6	3.3	112	**129	5.0	2.7	85	*267	6.0	5.6	102
NEWS/TALK	3863	456	5.7	11.8	121	*176	7.5	4.6	156	**48	1.9	1.2	39	252	5.7	6.5	119
RELIGIOUS	3084	*251	3.2	8.1	83	**52	2.2	1.7	58	**79	3.1	2.6	80	*124	2.8	4.0	73
SOFT ROCK	521	**45	0.6	8.6	88	**11	0.5	2.1	72	**18	0.7	3.5	108	**47	1.1	9.0	164
URBAN CONTEMPORARY	1585	*253	3.2	16.0	163	**35	1.5	2.2	76	**102	3.9	6.4	201	**66	1.5	4.2	76
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	328	4.1	10.1	103	**70	3.0	2.1	74	**86	3.3	2.6	83	**137	3.1	4.2	77
ABC DIRECTION	2316	*221	2.8	9.5	97	**36	1.5	1.6	53	**53	2.0	2.3	72	*128	2.9	5.5	101
ABC ENTERTAINMENT	4834	700	8.8	14.5	148	*160	6.8	3.3	114	*137	5.3	2.8	89	267	6.0	5.5	101
ABC FM	2202	*232	2.9	10.5	108	**48	2.0	2.2	75	**106	4.1	4.8	151	*156	3.5	7.1	129
ABC INFORMATION	5425	576	7.3	10.6	108	*176	7.5	3.2	111	*181	7.0	3.3	104	384	8.6	7.1	129
ABC ROCK	1677	*259	3.3	15.4	158	**82	3.5	4.9	168	**46	1.8	2.7	86	*188	4.2	11.2	204
CBS	4430	356	4.5	8.0	82	**94	4.0	2.1	73	**88	3.4	2.0	62	*205	4.6	4.6	84
MUTUAL	4992	579	7.3	11.6	118	**123	5.2	2.5	85	**132	5.1	2.6	83	*205	4.6	4.1	75
WBE	4679	425	5.4	9.1	93	*170	7.2	3.6	125	**75	2.9	1.6	50	*268	6.0	5.7	104
RADIORADIO	1994	*234	3.0	11.7	120	**58	2.5	2.9	100	**38	1.5	1.9	60	**106	2.4	5.3	97
RKO ONE	2298	*236	3.0	10.3	105	*117	0.7	0.7	25	**52	2.0	2.3	71	*149	3.4	6.5	118
RKO TWO	3311	378	4.8	11.4	117	**58	2.5	1.8	60	**54	2.1	1.6	51	*237	5.3	7.2	130
THE SOURCE	2114	*343	4.3	16.2	166	**84	3.6	4.0	136	*132	5.1	6.2	195	**126	2.8	6.0	109
NON-WIRED : BLAIR	8654	912	11.5	10.5	108	*215	9.1	2.5	85	*342	13.2	4.0	124	540	12.2	6.2	114
INTERNET	12025	1347	17.0	11.2	114	485	20.6	4.0	138	490	18.9	4.1	128	880	19.8	7.3	133
KATZ RADIO GROUP	15359	1705	21.5	11.1	113	513	21.7	3.3	115	488	18.9	3.2	99	842	18.9	5.5	100
SUPERNET	10628	1117	14.1	10.5	107	351	14.9	3.3	113	414	16.0	3.9	122	656	14.8	6.2	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	833	10.5	9.6	98	225	9.5	2.6	89	317	12.3	3.7	115	453	10.2	5.2	95
WKDAY 9:00 AM - 1:00 PM	12163	1197	15.1	9.8	100	315	13.4	2.6	89	361	14.0	3.0	93	590	13.3	4.9	88
WKDAY 1:00 PM - 4:30 PM	16150	1563	19.7	9.7	99	409	17.3	2.5	87	514	19.9	3.2	100	810	18.2	5.0	91
WKDAY 4:30 PM - 7:30 PM	22463	2083	26.3	9.3	95	713	30.2	3.2	109	739	28.6	3.3	103	1102	24.8	4.9	89
WKDAY 7:30 PM - 8:00 PM	31795	3108	39.2	9.8	100	898	38.1	2.8	97	939	36.3	3.0	92	1514	34.1	4.8	87
WKDAY 11:00 PM - 11:30 PM	23977	2386	30.1	10.0	102	724	30.7	3.0	104	756	29.2	3.2	99	1157	26.0	4.8	88
WKDAY 11:30 PM - 1:00 AM	7703	754	9.5	9.8	100	229	9.7	3.0	102	298	11.5	3.9	121	397	8.9	5.2	94
M-SAT 6-11 PM+SUN 7-11 PM	33800	3373	42.5	10.0	102	1010	42.8	3.0	103	1088	42.1	3.2	101	1768	39.8	5.2	95
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	612	7.7	9.4	96	208	8.8	3.2	109	207	8.0	3.2	99	347	7.8	5.3	97
ANOTHER WORLD	N 4620	385	4.9	8.3	85	*76	3.2	1.6	56	*166	6.4	3.6	112	186	4.2	4.0	73
AS THE WORLD TURNS	C 5614	657	8.3	11.7	120	*123	5.2	2.2	75	*107	4.1	1.9	60	319	7.2	5.7	104
CAPITOL	C 3396	356	4.5	10.5	107	*95	4.0	2.8	96	*83	3.2	2.4	77	193	4.3	5.7	104
CBS MORN. NEWS 1	C 1446	118	1.5	8.2	83	**15	0.6	1.0	36	**22	0.9	1.5	48	*38	0.9	2.6	48
CBS MORN. NEWS 2	C 1207	*72	0.9	6.0	61	*55	0.2	0.4	14	*14	0.5	1.2	36	*31	0.7	2.6	47
DAYS OF OUR LIVES	N 5877	505	6.4	8.6	88	*84	3.6	1.4	49	194	7.5	3.3	103	245	5.5	4.2	76
FACTS OF LIFE - DAYTIME	N 2290	179	2.3	7.8	80	*54	2.3	2.4	81	*334	1.3	1.5	46	*91	2.0	4.0	72
FAMILY FEUD	A 3023	303	3.8	10.0	102	*95	4.0	3.1	108	*89	3.4	2.9	92	128	2.9	4.2	77
GENERAL HOSPITAL	A 6097	523	6.6	8.6	88	142	6.0	2.3	80	211	8.2	3.5	108	294	6.6	4.8	88
GOOD MORNING, AMERICA-730A	A 3515	328	4.1	9.3	95	*90	3.8	2.6	88	174	6.7	5.0	155	183	4.1	5.2	95
GOOD MORNING, AMERICA-830A	A 2818	261	3.3	9.3	95	*73	3.1	2.6	89	*101	3.9	3.6	112	158	3.6	5.6	102
GUIDING LIGHT	C 5339	583	7.4	10.9	112	*109	4.6	2.0	70	*122	4.7	2.3	72	357	8.0	6.7	122
ONE LIFE TO LIVE	A 4478	374	4.7	8.4	85	*103	4.4	2.3	79	168	6.5	3.8	117	204	4.6	4.6	83
PRESS YOUR LUCK	C 2244	205	2.6	9.1	93	*47	2.0	2.1	72	*45	1.7	2.0	63	*68	1.5	3.0	55
PRICE IS RIGHT 1	C 4348	418	5.3	9.6	98	*92	3.9	2.1	73	113	4.4	2.6	81	182	4.1	4.2	76
PRICE IS RIGHT 2	C 5014	505	6.4	10.1	103	*122	5.2	2.4	84	141	5.5	2.8	88	191	4.3	3.8	69

		TOTAL	SWANSON/HUNGRY MAN				VAN DE CAMPS				CHUN KING				HEIGHT WATCHERS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	7931	100.0	9.8	100	2359	100.0	2.9	100	2587	100.0	3.2	100	4444	100.0	5.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2279	28.7	8.7	89	757	32.1	2.9	100	750	29.0	2.9	90	1227	27.6	4.7	86
NETWORK AFFILIATES - LATE		20261	1953	24.6	9.6	98	591	25.1	2.9	100	614	23.7	3.0	95	986	22.2	4.9	89
INDEPENDENTS - LATE		2076	233	2.9	11.2	115	*73	3.1	3.5	121	*117	4.5	5.6	176	99	2.2	4.8	87
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1022	12.9	9.8	100	271	11.5	2.6	89	302	11.7	2.9	90	580	13.1	5.5	101
ABC MONDAY NIGHT MOVIE	A	6412	572	7.2	8.9	91	*217	9.2	3.4	116	*222	8.6	3.5	108	411	9.2	6.4	117
ABC SUNDAY NIGHT MOVIE	A	12407	1332	16.8	10.7	110	428	18.1	3.4	118	414	16.0	3.3	104	687	15.5	5.5	100
ABC WORLD NEWS TONIGHT	A	6176	453	5.7	7.3	75	246	10.4	4.0	137	175	6.8	2.8	89	247	5.6	4.0	77
AFTERMASH	C	5863	657	8.3	11.2	114	*245	10.4	4.2	143	*204	7.9	3.5	109	*359	8.1	6.1	111
ALICE	C	9594	914	11.5	9.5	97	318	13.5	3.3	114	325	12.6	3.4	106	509	11.5	5.3	97
AMERICAN PARADE	C	6622	505	6.4	7.6	78	*143	6.1	2.2	74	*140	5.4	2.1	66	277	6.2	4.2	76
BENSON	A	10886	991	12.5	9.1	93	328	13.9	3.0	103	325	12.6	3.0	93	665	15.0	6.1	111
BLUE THUNDER	A	5036	533	6.7	10.6	108	*144	6.1	2.9	98	*126	4.9	2.5	78	*212	4.8	4.2	77
CAGNEY & LACEY	C	9965	970	12.2	9.7	99	324	13.7	3.3	112	351	13.6	3.5	110	578	13.0	5.8	106
CBS EVENING NEWS-DEAN	C	3491	*206	2.6	5.9	60	**113	4.8	3.2	111	*143	5.5	4.1	128	*130	2.9	3.7	68
CBS EVENING NEWS-RATHER	C	7123	564	7.1	7.9	81	184	7.8	2.6	89	190	7.3	2.7	84	313	7.0	4.4	88
CBS SAT. NEWS-SCHIEFFER	C	3621	326	4.1	9.0	92	*113	4.8	3.1	107	*110	4.3	3.0	95	176	4.0	4.9	89
CBS SATURDAY NIGHT MOVIE	C	5436	556	7.0	10.2	104	215	9.1	4.0	136	157	6.1	2.9	90	255	5.7	4.7	85
CBS WEDNESDAY NIGHT MOVIE	C	6100	556	7.0	9.1	93	174	7.4	2.9	98	121	4.7	2.0	62	191	4.3	3.1	57
CHEERS	N	8889	838	10.6	9.4	96	339	14.4	3.8	131	292	11.3	3.3	103	550	12.4	6.2	113
DALLAS	C	22109	2018	25.4	9.1	93	700	29.7	3.2	109	629	24.3	2.8	89	1204	27.1	5.4	99
DIFF'RENT STROKES	N	6940	633	8.0	9.1	93	*148	6.3	2.1	73	*239	9.2	3.4	108	327	7.4	4.7	86
DOUBLE TROUBLE	N	7223	705	8.9	9.8	100	*191	8.1	2.6	91	*219	8.5	3.0	95	439	9.9	6.1	111
DUCK FACTORY	N	5595	487	6.1	8.7	89	*162	6.9	2.9	99	*141	5.5	2.5	79	306	6.9	5.5	100
DUKES OF HAZZARD	C	5768	549	6.9	9.5	97	*99	4.2	1.7	59	*115	4.4	2.0	62	189	4.3	3.3	60
DYNASTY	A	20053	1985	25.0	9.9	101	550	23.3	2.7	94	739	28.6	3.7	115	1006	22.6	5.0	91
FACTS OF LIFE	N	8087	862	10.9	10.7	109	*202	8.6	2.5	86	252	9.7	3.1	98	471	10.6	5.8	106
FALCON CREST	C	20046	1923	24.2	9.6	98	630	26.7	3.1	108	596	23.0	3.0	93	1076	24.2	5.4	98
FALL GUY	A	9084	790	10.0	8.7	89	230	9.7	2.5	87	317	12.3	3.5	109	497	11.2	5.5	100
FAMILY TIES	N	7964	693	8.7	8.7	89	*173	7.3	2.2	75	*235	9.1	3.0	92	413	9.3	5.2	95
FANTASY ISLAND	A	7687	812	10.2	10.6	108	*216	9.2	2.8	96	*297	11.5	3.9	121	420	9.5	5.5	100
FOULUPS,BLEEPS & BLUNDERS	A	8861	871	11.0	9.8	100	*266	11.3	3.0	103	282	10.9	3.2	100	408	9.2	4.6	84
FOUR SEASONS	C	5095	604	7.6	11.9	121	**230	9.7	4.5	155	*166	6.4	3.3	102	*286	6.4	5.6	102
GIMME A BREAK	N	8838	746	9.4	8.4	86	*176	7.5	2.0	68	311	12.0	3.5	110	354	8.0	4.0	73
HART TO HART	A	8978	915	11.5	10.2	104	*226	9.6	2.5	86	341	13.2	3.8	119	515	11.6	5.7	105
HILL STREET BLUES	N	8590	779	9.8	9.1	93	340	14.4	4.0	136	301	11.6	3.5	110	525	11.8	6.1	111
HOTEL	A	14085	1309	16.5	9.3	95	452	19.2	3.2	110	425	16.4	3.0	94	841	18.9	6.0	109
JEFFERSONS	C	9360	974	12.3	10.4	106	278	11.8	3.0	102	298	11.5	3.2	100	493	11.1	5.3	96
JENNIFER SLEPT HERE	N	5841	527	6.6	9.0	92	*161	6.8	2.8	95	*253	9.8	4.3	136	294	6.6	5.0	92
KATE & ALLIE	C	9206	938	11.8	10.2	104	*294	12.5	3.2	110	358	13.8	3.9	122	570	12.8	6.2	113
KNIGHT RIDER	N	7076	755	9.5	10.7	109	*196	8.3	2.8	95	*222	8.6	3.1	98	432	9.7	6.1	111
LOVE BOAT	A	12219	1190	15.0	9.7	99	345	14.6	2.8	97	429	16.6	3.5	110	726	16.3	5.9	108
MAGNUM PI	C	11199	1054	13.3	9.4	96	297	12.6	2.7	91	321	12.4	2.9	90	631	14.2	5.6	103
MAMA'S FAMILY	N	6057	496	6.3	8.2	84	*149	6.3	2.5	84	*192	7.4	3.2	99	214	4.8	3.5	64
MASTER, THE	N	3598	334	4.2	9.3	95	*98	4.2	2.7	94	*90	3.5	2.5	78	*219	4.9	6.1	111
MATT HOUSTON	A	6344	696	8.8	11.0	112	*225	9.5	3.5	122	*227	8.8	3.6	112	289	6.5	4.6	83
NBC MONDAY NIGHT MOVIE	N	11994	1193	15.0	9.9	102	328	13.9	2.7	94	304	11.8	2.5	79	576	13.0	4.8	88
NBC NIGHTLY NEWS	N	5132	486	6.1	9.5	97	*119	5.0	2.3	80	155	6.0	3.0	95	262	5.9	5.1	93
NBC NIGHTLY NEWS-SAT	N	3375	287	3.6	8.5	87	*114	4.8	3.4	116	*123	4.8	3.6	114	*172	3.9	5.1	93
NBC NIGHTLY NEWS-SUN	N	3130	*253	3.2	8.1	83	*115	4.9	3.7	126	*139	5.4	4.4	139	*148	3.3	4.7	86
NBC SUNDAY NIGHT MOVIE	N	8284	877	11.1	10.6	108	*213	9.0	2.6	88	*261	10.1	3.2	99	394	8.9	4.8	87
NEWHART	C	9240	948	12.0	10.3	105	345	14.6	3.7	128	341	13.2	3.7	116	517	11.6	5.6	102
ONE DAY AT A TIME	C	7288	741	9.3	10.2	104	*165	7.0	2.3	78	*206	8.0	2.8	88	362	8.1	5.0	91
PEOPLE ARE FUNNY	N	4855	400	5.0	8.2	84	*135	5.7	2.8	95	*199	7.7	4.1	128	*182	4.1	3.7	68
REAL PEOPLE	N	8869	862	10.9	9.7	99	*163	6.9	1.8	63	231	8.9	2.6	82	335	7.5	3.8	69
REMINGTON STEELE	N	7743	700	8.8	9.0	92	258	10.9	3.3	114	*208	8.0	2.7	84	363	8.2	4.7	85
RIPLEY'S BELIEVE IT - NOT	A	5345	564	7.1	10.6	108	*213	9.0	4.0	137	*205	7.9	3.8	120	272	6.1	5.1	93
RIPTIDE	N	6988	703	8.9	10.1	103	266	11.3	3.8	131	*165	6.4	2.4	74	308	6.9	4.4	80
SCARECROW & MRS. KING	C	10002	879	11.1	8.8	90	278	11.8	2.8	95	334	12.9	3.3	105	613	13.8	6.1	112
SIMON & SIMON	C	10638	1056	13.3	9.9	101	266	11.3	2.5	86	313	12.1	2.9	92	531	11.9	5.0	91
60 MINUTES	C	13293	1075	13.6	8.1	83	417	17.7	3.1	108	429	16.6	3.2	101	714	16.1	5.4	98
ST. ELSEWHERE	N	7017	728	9.2	10.4	106	*300	12.7	4.3	147	189	7.3	2.7	84	404	9.1	5.8	105
THREE'S COMPANY	A	10917	1237	15.6	11.3	116	314	13.3	2.9	99	443	17.1	4.1	127	674	15.2	6.2	113
T.J. HOOKER	A	9204	857	10.8	9.3	95	276	11.7	3.0	103	332	12.8	3.6	113	425	9.6	4.6	84
TONIGHT SHOW	N	2372	186	2.3	7.8	80	111	4.7	4.7									

DRY MIX SALAD DRESSING

BASE = FEMALE HOMEOWNERS (80986)

QUESTIONNAIRE PAGE H-7

		'000	%	UNWEIGHTED							
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?											
YES		24559	30.3	2748							
NO		56427	69.7	6687							
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED	
		'000	%	'000	%	'000	%	'000	%		
IF YES											
4B. WHAT FLAVORS ARE USED BY YOUR HOUSEHOLD?											
CAESAR		1214	1.5	183	.2	738	.9	293	.4	136	
FRENCH		3311	4.1	891	1.1	1819	2.2	601	.7	381	
GARLIC		3588	4.4	583	.7	2356	2.9	649	.8	420	
ITALIAN		11252	13.9	5065	6.3	5085	6.3	1102	1.4	1277	
RANCH		12190	15.1	7002	8.6	4067	5.0	1121	1.4	1308	
ROQUEFORT/BLUE CHEESE		2915	3.6	650	.8	1566	1.9	700	.9	337	
OTHER		2094	2.6	951	1.2	653	.8	491	.6	236	
DO NOT KNOW											
4C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?											
FRENCH'S		2673	3.3	1394	1.7	1010	1.2	269	.3	299	
GOOD SEASONS		12466	15.4	6381	7.9	5190	6.4	895	1.1	1433	
GREAT BEGINNINGS		656	.8	228	.3	185	.2	243	.3	87	
HIDDEN VALLEY		13913	17.2	7982	9.9	4494	5.5	1437	1.8	1512	
LAWRY'S DRY		987	1.2	204	.3	470	.6	313	.4	102	
OTHER BRANDS		1673	2.1	777	1.0	508	.6	388	.5	162	
DO NOT KNOW		42	.1							5	
		'000	%	UNWEIGHTED							
4D. ABOUT HOW MANY PACKAGES OF DRY MIX SALAD DRESSING WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?											
SIX OR MORE	H	586	.7	64							
FIVE	H	532	.7	50							
FOUR	H	1188	1.5	130							
THREE	H	2175	2.7	214							
TWO	H	5372	6.6	579							
ONE	M	6784	8.4	750							
LESS THAN ONE	L	3901	4.8	483							
NONE	L	4022	5.0	478							

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	24559	100.0	30.3	100	9853	100.0	12.2	100	6784	100.0	8.4	100	7922	100.0	9.8	100
18 - 24	9282	2467	10.0	26.6	88	983	10.0	10.6	87	632	9.3	6.8	81	851	10.7	9.2	94
25 - 34	19072	6284	25.6	32.9	109	2426	24.6	12.7	105	1695	25.0	8.9	106	2163	27.3	11.3	116
35 - 44	14591	5040	20.5	34.5	114	2177	22.1	14.9	123	1476	21.8	10.1	121	1387	17.5	9.5	97
45 - 54	11345	3746	15.3	33.0	109	1420	14.4	12.5	103	1001	14.8	8.8	105	1324	16.7	11.7	119
55 - 64	11635	3807	15.5	32.7	108	1703	17.3	14.6	120	979	14.4	8.4	100	1125	14.2	9.7	99
65 OR OLDER	15061	3216	13.1	21.4	70	1144	11.6	7.6	62	1001	14.8	6.6	79	1071	13.5	7.1	73
18 - 34	28354	8751	35.6	30.9	102	3409	34.6	12.0	99	2327	34.3	8.2	98	3015	38.1	10.6	109
18 - 49	48339	15622	63.6	32.3	107	6156	62.5	12.7	105	4399	64.8	9.1	109	5067	64.0	10.5	107
25 - 54	45008	15070	61.4	33.5	110	6023	61.1	13.4	110	4172	61.5	9.3	111	4875	61.5	10.8	111
35 - 49	19985	6871	28.0	34.4	113	2746	27.9	13.7	113	2072	30.5	10.4	124	2052	25.9	10.3	105
50 OR OLDER	32647	8938	36.4	27.4	90	3698	37.5	11.3	93	2385	35.2	7.3	87	2856	36.1	8.7	89
GRADUATED COLLEGE	11155	4265	17.4	38.2	126	1635	16.6	14.7	120	1336	19.7	12.0	143	1294	16.3	11.6	119
ATTENDED COLLEGE	13682	4907	20.0	35.9	118	1906	19.3	13.9	115	1315	19.4	9.6	115	1685	21.3	12.3	126
GRADUATED HIGH SCHOOL	33880	11101	45.2	32.8	108	4332	44.0	12.8	105	3043	44.9	9.0	107	3726	47.0	11.0	112
DID NOT GRADUATE HIGH SCHOOL	22270	4286	17.5	19.2	63	1980	20.1	8.9	73	1089	16.1	4.9	58	1217	15.4	5.5	56
EMPLOYED	40306	13509	55.0	33.5	111	5264	53.4	13.1	107	3864	57.0	9.6	114	4381	55.3	10.9	111
EMPLOYED FULL-TIME	32850	11219	45.7	34.2	113	4408	44.7	13.4	110	3166	46.7	9.6	115	3645	46.0	11.1	113
EMPLOYED PART-TIME	7456	2290	9.3	30.7	101	856	8.7	11.5	94	698	10.3	9.4	112	736	9.3	9.9	101
NOT EMPLOYED	40680	11050	45.0	27.2	90	4590	46.6	11.3	93	2919	43.0	7.2	86	3542	44.7	8.7	89
PROFESSIONAL/MANAGER	10392	3807	15.5	36.6	121	1373	13.9	13.2	109	1273	18.8	12.2	146	1162	14.7	11.2	114
TECH/CLERICAL/SALES	17574	6493	26.4	36.9	122	2547	25.8	14.5	119	1685	24.8	9.6	114	2261	28.5	12.9	132
PRECISION/CRAFT	985	*326	1.3	33.1	109	**133	1.3	13.5	111	**79	1.2	8.0	96	**114	1.4	11.6	118
OTHER EMPLOYED	11354	2883	11.7	25.4	84	1211	12.3	10.7	88	828	12.2	7.3	87	844	10.7	7.4	76
SINGLE	9863	2465	10.0	25.0	82	1047	10.6	10.6	87	571	8.4	5.8	69	848	10.7	8.6	88
MARRIED	51375	16805	68.4	32.7	108	6753	68.5	13.1	108	4658	68.7	9.1	108	5394	68.1	10.5	107
DIVORCED/SEPARATED/WIDOWED	19748	5289	21.5	26.8	88	2053	20.8	10.4	85	1555	22.9	7.9	94	1681	21.2	8.5	87
PARENTS	32590	10656	43.4	32.7	108	4533	46.0	13.9	114	3084	45.5	9.5	113	3038	38.3	9.3	95
WHITE	70416	22359	91.0	31.8	105	8626	87.5	12.3	101	6338	93.4	9.0	107	7396	93.4	10.5	107
BLACK	8778	1745	7.1	19.9	66	959	9.7	10.9	90	*344	5.1	3.9	47	443	5.6	5.0	52
OTHER	1791	**455	1.9	25.4	84	**269	2.7	15.0	123	**101	1.5	5.6	67	**84	1.1	4.7	48
NORTHEAST-CENSUS	17786	4876	19.9	27.4	90	2492	25.3	14.0	115	1156	17.0	6.5	78	1229	15.5	6.9	71
NORTH CENTRAL	20741	5973	24.3	28.8	95	2010	20.4	9.7	80	1791	26.4	8.6	103	2171	27.4	10.5	107
SOUTH	27775	7205	29.3	25.9	86	2641	26.8	9.5	78	2169	32.0	7.8	93	2395	30.2	8.6	88
WEST	14683	6506	26.5	44.3	146	2710	27.5	18.5	152	1668	24.6	11.4	136	2128	26.9	14.5	148
NORTHEAST-MKTG.	17961	4698	19.1	26.2	86	2377	24.1	13.2	109	1216	17.9	6.8	81	1104	13.9	6.1	63
EAST CENTRAL	11885	3431	14.0	28.9	95	1377	14.0	11.6	95	996	14.7	8.4	100	1058	13.4	8.9	91
WEST CENTRAL	14090	4197	17.1	29.8	98	1327	13.5	9.4	77	1238	18.2	8.8	105	1632	20.6	11.6	118
SOUTH	24081	6492	26.4	27.0	89	2329	23.6	9.7	79	1858	27.4	7.7	92	2306	29.1	9.6	98
PACIFIC	12969	5741	23.4	44.3	146	2443	24.8	18.8	155	1476	21.8	11.4	136	1823	23.0	14.1	144
COUNTY SIZE A	32439	9814	40.0	30.3	100	4197	42.6	12.9	106	2607	38.4	8.0	96	3011	38.0	9.3	95
COUNTY SIZE B	24915	8180	33.3	32.8	108	3088	31.3	12.4	102	2316	34.1	9.3	111	2776	35.0	11.1	114
COUNTY SIZE C	12930	3815	15.5	29.5	97	1627	16.5	12.6	103	968	14.3	7.5	89	1220	15.4	9.4	96
COUNTY SIZE D	10703	2750	11.2	25.7	85	941	9.6	8.8	72	893	13.2	8.3	100	916	11.6	8.6	87
METRO CENTRAL CITY	24518	6710	27.3	27.4	90	2754	28.0	11.2	92	1690	24.9	6.9	82	2266	28.6	9.2	94
METRO SUBURBAN	35919	12466	50.8	34.7	114	4997	50.7	13.9	114	3538	52.2	9.8	118	3931	49.6	10.9	112
NON METRO	20549	5383	21.9	26.2	86	2102	21.3	10.2	84	1556	22.9	7.6	90	1725	21.8	8.4	86
TOP 5 ADI'S	18341	5482	22.3	29.9	99	2629	26.7	14.3	118	1409	20.8	7.7	92	1444	18.2	7.9	80
TOP 10 ADI'S	25378	7765	31.6	30.6	101	3523	35.8	13.9	114	2127	31.4	8.4	100	2114	26.7	8.3	85
TOP 20 ADI'S	36488	11581	47.2	31.7	105	4906	49.8	13.4	111	2990	44.1	8.2	98	3684	46.5	10.1	103
HSMLD INC. \$50,000 OR MORE	6612	2644	10.8	40.0	132	1097	11.1	16.6	136	865	12.8	13.1	156	683	8.6	10.3	106
\$40,000 OR MORE	12659	5034	20.5	39.8	131	2230	22.6	17.6	145	1511	22.3	11.9	142	1293	16.3	10.2	104
\$30,000 OR MORE	24698	9516	38.7	38.5	127	3988	40.5	16.1	133	2764	40.7	11.2	134	2764	34.9	11.2	114
\$25,000 OR MORE	32077	12131	49.4	37.8	125	5028	51.0	15.7	129	3483	51.3	10.9	130	3620	45.7	11.3	115
\$20,000 - \$24,999	9144	2808	11.4	30.7	101	1014	10.3	11.1	91	672	9.9	7.3	88	1122	14.2	12.3	125
\$15,000 - \$19,999	8728	2604	10.6	29.8	98	981	10.0	11.2	92	798	11.8	9.1	109	825	10.4	9.5	97
\$10,000 - \$14,999	12562	3283	13.4	26.1	86	1338	13.6	10.7	88	789	11.6	6.3	75	1155	14.6	9.2	94
UNDER \$10,000	18475	3734	15.2	20.2	67	1492	15.1	8.1	66	1042	15.4	5.6	67	1201	15.2	6.5	66
HOUSEHOLD OF 1 PERSON	11987	2577	10.5	21.5	71	728	7.4	6.1	50	783	11.5	6.5	78	1065	13.4	8.9	91
2 PEOPLE	26577	8269	33.7	31.1	103	3072	31.2	11.6	95	2180	32.1	8.2	98	3018	38.1	11.4	116
3 OR 4 PEOPLE	30617	9783	39.8	32.0	105	4486	45.5	14.7	120	2452	36.1	8.0	96	2845	35.9	9.3	95
5 OR MORE PEOPLE	11804	3931	16.0	33.3	110	1567	15.9	13.3	109	1369	20.2	11.6	138	995	12.6	8.4	86
NO CHILD IN HSMLD	46165	12984	52.9	28.1	93	4893	49.7	10.6	87	3464	51.1	7.5	90	4627	58.4	10.0	102
CHILD(REN) UNDER 2 YRS	5325	1533	6.2	28.8	95	*551	5.6	10.3	85	*371	5.5	7.0	83	*612	7.7	11.5	117
2 - 5 YEARS	14221	4611	18.8	32.4	107	1876	19.0	13.2	108	1281	18.9	9.0	108	1454	18.4	10.2	105
6 - 11 YEARS	15117	4739	19.3	31.3	103	2108	21.4	13.9	115	1377	20.3	9.1	109	1254	15.8	8.3	85
12 - 17 YEARS	16611	5655	23.0	34.0	112	2578	26.2	15.5	128	1703	25.1	10.3	122	1374	17.3	8.3	85
RESIDENCE OWNED	55884	18348	74.7	32.8	108	7244	73.5	13.0	107	5166	76.1	9.2	110	5938	75.0	10.6	109
VALUE: \$50,000 OR MORE	31744	11955	48.7	37.7	124	4921	49.9	15.5	127	3288	48.5	10.4	124	3745	47.3	11.8	121
VALUE: UNDER \$50,000	24140	6394	26.0	26.5	87	2323	23.6	9.6	79	1878	27.7	7.8	93	2193	27.7	9.1	93

DRY MIX SALAD DRESSING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS			80986	24559	100.0	30.3	100	9853	100.0	12.2	100	6784	100.0	8.4	100	7922	100.0	9.8	100
MAGAZINES	QUINTILE 1	15799	5629	22.9	35.6	117	2492	25.3	15.8	130	1496	22.1	9.5	113	1641	20.7	10.4	106	
	QUINTILE 2	17259	6102	24.8	35.4	117	2562	26.0	14.8	122	1619	23.9	9.4	112	1921	24.2	11.1	114	
	QUINTILE 3	13545	4277	17.4	31.6	104	1613	16.4	11.9	98	1206	17.8	8.9	106	1458	18.4	10.8	110	
	QUINTILE 4	15133	4457	18.1	29.5	97	1559	15.8	10.3	85	1406	20.7	9.3	111	1493	18.8	9.9	101	
	QUINTILE 5	19250	4095	16.7	21.3	70	1629	16.5	8.5	70	1057	15.6	5.5	66	1409	17.8	7.3	75	
NEWSPAPERS	QUINTILE 1	12413	3942	16.1	31.8	105	1767	17.9	14.2	117	1175	17.3	9.5	113	1000	12.6	8.1	82	
	QUINTILE 2	24116	8118	33.1	33.7	111	3222	32.7	13.4	110	2341	34.5	9.7	116	2555	32.3	10.6	108	
	QUINTILE 3	11261	3439	14.0	30.5	101	1254	12.7	11.1	92	1038	15.3	9.2	110	1147	14.5	10.2	104	
	QUINTILE 4	20255	6148	25.0	30.4	100	2471	25.1	12.2	100	1588	23.4	7.8	94	2089	26.4	10.3	105	
	QUINTILE 5	12940	2913	11.9	22.5	74	1140	11.6	8.8	72	642	9.5	5.0	59	1132	14.3	8.7	89	
OUTDOOR	QUINTILE 1	14852	4673	19.0	31.5	104	2065	21.0	13.9	114	1171	17.3	7.9	94	1437	18.1	9.7	99	
	QUINTILE 2	15725	5101	20.8	32.4	107	1885	19.1	12.0	99	1368	20.2	8.7	104	1848	23.3	11.8	120	
	QUINTILE 3	16330	5003	20.4	30.6	101	2001	20.3	12.3	101	1481	21.8	9.1	108	1521	19.2	9.3	95	
	QUINTILE 4	16744	5087	20.7	30.4	100	1780	18.1	10.6	87	1530	22.6	9.1	109	1777	22.4	10.6	108	
	QUINTILE 5	17334	4696	19.1	27.1	89	2122	21.5	12.2	101	1235	18.2	7.1	85	1340	16.9	7.7	79	
RADIO-DRIVE TIME	QUINTILE 1	15911	5310	21.6	33.4	110	2012	20.4	12.6	104	1424	21.0	8.9	107	1874	23.7	11.8	120	
	QUINTILE 2	14837	4513	18.4	30.4	100	1817	18.4	12.2	101	1276	18.8	8.6	103	1421	17.9	9.6	98	
	QUINTILE 3	15339	4767	19.4	31.1	102	1916	19.4	12.5	103	1360	20.0	8.9	106	1492	18.8	9.7	99	
	QUINTILE 4	16723	4820	19.6	28.8	95	1841	18.7	11.0	90	1345	19.8	8.0	96	1634	20.6	9.8	100	
	QUINTILE 5	18176	5149	21.0	28.3	93	2268	23.0	12.5	103	1379	20.3	7.6	91	1502	19.0	8.3	84	
RADIO-MID- DAY	TERCILE 1	21020	6948	28.3	33.1	109	2730	27.7	13.0	107	1800	26.5	8.6	102	2417	30.5	11.5	118	
	TERCILE 2	21610	6676	27.2	30.9	102	2730	27.7	12.6	104	1759	25.9	8.1	97	2187	27.6	10.1	103	
	TERCILE 3	38355	10936	44.5	28.5	94	4393	44.6	11.5	94	3225	47.5	8.4	100	3318	41.9	8.7	88	
RADIO-TOTAL	QUINTILE 1	15988	5410	22.0	33.8	112	1970	20.0	12.3	101	1457	21.5	9.1	109	1983	25.0	12.4	127	
	QUINTILE 2	15626	4688	19.1	30.0	99	2113	21.4	13.5	111	1119	16.5	7.2	85	1456	18.4	9.3	95	
	QUINTILE 3	16723	5311	21.6	31.8	105	1996	20.3	11.9	98	1639	24.2	9.8	117	1676	21.2	10.0	102	
	QUINTILE 4	16342	4707	19.2	28.8	95	1897	19.3	11.6	95	1362	20.1	8.3	99	1448	18.3	8.9	91	
	QUINTILE 5	16306	4442	18.1	27.2	90	1877	19.1	11.5	95	1206	17.8	7.4	88	1359	17.2	8.3	85	
TV-PRIME TIME	QUINTILE 1	15953	4494	18.3	28.2	93	1898	19.3	11.9	98	1133	16.7	7.1	85	1463	18.5	9.2	94	
	QUINTILE 2	16137	4925	20.1	30.5	101	1781	18.1	11.0	91	1374	20.3	8.5	102	1770	22.3	11.0	112	
	QUINTILE 3	16420	4931	20.1	30.0	99	1951	19.8	11.9	98	1503	22.2	9.2	109	1476	18.6	9.0	92	
	QUINTILE 4	16687	5128	20.9	30.7	101	2097	21.3	12.6	103	1387	20.4	8.3	99	1643	20.7	9.8	101	
	QUINTILE 5	15789	5083	20.7	32.2	106	2126	21.6	13.5	111	1386	20.4	8.8	105	1570	19.8	9.9	102	
TV-DAYTIME	TERCILE 1	27736	7635	31.1	27.5	91	3246	32.9	11.7	96	1858	27.4	6.7	80	2530	31.9	9.1	93	
	TERCILE 2	26489	8065	32.8	30.4	100	2955	30.0	11.2	92	2249	33.2	8.5	101	2861	36.1	10.8	110	
	TERCILE 3	26761	8860	36.1	33.1	109	3652	37.1	13.6	112	2676	39.4	10.0	119	2531	31.9	9.5	97	
TV-TOTAL	QUINTILE 1	16345	4641	18.9	28.4	94	1937	19.7	11.9	97	1103	16.3	6.7	81	1601	20.2	9.8	100	
	QUINTILE 2	16447	4510	18.4	27.4	90	1722	17.5	10.5	86	1468	21.6	8.9	107	1320	16.7	8.0	82	
	QUINTILE 3	15980	4973	20.2	31.1	103	2042	20.7	12.8	105	1327	19.6	8.3	99	1604	20.2	10.0	103	
	QUINTILE 4	15887	4947	20.1	31.1	103	2076	21.1	13.1	107	1165	17.2	7.3	88	1707	21.5	10.7	110	
	QUINTILE 5	16326	5488	22.3	33.6	111	2077	21.1	12.7	105	1720	25.4	10.5	126	1691	21.3	10.4	106	
MAGAZINES-NEWSPAPERS: DUAL			20721	7428	30.2	35.8	118	3168	32.2	15.3	126	2191	32.3	10.6	126	2069	26.1	10.0	102
MAGAZINE IMPERATIVE			19186	6451	26.3	33.6	111	2682	27.2	14.0	115	1577	23.2	8.2	98	2192	27.7	11.4	117
NEWSPAPER IMPERATIVE			21899	6415	26.1	29.3	97	2516	25.5	11.5	94	1902	28.0	8.7	104	1997	25.2	9.1	93
MAGAZINES-OUTDOOR: DUAL			15451	5838	23.8	37.8	125	2383	24.2	15.4	127	1655	24.4	10.7	128	1800	22.7	11.6	119
MAGAZINE IMPERATIVE			25953	8462	34.5	32.6	108	3641	37.0	14.0	115	2261	33.3	8.7	104	2560	32.3	9.9	101
OUTDOOR IMPERATIVE			24400	6412	26.1	26.3	87	2376	24.1	9.7	80	1707	25.2	7.0	84	2329	29.4	9.5	98
MAGAZINES-RADIO: DUAL			18049	6033	24.6	33.4	110	2575	26.1	14.3	117	1507	22.2	8.3	100	1951	24.6	10.8	111
MAGAZINE IMPERATIVE			23571	8408	34.2	35.7	118	3546	36.0	15.0	124	2329	34.3	9.9	118	2533	32.0	10.7	110
RADIO IMPERATIVE			23278	6630	27.0	28.5	94	2418	24.5	10.4	85	1891	27.9	8.1	97	2321	29.3	10.0	102
MAGAZINES-TELEVISION: DUAL			15459	5105	20.8	33.0	109	1946	19.8	12.6	103	1375	20.3	8.9	106	1785	22.5	11.5	118
MAGAZINE IMPERATIVE			25829	9275	37.8	35.9	118	3969	40.3	15.4	126	2513	37.0	9.7	116	2793	35.3	10.8	111
TELEVISION IMPERATIVE			26039	6359	25.9	24.4	81	2511	25.5	9.6	79	1754	25.9	6.7	80	2094	26.4	8.0	82
NEWSPAPERS-OUTDOOR: DUAL			16605	5546	22.6	33.4	110	2148	21.8	12.9	106	1707	25.2	10.3	123	1690	21.3	10.2	104
NEWSPAPER IMPERATIVE			26834	8580	34.9	32.0	105	3526	35.8	13.1	108	2476	36.5	9.2	110	2578	32.5	9.6	98
OUTDOOR IMPERATIVE			23346	6992	28.5	29.9	99	2932	29.8	12.6	103	1619	23.9	6.9	83	2441	30.8	10.5	107
NEWSPAPERS-RADIO: DUAL			17133	5704	23.2	33.3	110	2269	23.0	13.2	109	1515	22.3	8.8	106	1921	24.2	11.2	115
NEWSPAPER IMPERATIVE			25892	8411	34.2	32.5	107	3561	36.1	13.8	113	2588	38.1	10.0	119	2262	28.6	8.7	89
RADIO IMPERATIVE			23167	6842	27.9	29.5	97	2669	27.1	11.5	95	1706	25.1	7.4	88	2468	31.2	10.7	109
NEWSPAPERS-TELEVISION: DUAL			17159	5505	22.4	32.1	106	2137	21.7	12.5	102	1730	25.5	10.1	120	1638	20.7	9.5	98
NEWSPAPER IMPERATIVE			26214	8933	36.4	34.1	112	3629	36.8	13.8	114	2589	38.2	9.9	118	2715	34.3	10.4	106
TELEVISION IMPERATIVE			23412	5934	24.2	25.3	84	2355	23.9	10.1	83	1427	21.0	6.1	73	2152	27.2	9.2	94
OUTDOOR-RADIO: DUAL			15303	4947	20.1	32.3	107	1880	19.1	12.3	101	1312	19.3	8.6	102	1755	22.2	11.5	117
OUTDOOR IMPERATIVE			24901	7703	31.4	30.9	102	3169	32.2	12.7	105	2146	31.6	8.6	103	2389	30.2	9.6	98
RADIO IMPERATIVE			26492	8256	33.6	31.2	103	3218	32.7	12.1	100	2343	34.5	8.8	106	2696	34.0	10.2	104

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	24559	100.0	30.3	100	9853	100.0	12.2	100	6784	100.0	8.4	100	7922	100.0	9.8	100
ATLANTIC MONTHLY	415	*172	0.7	41.4	137	**114	1.2	27.5	226	**1	0.0	0.2	3	**57	0.7	13.7	140
BARRON'S	453	**127	0.5	28.0	92	**51	0.5	11.3	93	**52	0.8	11.5	137	**24	0.3	5.3	54
BETTER HOMES & GARDENS	16256	5832	23.7	35.9	118	2370	24.1	14.6	120	1640	24.2	10.1	120	1823	23.0	11.2	115
BON APPETIT	2535	1077	4.4	42.5	140	513	5.2	20.2	166	318	4.7	12.5	150	246	3.1	9.7	99
BUSINESS WEEK	1278	340	1.4	26.6	88	*166	1.7	13.0	107	**103	1.5	8.1	96	**71	0.9	5.6	57
CAR AND DRIVER	378	**133	0.5	35.2	116	**51	0.5	13.5	111	**39	0.1	2.4	28	**73	0.9	19.3	197
CBS MAGAZINE NETWORK (GROSS)	1498	627	2.6	41.9	138	*203	2.1	13.6	111	**139	2.0	9.3	111	*285	3.6	19.0	194
CHANGING TIMES	1505	496	2.0	33.0	109	*236	2.4	15.7	129	**79	1.2	5.2	63	*182	2.3	12.1	124
COLONIAL HOMES	1231	438	1.8	35.6	117	*137	1.4	11.1	91	**110	1.6	8.9	107	*191	2.4	15.5	159
CONDE NAST MAG. PKG. (GROSS)	14146	4358	17.7	30.8	102	1701	17.3	12.0	99	1389	20.5	9.8	117	1269	16.0	9.0	92
CONSUMERS DIGEST	1323	576	2.3	43.5	144	*259	2.6	19.6	161	*173	2.6	13.1	156	**145	1.8	11.0	112
COSMOPOLITAN	7102	2445	10.0	34.4	114	1150	11.7	16.2	133	637	9.4	9.0	107	658	8.3	9.3	95
COUNTRY LIVING	2481	1027	4.2	41.4	137	415	4.2	16.7	137	341	5.0	13.7	164	271	3.4	10.9	112
CUISINE	1472	599	2.4	40.7	134	*278	2.8	18.9	155	*152	2.2	10.3	123	*170	2.1	11.5	118
CYCLE WORLD	425	**173	0.7	40.7	134	**57	0.6	13.4	110	*372	1.1	16.9	202	**44	0.6	10.4	106
DCI:CREATIVE IDEAS FOR LIV	2510	1075	4.4	42.8	141	558	5.7	22.2	183	*300	4.4	12.0	143	*217	2.7	8.6	88
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2708	11.0	40.5	133	1177	11.9	17.6	145	765	11.3	11.4	136	766	9.7	11.4	117
DISCOVER	894	312	1.3	34.9	115	*127	1.3	14.2	117	**129	1.9	14.4	172	**56	0.7	6.3	64
EBONY	3507	813	3.3	23.2	76	428	4.3	12.2	100	*162	2.4	4.6	55	*223	2.8	6.4	65
ESQUIRE	1083	312	1.3	28.8	95	*166	1.7	15.3	126	**75	1.1	6.9	83	**71	0.9	6.6	67
ESSENCE	1830	356	1.4	19.5	64	*159	1.6	8.7	71	**96	1.4	5.2	63	*100	1.3	5.5	56
FAMILY CIRCLE	15930	5784	23.6	36.3	120	2501	25.4	15.7	129	1670	24.6	10.5	125	1614	20.4	10.1	104
THE FAMILY HANDYMAN	1126	382	1.6	33.9	112	*175	1.8	15.5	128	**77	1.1	6.8	82	*129	1.6	11.5	117
FAMILY WEEKLY	11468	3842	15.6	33.5	110	1436	14.6	12.5	103	1214	17.9	10.6	126	1192	15.0	10.4	106
FIELD & STREAM	2234	716	2.9	32.1	106	*239	2.4	10.7	88	*221	3.3	9.9	118	*256	3.2	11.5	117
FOOD & WINE	579	210	0.9	36.3	120	**98	1.0	16.9	139	**61	0.9	10.5	126	**51	0.6	8.8	90
FORBES	728	256	1.0	35.2	116	**101	1.0	13.9	114	**61	0.9	8.4	100	**94	1.2	12.9	132
FORTUNE	906	272	1.1	30.0	99	**90	0.9	9.9	82	**70	1.0	7.7	92	**112	1.4	12.4	126
GENTLEMEN'S QUARTERLY	791	*158	0.6	20.0	66	**52	0.5	6.6	54	*33	0.5	4.2	50	**73	0.9	9.2	94
GLAMOUR	5265	1549	6.3	29.4	97	612	6.2	11.6	96	459	6.8	8.7	104	478	6.0	9.1	93
GOLF DIGEST	636	*248	1.0	39.0	129	**139	1.4	21.9	180	**79	1.2	12.4	148	*330	0.4	4.7	48
GOLF DIGEST/TENNIS (GROSS)	1186	452	1.8	38.1	126	*210	2.1	17.7	146	**131	1.9	11.0	132	**110	1.4	9.3	95
GOLF MAGAZINE	441	*173	0.7	39.2	129	**109	1.1	24.7	203	**22	0.3	5.0	60	**42	0.5	9.5	97
GOLF MAGAZINE/SKI (GROSS)	922	340	1.4	36.9	122	*203	2.1	22.0	181	**50	0.7	5.4	65	**86	1.1	9.3	95
GOOD HOUSEKEEPING	16487	5646	23.0	34.2	113	2045	20.8	12.4	102	1722	25.4	10.4	125	1878	23.7	11.4	116
HARPER'S BAZAAR	2423	743	3.0	30.7	101	281	2.9	11.6	95	*201	3.0	8.3	99	261	3.3	10.8	110
HEALTH	1994	691	2.8	34.7	114	*326	3.3	16.3	134	*176	2.6	8.8	105	*189	2.4	9.5	97
HEARST MAG CORP. BUY (GROSS)	44101	15251	62.1	34.6	114	6113	62.0	13.9	114	4309	63.5	9.8	117	4829	61.0	10.9	112
HEARST MAN POWER (GROSS)	1993	766	3.1	38.4	127	336	3.4	16.9	139	*181	2.7	9.1	108	250	3.2	12.5	128
HEARST WOMAN POWER (GROSS)	31274	10701	43.6	34.2	113	4217	42.8	13.5	111	3099	45.7	9.9	118	3385	42.7	10.8	111
HOUSE BEAUTIFUL	3623	1242	5.1	34.3	113	603	6.1	16.6	137	288	4.2	7.9	95	350	4.4	9.7	99
INC.	283	**65	0.3	23.0	76	**24	0.2	8.5	70	**7	0.1	2.5	30	*335	0.4	12.4	126
JET	2928	618	2.5	21.1	70	311	3.2	10.6	87	*154	2.3	5.3	63	*153	1.9	5.2	53
LADIES' HOME JOURNAL	11918	4184	17.0	35.1	116	1766	17.9	14.8	122	1149	16.9	9.6	115	1270	16.0	10.7	109
LHJ FAMILY GRP COMBO(GROSS)	16764	5903	24.0	35.2	116	2546	25.8	15.2	125	1586	23.4	9.5	113	1771	22.4	10.6	108
LIFE	4254	1466	6.0	34.5	114	588	6.0	13.8	114	391	5.8	9.2	110	487	6.1	11.4	117
L.A. TIMES HOME MAGAZINE	1145	494	2.0	43.1	142	*208	2.1	18.2	149	**98	1.4	8.6	102	*187	2.4	16.3	167
MADMOISELLE	2884	948	3.9	32.9	108	355	3.6	12.3	101	365	5.4	12.7	151	228	2.9	7.9	81
MC CALL'S	13460	5028	20.5	37.4	123	2009	20.4	14.9	123	1397	20.6	10.4	124	1622	20.5	12.1	123
MC CALL'S/WRK MOTHER (GROSS)	14606	5473	22.3	37.5	124	2218	22.5	15.2	125	1472	21.7	10.1	120	1783	22.5	12.2	125
MECHANIX ILLUSTRATED	772	391	1.6	50.6	167	*177	1.8	22.9	188	**89	1.3	11.5	138	**126	1.6	16.3	167
METROPOLITAN HOME	967	362	1.5	37.4	123	*160	1.6	16.5	136	**89	1.3	9.2	110	**114	1.4	11.8	121
MONEY	1588	548	2.2	34.5	114	*232	2.4	14.6	120	**118	1.7	7.4	89	*198	2.5	12.5	127
MOTHER EARTH NEWS	1002	455	1.9	45.4	150	*221	2.2	22.1	181	**109	1.6	10.9	130	**126	1.6	12.6	129
MS.	825	204	0.8	24.7	82	**64	0.6	7.8	64	**72	1.1	8.7	104	**68	0.9	8.2	84
NATIONAL ENQUIRER	10336	2842	11.6	27.5	91	1263	12.8	12.2	100	865	12.8	8.4	100	714	9.0	6.9	71
NATIONAL GEOGRAPHIC	9597	3894	15.9	40.6	134	1427	14.5	14.9	122	1233	18.2	12.8	153	1234	15.6	12.9	131
NATIONAL SUNDAY MAGAZINE PKG	49558	15972	65.0	32.2	106	6556	66.5	13.2	109	4525	66.7	9.1	109	4891	61.7	9.9	101
NATURAL HISTORY	573	*163	0.7	28.4	94	*227	0.3	4.7	39	**107	1.6	18.7	223	**29	0.4	5.1	52
NEW WOMAN	1699	553	2.3	32.5	107	*160	1.6	9.4	77	**127	1.9	7.5	89	266	3.4	15.7	160
NEW YORK INCLUDING CUE	443	*136	0.6	30.7	101	**79	0.8	17.8	147	**31	0.5	7.0	84	**26	0.3	5.9	60
THE NEW YORKER	1270	398	1.6	31.3	103	*172	1.7	13.5	111	*100	1.5	7.9	94	*125	1.6	9.8	101
NEWSWEEK	6277	2251	9.2	35.9	118	904	9.2	14.4	118	599	8.8	9.5	114	747	9.4	11.9	122
THE N.Y. TIMES DAILY EDITION	1205	392	1.6	32.5	107	*222	2.3	18.4	151	*106	1.6	8.8	105	*65	0.8	5.4	55
THE N.Y. TIMES MAGAZINE	2081	509	2.1	24.5	81	282	2.9	13.6	111	*93	1.4	4.5	53	*134	1.7	6.4	66
OMNI	788	205	0.8	26.0	86	**85	0.9	10.8	89	**50	0.7	6.3	76	**70	0.9	8.9	91
ON CABLE	1158	307	1.3	26.5	87	**156	1.6	13.5	111	**96	1.4	8.3	99	**54	0.7	4.7	48
1001 HOME IDEAS	2852	1027	4.2	36.0	119	454	4.6	15.9	131	*261	3.8	9.2	109	312	3.9	10.9	112
ORGANIC GARDENING	1658	648	2.6	39.1	129	*294	3.0	17.7	146	*170	2.5	10.3	122	*184	2.3	11.1	113
OUTDOOR LIFE	896	319	1.3	35.6	117	*156	1.6	17.4	143	**96	1.4	10.7	128	**67	0.8	7.5	76
PARADE MAGAZINE	24275	8153	33.2	33.6	111	3572	36.3	14.7	121	2237	33.0	9.2	110	2344	29.6	9.7	99

DRY MIX SALAD DRESSING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	24559	100.0	30.3	100	9853	100.0	12.2	100	6784	100.0	8.4	100	7922	100.0	9.8	100
PARENTS	3845	1553	6.3	40.4	133	581	5.9	15.1	124	429	6.3	11.2	133	543	6.9	14.1	144
PENTHOUSE	831	*245	1.0	29.5	97	**99	1.0	11.9	98	**80	1.2	9.6	115	**66	0.8	7.9	81
PEOPLE	11645	4113	16.7	35.3	116	1940	19.7	16.7	137	973	14.3	8.4	100	1200	15.1	10.3	105
PLAYBOY	2006	679	2.8	33.8	112	309	3.1	15.4	127	*172	2.5	8.6	102	*198	2.5	9.9	101
POPULAR HOT RODDING	297	**112	0.5	37.7	124	**37	0.4	12.5	102	**49	0.7	16.5	197	**26	0.3	8.8	89
POPULAR MECHANICS	1018	431	1.8	42.3	140	**202	2.1	19.8	163	**87	1.3	8.5	102	**142	1.8	13.9	143
POPULAR SCIENCE	878	305	1.2	34.7	115	**139	1.4	15.8	130	**47	0.7	5.4	64	**119	1.5	13.6	139
PREVENTION	3913	1513	6.2	38.7	128	641	6.5	16.4	135	352	5.2	9.0	107	520	6.6	13.3	136
PSYCHOLOGY TODAY	1710	520	2.1	30.4	100	231	2.3	13.5	111	*105	1.5	6.1	73	*184	2.3	10.8	110
READER'S DIGEST	22204	7580	30.9	34.1	113	3217	32.6	14.5	119	1960	28.9	8.8	105	2402	30.3	10.8	111
REDBOOK	7684	2611	10.6	34.0	112	1022	10.4	13.3	109	740	10.9	9.6	115	849	10.7	11.0	113
ROAD & TRACK	410	*150	0.6	36.6	121	**39	0.4	9.5	78	**26	0.4	6.3	76	**85	1.1	20.7	212
ROLLING STONE	969	358	1.5	36.9	122	**80	0.8	8.3	68	*114	1.7	11.8	140	*164	2.1	16.9	173
RUNNER'S WORLD	298	**115	0.5	38.6	127	**44	0.4	14.8	121	**23	0.3	7.7	92	**48	0.6	16.1	165
SATURDAY EVENING POST	1169	382	1.6	32.7	108	**152	1.5	13.0	107	*132	1.9	11.3	135	**98	1.2	8.4	86
SCIENCE 84	587	294	1.2	50.1	165	**154	1.6	26.2	216	**41	0.6	7.0	83	**99	1.2	16.9	172
SCIENCE DIGEST	482	*170	0.7	35.3	116	**67	0.7	13.9	114	**53	0.8	11.0	131	**50	0.6	10.4	106
SCIENTIFIC AMERICAN	594	*202	0.8	34.0	112	**91	0.9	15.3	126	**51	0.8	8.6	102	**60	0.8	10.1	103
SELF	2089	682	2.8	32.6	108	*268	2.7	12.8	105	*230	3.4	11.0	131	*184	2.3	8.8	90
SEVENTEEN	2411	802	3.3	33.3	110	336	3.4	13.9	115	*222	3.3	9.2	110	244	3.1	10.1	103
SKI	480	*167	0.7	34.8	115	**95	1.0	19.8	163	**29	0.4	6.0	72	**44	0.6	9.2	94
SMITHSONIAN	2760	1077	4.4	39.0	129	439	4.5	15.9	131	234	3.4	8.5	101	404	5.1	14.6	150
SOAP OPERA DIGEST	3013	815	3.3	27.0	89	283	2.9	9.4	77	*214	3.2	7.1	85	317	4.0	10.5	108
SOUTHERN LIVING	4184	1633	6.6	39.0	129	619	6.3	14.8	122	465	6.9	11.1	133	549	6.9	13.1	134
SPOUT	559	*176	0.7	31.5	104	**89	0.9	15.9	131	**21	0.3	3.8	45	**67	0.8	12.0	123
THE SPORTING NEWS	436	**83	0.3	19.0	63	**17	0.2	3.9	32	**50	0.7	11.5	137	**16	0.2	3.7	38
SPORTS AFIELD	493	*165	0.7	33.5	110	**67	0.7	13.6	112	**41	0.6	8.3	99	**57	0.7	11.6	118
SPORTS ILLUSTRATED	2758	915	3.7	33.2	109	382	3.9	13.9	114	*255	3.8	9.2	110	279	3.5	10.1	103
STAR	7456	2252	9.2	30.2	100	960	9.7	12.9	106	673	9.9	9.0	108	618	7.8	8.3	85
SUNDAY	24936	8011	32.6	32.1	106	3422	34.7	13.7	113	2209	32.6	8.9	106	2380	30.0	9.5	98
SUNSET	2124	1087	4.4	51.2	169	466	4.7	21.9	180	290	4.3	13.7	163	331	4.2	15.6	159
TV GUIDE	21661	6831	27.8	31.5	104	2975	30.2	13.7	113	1750	25.8	8.1	96	2107	26.6	9.7	99
TENNIS	550	*204	0.8	37.1	122	**71	0.7	12.9	106	**52	0.8	9.5	113	**81	1.0	14.7	151
TIME	8880	2865	11.7	32.3	106	1199	12.2	13.5	111	879	13.0	9.9	118	787	9.9	8.9	91
TOWN & COUNTRY	917	287	1.2	31.3	103	**102	1.0	11.1	91	**83	1.2	9.1	108	**102	1.3	11.1	114
TRAVEL & LEISURE	972	385	1.6	39.6	131	*220	2.2	22.6	186	**61	0.9	6.3	75	*103	1.3	10.6	108
TRUE STORY	3356	825	3.4	24.6	81	323	3.3	9.6	79	*227	3.3	6.8	81	274	3.5	8.2	83
U.S. NEWS & WORLD REPORT	3410	1246	5.1	36.5	120	508	5.2	14.9	122	350	5.2	10.3	123	388	4.9	11.4	116
USA TODAY	1759	625	2.5	35.5	117	*243	2.5	13.8	114	*200	2.9	11.4	136	*182	2.3	10.3	106
US	1873	585	2.4	31.2	103	*263	2.7	14.0	115	*131	1.9	7.0	83	*190	2.4	10.1	104
VOGUE	3909	1179	4.8	30.2	99	465	4.7	11.9	98	335	4.9	8.6	102	379	4.8	9.7	99
WALL STREET JOURNAL	1886	613	2.5	32.5	107	*216	2.2	11.5	94	*191	2.8	10.1	121	*206	2.6	10.9	112
WEIGHT WATCHERS	2120	819	3.3	38.6	127	338	3.4	15.9	131	*287	4.2	13.5	162	*193	2.4	9.1	93
WOMAN'S DAY	14172	5257	21.4	37.1	122	2305	23.4	16.3	134	1537	22.7	10.8	129	1414	17.8	10.0	102
WORKING MOTHER	1146	445	1.8	38.8	128	*209	2.1	18.2	150	*75	1.1	6.5	78	**162	2.0	14.1	145
WORKING WOMAN	1322	450	1.8	34.0	112	*173	1.8	13.1	108	**62	0.9	4.7	56	*215	2.7	16.3	166
WORLD TENNIS	*163	**88	0.4	54.0	178	**43	0.4	26.4	217	**7	0.1	4.3	51	**38	0.5	23.3	238
ZIFF-DAVIS MAG NETWK (GROSS)	2532	992	4.0	39.2	129	343	3.5	13.5	111	*233	3.4	9.2	110	415	5.2	16.4	168
BLAIR INSERTS	43657	13941	56.8	31.9	105	5908	60.0	13.5	111	3811	56.2	8.7	104	4221	53.3	9.7	99
DAILY NEWSPAPERS																	
READ ANY	51633	16498	67.2	32.0	105	6531	66.3	12.6	104	4865	71.7	9.4	112	5102	64.4	9.9	101
READ ONE	43463	13870	56.5	31.9	105	5410	54.9	12.4	102	4047	59.7	9.3	111	4414	55.7	10.2	104
READ TWO OR MORE	8170	2627	10.7	32.2	106	1122	11.4	13.7	113	817	12.0	10.0	119	688	8.7	8.4	86
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16992	69.2	32.3	106	7014	71.2	13.3	109	4833	71.2	9.2	110	5145	64.9	9.8	100
READ ONE	46126	14727	60.0	31.9	105	5909	60.0	12.8	105	4240	62.5	9.2	110	4578	57.8	9.9	101
READ TWO OR MORE	6552	2265	9.2	34.6	114	1105	11.2	16.9	139	592	8.7	9.0	108	567	7.2	8.7	88
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.27				29.84				27.50				27.07			
30 DAY REACH	71455	21963	89.4	30.7	101	8627	87.6	12.1	99	6003	88.5	8.4	100	7332	92.6	10.3	105
50 SHWG - 30 DAY AV FREQ	14.56	14.89				15.72				14.40				14.31			
30 DAY REACH	67742	20936	85.2	30.9	102	8218	83.4	12.1	100	5748	84.7	8.5	101	6971	88.0	10.3	105
25 SHWG - 30 DAY AV FREQ	7.94	8.07				8.62				7.66				7.77			
30 DAY REACH	62117	19311	78.6	31.1	103	7507	76.2	12.1	99	5402	79.6	8.7	104	6403	80.8	10.3	105
CABLE TV: HOME WIRED	32077	10498	42.7	32.7	108	4108	41.7	12.8	105	3053	45.0	9.5	114	3337	42.1	10.4	106
HOME NOT WIRED	48909	14061	57.3	28.7	95	5745	58.3	11.7	97	3731	55.0	7.6	91	4585	57.9	9.4	96
HAVE PAY CABLE	15935	5824	23.7	36.5	121	2400	24.4	15.1	124	1703	25.1	10.7	128	1721	21.7	10.8	110

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	24559	100.0	30.3	100	9853	100.0	12.2	100	6784	100.0	8.4	100	7922	100.0	9.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	14031	57.1	31.9	105	5478	55.6	12.5	103	4000	59.0	9.1	109	4554	57.5	10.4	106
10:00 AM - 3:00 PM	30659	9875	40.2	32.2	106	3950	40.1	12.9	106	2576	38.0	8.4	100	3349	42.3	10.9	112
3:00 PM - 7:00 PM	31045	10122	41.2	32.6	108	3845	39.0	12.4	102	2791	41.1	9.0	107	3485	44.0	11.2	115
7:00 PM - MIDNIGHT	15767	4965	20.2	31.5	104	1883	19.1	11.9	98	1341	19.8	8.5	102	1741	22.0	11.0	113
MIDNIGHT - 6:00 AM	9120	2880	11.7	31.6	104	1018	10.3	11.2	92	904	13.3	9.9	118	958	12.1	10.5	107
6:00 AM - MIDNIGHT	58527	18368	74.8	31.4	103	7145	72.5	12.2	100	5162	76.1	8.8	105	6062	76.5	10.4	106
ENTIRE DAY	59311	18578	75.6	31.3	103	7229	73.4	12.2	100	5214	76.9	8.8	105	6135	77.4	10.3	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5542	22.6	34.3	113	2059	20.9	12.7	105	1792	26.4	11.1	132	1691	21.3	10.5	107
ALL NEWS	2256	762	3.1	33.8	111	282	2.9	12.5	103	*220	3.2	9.8	116	*259	3.3	11.5	117
AOR/PROGRESSIVE	3874	1405	5.7	36.3	120	564	5.7	14.6	120	420	6.2	10.8	129	420	5.3	10.8	111
BEAUTIFUL MUSIC	5660	1907	7.8	33.7	111	666	6.8	11.8	97	528	7.8	9.3	111	714	9.0	12.6	129
BLACK	2204	427	1.7	19.4	64	*163	1.7	7.4	61	*143	2.1	6.5	77	*121	1.5	5.5	56
CLASSICAL	1418	520	2.1	36.7	121	*225	2.3	15.9	130	*115	1.7	8.1	97	*180	2.3	12.7	130
CHR/ROCK	9538	2869	11.7	30.1	99	974	9.9	10.2	84	981	14.5	10.3	123	914	11.5	9.6	98
COUNTRY	12648	4081	16.6	32.3	106	1771	18.0	14.0	115	1011	14.9	8.0	95	1299	16.4	10.3	105
GOLDEN OLDIES	1191	279	1.1	23.4	77	*139	1.4	11.7	96	*663	0.9	5.3	63	*777	1.0	6.5	66
MOR/NOSTALGIA	4757	1393	5.7	29.3	97	542	5.5	11.4	94	268	4.0	5.6	67	582	7.3	12.2	125
NEWS/TALK	3863	1091	4.4	28.2	93	439	4.5	11.4	93	265	3.9	6.9	82	386	4.9	10.0	102
RELIGIOUS	3084	874	3.6	28.3	93	308	3.1	10.0	82	*211	3.1	6.8	82	356	4.5	11.5	118
SOFT ROCK	521	*141	0.6	27.1	89	*443	0.4	8.3	68	*334	0.5	6.5	78	*664	0.8	12.3	126
URBAN CONTEMPORARY	1585	401	1.6	25.3	83	207	2.1	13.1	107	*105	1.5	6.6	79	*89	1.1	5.6	57
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	921	3.8	28.2	93	334	3.4	10.2	84	*284	4.2	8.7	104	303	3.8	9.3	95
ABC DIRECTION	2316	688	2.8	29.7	98	244	2.5	10.5	87	*215	3.2	9.3	111	229	2.9	9.9	101
ABC ENTERTAINMENT	4834	1571	6.4	32.5	107	603	6.1	12.5	103	487	7.2	10.1	120	481	6.1	10.0	102
ABC FM	2202	527	2.1	23.9	79	*149	1.5	6.8	56	*167	2.5	7.6	91	*211	2.7	9.6	98
ABC INFORMATION	5425	1862	7.6	34.3	113	780	7.9	14.4	118	438	6.5	8.1	96	644	8.1	11.9	121
ABC ROCK	1677	558	2.3	33.3	110	*247	2.5	14.7	121	*134	2.0	8.0	95	*177	2.2	10.6	108
CBS	4430	1520	6.2	34.3	113	463	4.7	10.5	86	427	6.3	9.6	115	630	8.0	14.2	145
MUTUAL	4992	1485	6.0	29.7	98	611	6.2	12.2	101	335	4.9	6.7	80	539	6.8	10.8	110
NBC	4679	1424	5.8	30.4	100	540	5.5	11.5	95	408	6.0	8.7	104	476	6.0	10.2	104
RADIORADIO	1994	599	2.4	30.0	99	*211	2.1	10.6	87	*227	3.3	11.4	136	*161	2.0	8.1	83
RKO ONE	2298	726	3.0	31.6	104	286	2.9	12.4	102	*284	4.2	12.4	148	*156	2.0	6.8	69
RKO TWO	3311	1033	4.2	31.2	103	422	4.3	12.7	105	291	4.3	8.8	105	320	4.0	9.7	99
THE SOURCE	2114	666	2.7	31.5	104	319	3.2	15.1	124	*156	2.3	7.4	88	*192	2.4	9.1	93
NON-WIRED : BLAIR	8654	3028	12.3	35.0	115	1249	12.7	14.4	119	884	13.0	10.2	122	895	11.3	10.3	106
INTERNET	12025	3839	15.6	31.9	105	1485	15.1	12.3	102	1083	16.0	9.0	108	1271	16.0	10.6	108
KATZ RADIO GROUP	15359	5034	20.5	32.8	108	1932	19.6	12.6	103	1472	21.7	9.6	114	1629	20.6	10.6	108
SUPERNET	10628	3223	13.1	30.3	100	1213	12.3	11.4	94	846	12.5	8.0	95	1164	14.7	11.0	112
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2482	10.1	28.7	95	1090	11.1	12.8	103	619	9.1	7.1	85	773	9.8	8.9	91
MKDAY 9:00 AM - 1:00 PM	12163	3355	13.7	27.6	91	1442	14.6	11.9	97	844	12.4	6.9	83	1069	13.5	8.8	90
MKDAY 1:00 PM - 4:30 PM	16150	4363	17.8	27.0	89	1812	18.4	11.2	92	1083	16.0	6.7	80	1469	18.5	9.1	93
MKDAY 4:30 PM - 7:30 PM	22463	6464	26.3	28.8	95	2723	27.6	12.1	100	1664	24.5	7.4	88	2077	26.2	9.2	95
MKDAY 7:30 PM - 8:00 PM	31795	9146	37.2	28.8	95	3682	37.4	11.6	95	2414	35.6	7.6	91	3050	38.5	9.6	98
MKDAY 11:00 PM - 11:30 PM	23977	7015	28.6	29.3	96	2705	27.5	11.3	93	1962	28.9	8.2	98	2347	29.6	9.8	100
MKDAY 11:30 PM - 1:00 AM	7703	2389	9.7	31.0	102	882	9.0	11.5	94	634	9.3	8.2	98	872	11.0	11.3	116
M-SAT 8-11 PM-SUN 7-11 PM	13800	10013	40.8	29.6	98	3977	40.4	11.8	97	2741	40.4	8.1	97	3295	41.6	9.7	100
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 5538	1760	7.2	26.9	89	733	7.4	11.2	92	463	6.8	7.1	85	565	7.1	8.6	88
ANOTHER WORLD	N 4620	1197	4.9	25.9	85	541	5.5	11.7	96	271	4.0	5.9	70	386	4.9	8.4	85
AS THE WORLD TURNS	C 5614	1312	5.3	23.4	77	505	5.1	9.0	74	394	5.8	7.0	84	414	5.2	7.4	75
CAPITOL	C 3396	810	3.3	23.9	79	321	3.3	9.5	78	222	3.3	6.5	78	268	3.4	7.9	81
CBS MORN. NEWS 1	C 1446	383	1.6	26.5	87	147	1.5	10.2	84	114	1.7	7.9	94	121	1.5	8.4	86
CBS MORN. NEWS 2	C 1207	298	1.2	24.7	81	113	1.1	9.4	77	103	1.5	8.5	102	82	1.0	6.8	69
DAYS OF OUR LIVES	N 5877	1743	7.1	29.7	98	752	7.6	12.8	105	412	6.1	7.0	84	580	7.3	9.9	101
FACTS OF LIFE - DAYTIME	N 2290	580	2.4	25.3	84	222	2.3	9.7	80	152	2.2	6.6	79	206	2.6	9.0	92
FAMILY FEUD	A 3023	782	3.2	25.9	85	382	3.9	12.6	104	150	2.2	5.0	59	250	3.2	8.3	85
GENERAL HOSPITAL	A 6097	1645	6.7	27.0	89	651	6.6	10.7	88	409	6.0	6.7	80	585	7.4	9.6	98
GOOD MORNING, AMERICA-730A	A 3515	1052	4.3	29.9	99	433	4.4	12.3	101	233	3.4	6.6	79	387	4.9	11.0	113
GOOD MORNING, AMERICA-830A	A 2818	878	3.6	31.2	103	418	4.2	14.8	122	228	3.4	8.1	97	232	2.9	8.2	84
GUIDING LIGHT	C 5339	1373	5.6	25.7	85	559	5.7	10.5	100	393	5.8	7.4	88	421	5.3	7.9	81
ONE LIFE TO LIVE	A 4478	1250	5.1	27.9	92	485	4.9	10.8	89	307	4.5	6.9	82	458	5.8	10.2	105
PRESS YOUR LUCK	C 2244	551	2.2	24.6	81	183	1.9	8.2	67	186	2.7	8.3	99	182	2.3	8.1	

DRY MIX SALAD DRESSING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	24559	100.0	30.3	100	9853	100.0	12.2	100	6784	100.0	8.4	100	7922	100.0	9.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	7079	28.8	27.2	90	2830	28.7	10.9	89	1970	29.0	7.6	90	2279	28.8	8.7	89
NETWORK AFFILIATES - LATE	20261	5962	24.3	29.4	97	2269	23.0	11.2	92	1706	25.1	8.4	101	1987	25.1	9.8	100
INDEPENDENTS - LATE	2076	661	2.7	31.8	105	345	3.5	16.6	137	137	2.0	6.6	79	179	2.3	8.6	88
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	2976	12.1	28.5	94	1263	12.8	12.1	99	796	11.7	7.6	91	916	11.6	8.8	90
ABC MONDAY NIGHT MOVIE	A 6412	1830	7.5	28.5	94	695	7.1	10.8	89	612	9.0	9.5	114	523	6.6	8.2	83
ABC SUNDAY NIGHT MOVIE	A 12407	3788	15.4	30.5	101	1607	16.3	13.0	106	1005	14.8	8.1	97	1177	14.9	9.5	97
ABC WORLD NEWS TONIGHT	A 6176	1752	7.1	28.4	94	623	6.3	10.1	83	522	7.7	8.5	101	607	7.7	9.8	100
AFTERMASH	C 5863	1870	7.6	31.9	105	818	8.3	14.0	115	525	7.7	9.0	107	528	6.7	9.0	92
ALICE	C 9594	2941	12.0	30.7	101	1216	12.3	12.7	104	870	12.8	9.1	108	855	10.8	8.9	91
AMERICAN PARADE	C 6622	1736	7.1	26.2	86	667	6.8	10.1	83	433	6.4	6.5	78	637	8.0	9.6	98
BENSON	A 10886	3399	13.8	31.2	103	1324	13.4	12.2	100	931	13.7	8.6	102	1144	14.4	10.5	107
BLUE THUNDER	A 5036	1383	5.6	27.5	91	436	4.4	8.7	71	379	5.6	7.5	90	568	7.2	11.3	115
CAGNEY & LACEY	C 9965	2979	12.1	29.9	99	1071	10.9	10.7	88	899	13.3	9.0	108	1009	12.7	10.1	104
CBS EVENING NEWS-DEAN	C 3491	1047	4.3	30.0	99	461	4.7	13.2	109	290	4.3	8.3	99	296	3.7	8.5	87
CBS EVENING NEWS-RATHER	C 7123	2020	8.2	28.4	94	838	8.5	11.8	97	525	7.7	7.4	88	657	8.3	9.2	94
CBS SAT. NEWS-SCHIEFFER	C 3621	847	3.4	23.4	77	290	2.9	8.0	66	267	3.9	7.4	88	290	3.7	8.0	82
CBS SATURDAY NIGHT MOVIE	C 5436	1663	6.8	30.6	101	660	6.7	12.1	100	497	7.3	9.1	109	506	6.4	9.3	95
CBS WEDNESDAY NIGHT MOVIE	C 6100	1716	7.0	28.1	93	728	7.4	11.9	98	520	7.7	8.5	102	468	5.9	7.7	78
CHEERS	N 8889	2679	10.9	30.1	99	1006	10.2	11.3	93	776	11.4	8.7	104	897	11.3	10.1	103
DALLAS	C 22109	6111	24.9	27.6	91	2280	23.1	10.3	85	1768	26.1	8.0	95	2064	26.1	9.3	95
DIFF'RENT STROKES	N 6940	1872	7.6	27.0	89	745	7.6	10.7	88	474	7.0	6.8	82	654	8.3	9.4	96
DOUBLE TROUBLE	N 7223	2070	8.4	28.7	95	831	8.4	11.5	95	666	9.8	9.2	110	572	7.2	7.9	81
DUCK FACTORY	N 5595	1394	5.7	24.9	82	512	5.2	9.2	75	328	4.8	5.9	70	555	7.0	9.9	101
DUKES OF HAZZARD	C 5768	1528	6.2	26.5	87	539	5.5	9.3	77	424	6.3	7.4	88	565	7.1	9.8	100
DYNASTY	A 20053	6037	24.6	30.1	99	2402	24.4	12.0	98	1782	26.3	8.9	106	1852	23.4	9.2	94
FACTS OF LIFE	N 8087	2253	9.2	27.9	92	960	9.7	11.9	98	656	9.7	8.1	97	638	8.1	7.9	81
FALCON CREST	C 20046	5544	22.6	27.7	91	1912	19.4	9.5	78	1728	25.5	8.6	103	1904	24.0	9.5	97
FALL GUY	A 9084	2683	10.9	29.5	97	1095	11.1	12.1	99	692	10.2	7.6	91	897	11.3	9.9	101
FAMILY TIES	N 7964	2245	9.1	28.2	93	874	8.9	11.0	90	669	9.9	8.4	100	702	8.9	8.8	90
FANTASY ISLAND	A 7687	2187	8.9	28.5	94	867	8.8	11.3	93	564	8.3	7.3	88	756	9.5	9.8	101
FOULUPS, BLEEPES & BLUNDERS	A 8861	2889	11.8	32.6	108	1106	11.2	12.5	103	747	11.0	8.4	101	1037	13.1	11.7	120
FOUR SEASONS	C 5095	1699	6.9	33.3	110	758	7.7	14.9	122	494	7.3	9.7	116	448	5.7	8.8	90
GIMME A BREAK	N 8838	2332	9.5	26.4	87	968	9.8	11.0	90	634	9.3	7.2	86	730	9.2	8.3	84
HART TO HART	A 8978	2666	10.9	29.7	98	933	9.5	10.4	85	763	11.2	8.5	101	970	12.2	10.8	110
HILL STREET BLUES	N 8590	2651	10.8	30.9	102	1106	11.2	12.9	106	741	10.9	8.6	103	804	10.1	9.4	96
HOTEL	A 14085	3996	16.3	28.4	94	1624	16.5	11.5	95	1128	16.6	8.0	96	1245	15.7	8.8	90
JEFFERSONS	C 9360	2847	11.6	30.4	100	1269	12.9	13.6	111	754	11.1	8.1	96	824	10.4	8.8	90
JENNIFER SLEPT HERE	N 5841	1685	6.9	28.8	95	662	6.7	11.3	93	463	6.8	7.9	95	560	7.1	9.6	98
KATE & ALLIE	C 9206	2626	10.7	28.5	94	1091	11.1	11.9	97	706	10.4	7.7	92	830	10.5	9.0	92
KNIGHT RIDER	N 7076	2252	9.2	31.8	105	973	9.9	13.8	113	650	9.6	9.2	110	629	7.9	8.9	91
LOVE BOAT	A 12219	3489	14.2	28.6	94	1434	14.6	11.7	96	965	14.2	7.9	94	1089	13.7	8.9	91
MAGNUM PI	C 11199	3379	13.8	30.2	99	1352	13.7	12.1	99	960	14.2	8.6	102	1066	13.5	9.5	97
MAMA'S FAMILY	N 6057	1783	7.3	29.4	97	725	7.4	12.0	98	416	6.1	6.9	82	642	8.1	10.6	108
MASTER, THE	N 3598	1024	4.2	28.5	94	496	5.0	13.8	113	*206	3.0	5.7	68	322	4.1	8.9	91
MATT HOUSTON	A 6344	2103	8.6	33.1	109	921	9.3	14.5	119	506	7.5	8.0	95	677	8.5	10.7	109
NBC MONDAY NIGHT MOVIE	N 11994	3544	14.4	29.5	97	1514	15.4	12.6	104	912	13.4	7.6	91	1118	14.1	9.3	95
NBC NIGHTLY NEWS	N 5132	1455	5.9	28.4	93	571	5.8	11.1	91	455	6.7	8.9	106	428	5.4	8.3	85
NBC NIGHTLY NEWS-SAT	N 3375	795	3.2	23.6	78	298	3.0	8.8	73	269	4.0	8.0	95	228	2.9	6.8	69
NBC NIGHTLY NEWS-SUN	N 3130	907	3.7	29.0	96	306	3.1	9.8	80	381	5.6	12.2	145	*220	2.8	7.0	72
NBC SUNDAY NIGHT MOVIE	N 8284	2240	9.1	27.0	89	908	9.2	11.0	90	518	7.6	6.3	75	815	10.3	9.8	101
NEHWART	C 9240	2766	11.3	29.9	99	1063	10.8	11.5	95	686	10.1	7.4	89	1017	12.8	11.0	113
ONE DAY AT A TIME	C 7288	2169	8.8	29.8	98	914	9.3	12.5	103	548	8.1	7.5	90	706	8.9	9.7	99
PEOPLE ARE FUNNY	N 4855	1464	6.0	30.2	99	583	5.9	12.0	99	313	4.6	6.4	77	568	7.2	11.7	120
REAL PEOPLE	N 8869	2368	9.6	26.7	88	848	8.6	9.6	79	779	11.5	8.8	105	741	9.4	8.4	85
REMINGTON STEELE	N 7743	2283	9.3	29.5	97	842	8.5	10.9	89	746	11.0	9.6	115	696	8.8	9.0	92
RIPLEY'S BELIEVE IT - NOT	A 5345	1761	7.2	32.9	109	723	7.3	13.5	111	469	6.9	8.8	105	568	7.2	10.6	109
RIPTIDE	N 6988	2118	8.6	30.3	100	916	9.3	13.1	108	569	8.4	8.1	97	634	8.0	9.1	93
SCARECROW & MRS. KING	C 10002	2931	11.9	29.3	97	1147	11.6	11.5	94	870	12.8	8.7	104	914	11.5	9.1	93
SIMON & SIMON	C 10638	3352	13.6	31.5	104	1309	13.3	12.3	101	997	14.7	9.4	112	1046	13.2	9.8	101
60 MINUTES	C 13293	3964	16.1	29.8	98	1508	15.3	11.3	93	1205	17.8	9.1	108	1250	15.8	9.4	96
ST. ELSEWHERE	N 7017	2016	8.2	28.7	95	833	8.5	11.9	98	517	7.6	7.4	88	666	8.4	9.5	97
THREE'S COMPANY	A 10917	3441	14.0	31.5	104	1185	12.0	10.9	89	1082	15.9	9.9	118	1174	14.8	10.8	110
T.J. HOOKER	A 9204	2641	10.8	28.7	95	984	10.0	10.7	88	720	10.6	7.8	93	936	11.8	10.2	

	TOTAL U.S. '000	A '000	CAESAR B % DOWN	C ACROSS %	D INDX	A '000	FRENCH B % DOWN	C ACROSS %	D INDX	A '000	GARLIC B % DOWN	C ACROSS %	D INDX	A '000	ITALIAN B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	1214	100.0	1.5	100	3311	100.0	4.1	100	3588	100.0	4.4	100	11252	100.0	13.9	100
18 - 24	9282	**199	16.4	2.1	143	*352	10.6	3.8	93	*507	14.1	5.5	123	961	8.5	10.4	75
25 - 34	19072	*253	20.8	1.3	88	630	19.0	3.3	81	624	17.4	3.3	74	3329	29.6	17.5	126
35 - 44	14591	**199	16.4	1.4	91	655	19.8	4.5	110	602	16.8	4.1	93	2371	21.1	16.2	117
45 - 54	11345	**181	14.9	1.6	106	*371	11.2	3.3	80	460	12.8	4.1	92	1539	13.7	13.6	98
55 - 64	11635	**262	21.6	2.3	150	*646	19.5	5.6	136	730	20.3	6.3	142	1838	16.3	15.8	114
65 OR OLDER	15061	**120	9.9	0.8	53	657	19.8	4.4	107	665	18.5	4.4	100	1214	10.8	8.1	58
18 - 34	28354	*453	37.3	1.6	107	982	29.7	3.5	85	1130	31.5	4.0	90	4290	38.1	15.1	109
18 - 49	48339	727	59.9	1.5	100	1809	54.6	3.7	92	1939	54.0	4.0	91	7445	66.2	15.4	111
25 - 54	45008	633	52.1	1.4	94	1656	50.0	3.7	90	1685	47.0	3.7	85	7238	64.3	16.1	116
35 - 49	19985	*274	22.6	1.4	91	826	24.9	4.1	101	809	22.5	4.0	91	3155	28.0	15.8	114
50 OR OLDER	32647	*487	40.1	1.5	100	1502	45.4	4.6	113	1649	46.0	5.1	114	3807	33.8	11.7	84
GRADUATED COLLEGE	11155	**185	15.2	1.7	111	*411	12.4	3.7	90	663	18.5	5.9	134	2343	20.8	21.0	151
ATTENDED COLLEGE	13682	**234	19.3	1.7	114	*502	15.2	3.7	90	699	19.5	5.1	115	2335	20.8	17.1	123
GRADUATED HIGH SCHOOL	33880	*503	41.4	1.5	99	1359	41.0	4.0	98	1540	42.9	4.5	103	4745	42.2	14.0	101
DID NOT GRADUATE HIGH SCHOOL	22270	**291	24.0	1.3	87	1039	31.4	4.7	114	686	19.1	3.1	70	1829	16.3	8.2	59
EMPLOYED	40306	615	50.7	1.5	102	1328	40.1	3.3	81	1956	54.5	4.9	110	6579	58.5	16.3	117
EMPLOYED FULL-TIME	32850	*513	42.3	1.6	104	1097	33.1	3.3	82	1524	42.5	4.6	105	5480	48.7	16.7	120
EMPLOYED PART-TIME	7456	**102	8.4	1.4	91	*231	7.0	3.1	76	*431	12.0	5.8	130	1099	9.8	14.7	106
NOT EMPLOYED	40680	599	49.3	1.5	98	1983	59.9	4.9	119	1632	45.5	4.0	91	4673	41.5	11.5	83
PROFESSIONAL/MANAGER	10392	**103	8.5	1.0	66	*325	9.8	3.1	76	*595	16.6	5.7	129	2034	18.1	19.6	141
TECH/CLERICAL/SALES	17574	*402	33.1	2.3	153	*505	15.3	2.9	70	911	25.4	5.2	117	3339	29.7	19.0	137
PRECISION/CRAFT	985	**3	0.2	0.3	20	*10	0.3	1.0	25	*77	2.1	7.8	176	**112	1.0	11.4	82
OTHER EMPLOYED	11354	**106	8.7	0.9	62	*489	14.8	4.3	105	*372	10.4	3.3	74	1093	9.7	9.6	69
SINGLE	9863	**173	14.3	1.8	117	413	12.5	4.2	102	565	15.7	5.7	129	1179	10.5	12.0	86
MARRIED	51375	696	57.3	1.4	90	1999	60.4	3.9	95	2143	59.7	4.2	94	7903	70.2	15.4	111
DIVORCED/SEPARATED/WIDOWED	19748	*345	28.4	1.7	117	899	27.2	4.6	111	1880	24.5	4.5	101	2170	19.3	11.0	79
PARENTS	32590	*482	39.7	1.5	99	1235	37.3	3.8	93	1128	31.4	3.5	78	5103	45.4	15.7	113
WHITE	70416	1065	87.7	1.5	101	2608	78.8	3.7	91	3118	86.9	4.4	100	10392	92.4	14.8	106
BLACK	8778	**149	12.3	1.7	113	657	19.8	7.5	183	419	11.7	4.8	108	606	5.4	6.9	50
OTHER	1791	**0	0.0	0.0	0	**46	1.4	2.6	63	*51	1.4	2.8	64	**254	2.3	14.2	102
NORTHEAST-CENSUS	17786	*251	20.7	1.4	94	834	25.2	4.7	115	1018	28.4	5.7	129	3389	30.1	19.1	137
NORTH CENTRAL	20741	*252	20.8	1.2	81	565	17.1	2.7	67	713	19.9	3.4	78	2256	20.0	10.9	78
SOUTH	27775	**243	20.0	0.9	58	1310	39.6	4.7	115	1102	30.7	4.0	90	2462	21.9	8.9	64
WEST	14683	*468	38.6	3.2	213	601	18.2	4.1	100	755	21.0	5.1	116	3144	27.9	21.4	154
NORTHEAST-MKTG.	17961	*237	19.5	1.3	88	895	27.0	5.0	122	1006	28.0	5.6	126	3176	28.2	17.7	127
EAST CENTRAL	11885	**101	8.3	0.8	57	*393	11.9	3.3	81	449	12.5	3.8	85	1516	13.5	12.8	92
WEST CENTRAL	14090	**196	16.1	1.4	93	*384	11.6	2.7	67	*431	12.0	3.1	69	1495	13.3	10.6	76
SOUTH	24081	**235	19.4	1.0	65	1093	33.0	4.5	111	2000	27.9	4.2	94	2217	19.7	9.2	66
PACIFIC	12969	*445	36.7	3.4	229	*547	16.5	4.2	103	702	19.6	5.4	122	2848	25.3	22.0	158
COUNTY SIZE A	32439	617	50.8	1.9	127	1662	50.2	5.1	125	1940	54.1	6.0	135	5072	45.1	15.6	113
COUNTY SIZE B	24915	*364	30.0	1.5	97	858	25.9	3.4	84	992	27.6	4.0	90	3728	33.1	15.0	108
COUNTY SIZE C	12930	**123	10.1	1.0	63	*373	11.3	2.9	71	*336	9.4	2.6	59	1620	14.4	12.5	90
COUNTY SIZE D	10703	**111	9.1	1.0	69	*418	12.6	3.9	96	*320	8.9	3.0	67	832	7.4	7.8	56
METRO CENTRAL CITY	24518	*355	29.2	1.4	97	955	28.8	3.9	95	1188	33.1	4.8	109	3068	27.3	12.5	90
METRO SUBURBAN	35919	672	55.4	1.9	125	1598	48.3	4.4	109	1837	51.2	5.1	115	6196	55.1	17.2	124
NON METRO	20549	**187	15.4	0.9	61	758	22.9	3.7	90	563	15.7	2.7	62	1988	17.7	9.7	70
TOP 5 ADI'S	18341	*408	33.6	2.2	148	914	27.6	5.0	122	1016	28.3	5.5	125	3154	28.0	17.2	124
TOP 10 ADI'S	25378	*530	43.7	2.1	139	1411	42.6	5.6	136	1612	44.9	6.4	143	4201	37.3	16.6	119
TOP 20 ADI'S	36488	740	61.0	2.0	135	1903	57.5	5.2	128	2199	61.3	6.0	136	6075	54.0	16.6	120
MSHLD INC. \$50,000 OR MORE	6612	**128	10.5	1.9	129	*250	7.6	3.8	92	*418	11.6	6.3	143	1357	12.1	20.5	148
\$40,000 OR MORE	12659	**239	19.7	1.9	126	*376	11.4	3.0	73	842	23.5	6.7	150	2609	23.2	20.6	148
\$30,000 OR MORE	24698	*458	37.7	1.9	124	845	25.5	3.4	84	1368	38.1	5.5	125	4958	44.1	20.1	144
\$25,000 OR MORE	32077	*512	42.2	1.6	106	1129	34.1	3.5	86	1600	44.6	5.0	113	6246	55.5	19.5	140
\$20,000 - \$24,999	9144	*137	11.3	1.5	100	*301	9.1	3.3	81	*362	10.1	4.0	89	1225	10.9	13.4	96
\$15,000 - \$19,999	8728	**100	8.2	1.1	76	*367	11.1	4.2	103	*407	11.3	4.7	105	1084	9.6	12.4	89
\$10,000 - \$14,999	12562	*231	19.0	1.8	123	597	18.0	4.8	116	529	14.7	4.2	95	1213	10.8	9.7	69
UNDER \$10,000	18475	*235	19.4	1.3	85	918	27.7	5.0	122	689	19.2	3.7	84	1483	13.2	8.0	58
HOUSEHOLD OF 1 PERSON	11987	**115	9.5	1.0	64	394	11.9	3.3	80	501	14.0	4.2	94	1196	10.6	10.0	72
2 PEOPLE	26577	*517	42.6	1.9	130	1131	34.2	4.3	104	1475	41.1	5.5	125	3837	34.1	14.4	104
3 OR 4 PEOPLE	30617	*396	32.6	1.3	86	1185	35.8	3.9	95	1203	33.5	3.9	89	4595	40.8	15.0	108
5 OR MORE PEOPLE	11804	**188	15.5	1.6	106	*601	18.2	5.1	125	*409	11.4	3.5	78	1624	14.4	13.8	99
NO CHILD IN HSHLD	46165	666	54.9	1.4	96	1898	57.3	4.1	101	2335	65.1	5.1	114	5762	51.2	12.5	90
CHILD(REN) UNDER 2 YRS	5325	*31	2.6	0.6	39	*213	6.4	4.0	98	*128	3.6	2.4	54	644	5.7	12.1	87
2 - 5 YEARS	14221	**242	19.9	1.7	114	*458	13.8	3.2	79	*512	14.3	3.6	81	2072	18.4	14.6	105
6 - 11 YEARS	15117	**224	18.5	1.5	99	698	21.1	4.6	113	*514	14.3	3.4	77	2262	20.1	15.0	108
12 - 17 YEARS	16611	*294	24.2	1.8	118	677	20.4	4.1	100	660	18.4	4.0	90	2847	25.3	17.1	123
RESIDENCE OWNED	55884	848	69.9	1.5	101	2308	69.7	4.1	101	2554	71.2	4.6	103	8428	74.9	15.1	109
VALUE: \$50,000 OR MORE	31744	613	50.5	1.9	129	1248	37.7	3.9	96	1741	48.5	5.5	124	5862	52.1	18.5	133
VALUE: UNDER \$50,000	24140	*235	19.4	1.0	65	1060	32.0	4.4	107	813	22.7	3.4	76	2566	22.8	10.6	77

DRY MIX SALAD DRESSING - FLAVORS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	1214	100.0	1.5	100	3311	100.0	4.1	100	3588	100.0	4.4	100	11252	100.0	13.9	100
MAGAZINES	QUINTILE 1	15799	*336	27.7	2.1	142	862	26.0	5.5	133	1030	28.7	6.5	147	2660	23.6	16.8	121
	QUINTILE 2	17259	**243	20.0	1.4	94	838	25.3	4.9	119	946	26.4	5.5	124	3039	27.0	17.6	127
	QUINTILE 3	13545	**179	14.7	1.3	88	*365	11.0	2.7	66	*442	12.3	3.3	74	1962	17.4	14.5	104
	QUINTILE 4	15133	**273	22.5	1.8	120	497	15.0	3.3	80	628	17.5	4.1	94	2002	17.8	13.2	95
	QUINTILE 5	19250	**183	15.1	1.0	63	748	22.6	3.9	95	542	15.1	2.8	64	1589	14.1	8.3	59
NEWSPAPERS	QUINTILE 1	12413	*297	24.5	2.4	160	*463	14.0	3.7	91	575	16.0	4.6	105	1909	17.0	15.4	111
	QUINTILE 2	24116	*348	28.7	1.4	96	1011	30.5	4.2	103	1285	35.8	5.3	120	3888	34.6	16.1	116
	QUINTILE 3	11261	**113	9.3	1.0	67	*458	13.8	4.1	99	467	13.0	4.1	94	1579	14.0	14.0	101
	QUINTILE 4	20255	*310	25.5	1.5	102	845	25.5	4.2	102	953	26.6	4.7	106	2914	25.9	14.4	104
	QUINTILE 5	12940	**146	12.0	1.1	75	533	16.1	4.1	101	*308	8.6	2.4	54	962	8.5	7.4	54
OUTDOOR	QUINTILE 1	14852	**236	19.4	1.6	106	481	14.5	3.2	79	732	20.4	4.9	111	2373	21.1	16.0	115
	QUINTILE 2	15725	**275	22.7	1.7	117	620	18.7	3.9	96	683	19.0	4.3	98	2384	21.2	15.2	109
	QUINTILE 3	16330	**203	16.7	1.2	83	747	22.6	4.6	112	966	26.9	5.9	134	2330	20.7	14.3	103
	QUINTILE 4	16744	**219	18.0	1.3	87	826	24.9	4.9	121	511	14.2	3.1	69	2282	20.3	13.6	98
	QUINTILE 5	17334	**281	23.1	1.6	108	638	19.3	3.7	90	696	19.4	4.0	91	1883	16.7	10.9	78
RADIO-DRIVE TIME	QUINTILE 1	15911	**202	16.6	1.3	85	856	25.9	5.4	132	774	21.6	4.9	110	2549	22.7	16.0	115
	QUINTILE 2	14837	**196	16.1	1.3	88	*438	13.2	3.0	72	691	19.3	4.7	105	2103	18.7	14.2	102
	QUINTILE 3	15339	**242	19.9	1.6	105	605	18.3	3.9	96	483	13.5	3.1	71	2142	19.0	14.0	101
	QUINTILE 4	16723	*271	22.3	1.6	108	635	19.2	3.8	93	755	21.0	4.5	102	2197	19.5	13.1	95
	QUINTILE 5	18176	**303	25.0	1.7	111	777	23.5	4.3	105	885	24.7	4.9	110	2260	20.1	12.4	89
RADIO-MID- DAY	TERCILE 1	21020	*310	25.5	1.5	98	886	26.8	4.2	103	1134	31.6	5.4	122	3245	28.8	15.4	111
	TERCILE 2	21610	*334	27.5	1.5	103	1060	32.0	4.9	120	1013	28.2	4.7	106	2967	26.4	13.7	99
	TERCILE 3	38355	570	47.0	1.5	99	1366	41.3	3.6	87	1441	40.2	3.8	85	5040	44.8	13.1	95
RADIO-TOTAL	QUINTILE 1	15988	**245	20.2	1.5	102	823	24.9	5.1	126	750	20.9	4.7	106	2583	23.0	16.2	116
	QUINTILE 2	15626	**190	15.7	1.2	81	495	15.0	3.2	77	895	24.9	5.7	129	2225	19.8	14.2	102
	QUINTILE 3	16723	*296	24.4	1.8	118	753	22.7	4.5	110	643	17.9	3.8	87	2347	20.9	14.0	101
	QUINTILE 4	16342	*212	17.5	1.3	87	595	18.0	3.6	89	587	16.4	3.6	81	2121	18.8	13.0	93
	QUINTILE 5	16306	**271	22.3	1.7	111	644	19.5	3.9	97	713	19.9	4.4	99	1976	17.6	12.1	87
TV-PRIME TIME	QUINTILE 1	15953	**189	15.6	1.2	79	656	19.8	4.1	101	822	22.9	5.2	116	2194	19.5	13.8	99
	QUINTILE 2	16137	*297	24.5	1.8	123	753	22.7	4.7	114	672	18.7	4.2	94	2198	19.5	13.6	98
	QUINTILE 3	16420	**174	14.3	1.1	71	574	17.3	3.5	86	838	23.4	5.1	115	2370	21.1	14.4	104
	QUINTILE 4	16687	**249	20.5	1.5	100	651	19.7	3.9	95	667	18.6	4.0	90	2227	19.8	13.3	96
	QUINTILE 5	15789	**305	25.1	1.9	129	678	20.5	4.3	105	589	16.4	3.7	84	2264	20.1	14.3	103
TV-DAYTIME	TERCILE 1	27736	*447	36.8	1.6	108	1084	32.7	3.9	96	1128	31.4	4.1	92	3202	28.5	11.5	83
	TERCILE 2	26489	*349	28.7	1.3	88	1175	35.5	4.4	108	1016	28.3	3.8	87	3637	32.3	13.7	99
	TERCILE 3	26761	*418	34.4	1.6	104	1053	31.8	3.9	96	1444	40.2	5.4	122	4412	39.2	16.5	119
TV-TOTAL	QUINTILE 1	16345	*283	23.3	1.7	116	746	22.5	4.6	112	794	22.1	4.9	110	1829	16.3	11.2	81
	QUINTILE 2	16447	**191	15.7	1.2	77	582	17.6	3.5	87	632	17.6	3.8	87	2200	19.6	13.4	96
	QUINTILE 3	15980	*281	23.1	1.8	117	659	19.9	4.1	101	749	20.9	4.7	106	2293	20.4	14.3	103
	QUINTILE 4	15887	**136	11.2	0.9	57	730	22.0	4.6	112	773	21.5	4.9	110	2452	21.8	15.4	111
	QUINTILE 5	16326	*324	26.7	2.0	132	593	17.9	3.6	89	640	17.8	3.9	88	2478	22.0	15.2	109
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	*369	30.4	1.8	119	1019	30.8	4.9	120	1270	35.4	6.1	138	3723	33.1	18.0	129
		19186	*324	26.7	1.7	113	879	26.5	4.6	112	942	26.3	4.9	111	2883	25.6	15.0	108
		21899	*306	25.2	1.4	93	715	21.6	3.3	80	850	23.7	3.9	88	2898	25.8	13.2	95
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	*276	22.7	1.8	119	747	22.6	4.8	118	874	24.4	5.7	128	2821	25.1	18.3	131
		25953	*389	32.0	1.5	100	1208	36.5	4.7	114	1337	37.3	5.2	116	4016	35.7	15.5	111
		24400	*327	26.9	1.3	89	680	20.5	2.8	68	983	27.4	4.0	91	2971	26.4	12.2	88
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	*276	22.7	1.5	102	779	23.5	4.3	106	1098	30.6	6.1	137	2922	26.0	16.2	117
		23571	*437	36.0	1.9	124	1154	34.9	4.9	120	1168	32.6	5.0	112	4040	35.9	17.1	123
		23278	*298	24.5	1.3	85	849	25.6	3.6	89	805	22.4	3.5	78	2963	26.3	12.7	92
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	*309	25.5	2.0	133	797	24.1	5.2	126	844	23.5	5.5	123	2440	21.7	15.8	114
		25829	*421	34.7	1.6	109	1148	34.7	4.4	109	1427	39.8	5.5	125	4456	39.6	17.3	124
		26039	*253	20.8	1.0	65	792	23.9	3.0	74	828	23.1	3.2	72	2609	23.2	10.0	72
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	*333	27.4	2.0	134	591	17.8	3.6	87	906	25.3	5.5	123	2841	25.2	17.1	123
		26834	*389	32.0	1.4	97	1226	37.0	4.6	112	1237	34.5	4.6	104	3963	35.2	14.8	106
		23346	*323	26.6	1.4	92	938	28.3	4.0	98	1108	30.9	4.7	107	3251	28.9	13.9	100
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	*299	24.6	1.7	116	745	22.5	4.3	106	781	21.8	4.6	103	2850	25.3	16.6	120
		25892	*405	33.4	1.6	104	1001	30.2	3.9	95	1310	36.5	5.1	114	3892	34.6	15.0	108
		23167	*280	23.1	1.2	81	954	28.8	4.1	101	1074	29.9	4.6	105	2992	26.6	12.9	93
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	*306	25.2	1.8	119	738	22.3	4.3	105	897	25.0	5.2	118	2496	22.2	14.5	105
		26214	*423	34.8	1.6	108	1042	31.5	4.0	97	1284	35.8	4.9	111	4399	39.1	16.8	121
		23412	*307	25.3	1.3	87	919	27.8	3.9	96	877	24.4	3.7	85	2470	22.0	10.6	76
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	**227	18.7	1.5	99	646	19.5	4.2	103	774	21.6	5.1	114	2531	22.5	16.5	119
		24901	*416	34.3	1.7	111	928	28.0	3.7	91	1108	30.9	4.4	100	3530	31.4	14.2	102
		26492	*378	31.1	1.4	95	1190	35.9	4.5	110	1261	35.1	4.8	107	3589	31.9	13.5	98
OUTDOOR-TELEVISION: DUAL OUTDOOR IMPERATIVE TELEVISION IMPERATIVE		14794	*351	28.9	2.4	158	628	19.0	4.2	104	910							

	TOTAL U.S. '000	A '000	CAESAR B % DOWN	C ACROSS % INDX	D 100	A '000	B % DOWN	C ACROSS % INDX	D 100	A '000	B % DOWN	C ACROSS % INDX	D 100	A '000	B % DOWN	C ACROSS % INDX	D 100
TOTAL FEMALE HOMEMAKERS	80986	1214	100.0	1.5	100	3311	100.0	4.1	100	3588	100.0	4.4	100	11252	100.0	13.9	100
ATLANTIC MONTHLY	415	**17	1.4	4.1	273	**27	0.8	6.5	159	**43	1.2	10.4	234	**94	0.8	22.7	163
BARRON'S	453	**4	0.3	0.9	59	**30	0.9	6.6	162	**32	0.9	7.1	159	**63	0.6	13.9	100
BETTER HOMES & GARDENS	16256	**253	20.8	1.6	104	793	24.0	4.9	119	806	22.5	5.0	112	2806	24.9	17.3	124
BON APPETIT	2535	**66	5.4	2.6	174	**140	4.2	5.5	135	**181	5.0	7.1	161	538	4.8	21.2	153
BUSINESS WEEK	1278	**10	0.8	0.8	52	**41	1.2	3.2	78	**102	2.8	8.0	180	**166	1.5	13.0	93
CAR AND DRIVER	378	**0	0.0	0.0	0	**12	0.4	3.2	78	**11	0.3	2.9	66	**92	0.8	24.3	175
CBS MAGAZINE NETWORK (GROSS)	1498	**42	3.5	2.8	187	**70	2.1	4.7	114	**93	2.6	6.2	140	**213	1.9	14.2	102
CHANGING TIMES	1505	**29	2.4	1.9	129	**63	1.9	4.2	102	**128	3.6	8.5	192	276	2.5	18.3	132
COLONIAL HOMES	1231	**16	1.3	1.3	87	**74	2.2	6.0	147	**61	1.7	5.0	112	239	2.1	19.4	140
CONDE NAST MAG. (GROSS)	14146	243	20.0	1.7	115	632	19.1	4.5	109	812	22.6	5.7	130	2294	20.4	16.2	117
CONSUMERS DIGEST	1323	**17	1.4	1.3	86	**53	1.6	4.0	98	**83	2.3	6.3	142	274	2.4	20.7	149
COSMOPOLITAN	7102	**215	17.7	3.0	202	373	11.3	5.3	128	467	13.0	6.6	148	1251	11.1	17.6	127
COUNTRY LIVING	2481	**38	3.1	1.5	102	**101	3.1	4.1	100	**161	4.5	6.5	146	491	4.4	19.8	142
CUISINE	1472	**46	3.8	3.1	208	**41	1.2	2.8	68	**120	3.3	8.2	184	336	3.0	22.8	164
CYCLE WORLD	425	**10	0.8	2.4	157	**43	1.3	10.1	247	**23	0.6	5.4	122	**42	0.4	9.9	71
DCI:CREATIVE IDEAS FOR LIV	2510	**51	4.2	2.0	136	**130	3.9	5.2	127	**154	4.3	6.1	138	550	4.9	21.9	158
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	**119	9.8	1.8	119	292	8.8	4.4	107	460	12.8	6.9	155	1257	11.2	18.8	135
DISCOVER	894	**38	3.1	4.3	284	**17	0.5	1.9	47	**71	2.0	7.9	179	**168	1.5	18.8	135
EBONY	3507	**105	8.6	3.0	200	291	8.8	8.3	203	266	7.4	7.6	171	270	2.4	7.7	55
ESQUIRE	1083	**49	4.0	4.5	302	**50	1.5	4.6	113	**65	1.8	6.0	135	**152	1.4	14.0	101
ESSENCE	1830	**66	5.4	3.6	241	**118	3.6	6.4	158	**111	3.1	6.1	137	**111	1.0	6.1	44
FAMILY CIRCLE	15930	300	24.7	1.9	126	797	24.1	5.0	122	842	23.5	5.3	119	2841	25.2	17.8	128
THE FAMILY HANDYMAN	1126	**19	1.6	1.7	113	**70	2.1	6.2	152	**40	1.1	3.6	80	**164	1.5	14.6	105
FAMILY WEEKLY	11468	**111	9.1	1.0	65	381	11.5	3.3	81	461	12.8	4.0	91	1838	16.3	16.0	115
FIELD & STREAM	2234	**18	1.5	0.8	54	**74	2.2	3.3	81	**121	3.4	5.4	122	298	2.6	13.3	96
FOOD & WINE	579	**4	0.3	0.7	46	**44	1.3	7.6	186	**70	2.0	12.1	273	**144	1.3	24.9	179
FORBES	728	**23	1.9	3.2	211	**17	0.5	2.3	57	**62	1.7	8.5	192	**110	1.0	15.1	109
FORTUNE	906	**41	3.4	4.5	302	**33	1.0	3.6	89	**76	2.1	8.4	189	**104	0.9	11.5	83
GENTLEMEN'S QUARTERLY	791	**24	2.0	3.0	202	**15	0.5	1.9	46	**41	1.1	5.2	117	**48	0.4	6.1	44
GLAMOUR	5265	**79	6.5	1.5	100	**166	5.0	3.2	77	229	6.4	4.3	98	730	6.5	13.9	100
GOLF DIGEST	636	**12	1.0	1.9	126	**40	1.2	6.3	154	**44	1.2	6.9	156	**117	1.0	18.4	132
GOLF DIGEST/TENNIS (GROSS)	1186	**44	3.6	3.7	247	**82	2.5	6.9	169	**96	2.7	8.1	183	**202	1.8	17.0	123
GOLF MAGAZINE	441	**12	1.0	2.7	182	**15	0.5	3.4	83	**26	0.7	5.9	133	**90	0.8	20.4	147
GOLF MAGAZINE/SKI (GROSS)	922	**30	2.5	3.3	217	**32	1.0	3.5	85	**48	1.3	5.2	118	**151	1.3	16.4	118
GOOD HOUSEKEEPING	16487	**227	18.7	1.4	92	664	20.1	4.0	99	863	24.1	5.2	118	2480	22.0	15.0	108
HARPER'S BAZAAR	2423	**57	4.7	2.4	157	**119	3.6	4.9	120	**147	4.1	6.1	137	426	3.8	17.6	127
HEALTH	1994	**37	3.0	1.9	124	**127	3.8	6.4	156	**162	4.5	8.1	183	333	3.0	16.7	120
HEARST MAG CORP. BUY (GROSS)	44101	838	69.0	1.9	127	1963	59.3	4.5	109	2485	69.3	5.6	127	7205	64.0	16.3	118
HEARST MAN POWER (GROSS)	1993	**27	2.2	1.4	90	**127	3.8	6.4	156	**38	1.1	1.9	43	389	3.5	19.5	140
HEARST WOMAN POWER (GROSS)	31274	591	48.7	1.9	126	1343	40.6	4.3	105	1781	49.6	5.7	129	4972	44.2	15.9	114
HOUSE BEAUTIFUL	3623	**87	7.2	2.4	160	**160	4.8	4.4	108	**245	6.8	6.8	153	526	4.7	14.5	104
INC.	283	**8	0.7	2.8	189	**0	0.0	0.0	0	**8	0.2	2.8	64	**37	0.3	13.1	94
JET	2928	**85	7.0	2.9	194	225	6.8	7.7	188	**134	3.7	4.6	103	190	1.7	6.5	47
LADIES' HOME JOURNAL	11918	**222	18.3	1.9	124	532	16.1	4.5	109	584	16.3	4.9	111	1724	15.3	14.5	104
LHJ FAMILY GRP COMBO(GROSS)	16764	320	26.4	1.9	127	775	23.4	4.6	113	912	25.4	5.4	123	2439	21.7	14.5	105
LIFE	4254	**104	8.6	2.4	163	**244	7.4	5.7	140	282	7.9	6.6	150	709	6.3	16.7	120
L.A. TIMES HOME MAGAZINE	1145	**83	6.8	7.2	484	**40	1.2	3.5	85	**103	2.9	9.0	203	291	2.6	25.4	183
MADMOISELLE	2884	**41	3.4	1.4	95	**164	5.0	5.7	139	**190	5.3	6.6	149	555	4.9	19.2	139
MC CALL'S	13460	**226	18.6	1.7	112	637	19.2	4.7	116	866	24.1	6.4	145	2187	19.4	16.2	117
MC CALL'S/MRK MOTHER (GROSS)	14606	**238	19.6	1.6	109	682	20.6	4.7	114	936	26.1	6.4	145	2404	21.4	16.5	118
MECHANIX ILLUSTRATED	772	**33	2.7	4.3	285	**27	0.8	3.5	86	**56	1.6	7.3	164	**166	1.5	21.5	155
METROPOLITAN HOME	967	**29	2.4	3.0	200	**61	1.8	6.3	154	**114	3.2	11.8	266	**201	1.8	20.8	150
MONEY	1588	**35	2.9	2.2	147	**58	1.8	3.7	89	**167	4.7	10.5	237	267	2.4	16.8	121
MOTHER EARTH NEWS	1002	**2	0.2	0.2	13	**40	1.2	4.0	98	**58	1.6	5.8	131	**213	1.9	21.3	153
MS.	825	**2	0.2	0.2	16	**5	0.2	0.6	15	**39	1.1	4.7	107	**102	0.9	12.4	89
NATIONAL ENQUIRER	10336	**165	13.6	1.6	106	441	13.3	4.3	104	389	10.8	3.8	85	1218	10.8	11.8	85
NATIONAL GEOGRAPHIC	9597	**260	21.4	2.7	181	470	14.2	4.9	120	671	18.7	7.0	158	2038	18.1	21.2	153
NATIONAL SUNDAY MAGAZINE PKG	49558	833	68.6	1.7	112	1950	58.9	3.9	96	2459	68.5	5.0	112	7752	68.9	15.6	113
NATURAL HISTORY	573	**5	0.4	0.9	58	**11	0.3	1.9	47	**25	0.7	4.4	98	**55	0.5	9.6	69
NEW WOMAN	1699	**28	2.3	1.6	110	**44	1.3	2.6	63	**71	2.0	4.2	94	307	2.7	18.1	130
NEW YORK INCLUDING CUE	443	**14	1.2	3.2	211	**36	1.1	8.1	199	**55	1.5	12.4	280	**92	0.8	20.8	149
THE NEW YORKER	1270	**27	2.2	2.1	142	**94	2.8	7.4	181	**99	2.8	7.8	176	306	2.7	24.1	173
NEWSWEEK	6277	**187	15.4	3.0	199	350	10.6	5.6	136	470	13.1	7.5	169	1193	10.6	19.0	137
THE N.Y. TIMES DAILY EDITION	1205	**20	1.6	0.7	111	**101	3.1	8.4	205	**122	3.4	10.1	229	288	2.6	23.9	172
THE N.Y. TIMES MAGAZINE	2081	**19	1.6	1.9	61	**136	4.1	6.5	160	**135	3.8	6.5	146	384	3.4	18.5	133
OMNI	788	**21	1.7	2.7	178	**22	0.7	2.8	68	**34	0.9	4.3	97	**103	0.9	13.1	94
ON CABLE	1158	**38	3.1	3.3	219	**25	0.8	2.2	53	**37	1.0	3.2	72	**99	0.9	8.5	62
1001 HOME IDEAS	2852	**62	5.1	2.2	145	**117	3.5	4.1	100	**167	4.7	5.9	132	382	3.4	13.4	96
ORGANIC GARDENING	1658	**45	3.7	2.7	181	**69	2.1	4.2	102	**110	3.1	6.6	150	239	2.1	14.4	104
OUTDOOR LIFE	896	**20	1.6	2.2	149	**41	1.2	4.6	112	**38	1.1	4.2	96	**169	1.5	18.9	136
PARADE MAGAZINE	24275	475	39.1	2.0	131	1140	34.4	4.7	115	1393	38.8	5.7	130	3933	35.0	16.2	117

	TOTAL U.S. '000	CAESAR				FRENCH				GARLIC				ITALIAN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	1214	100.0	1.5	100	3311	100.0	4.1	100	3588	100.0	4.4	100	11252	100.0	13.9	100
PARENTS	3845	**89	7.3	2.3	154	*176	5.3	4.6	112	*254	7.1	6.6	149	845	7.5	22.0	158
PENTHOUSE	831	**39	3.2	4.7	313	**4	0.1	0.5	12	**53	1.5	6.4	144	**116	1.0	14.0	100
PEOPLE	11645	*203	16.7	1.7	116	578	17.5	5.0	121	669	18.6	5.7	130	2127	18.9	18.3	131
PLAYBOY	2006	**122	10.0	6.1	406	**83	2.5	4.1	101	**106	3.0	5.3	119	313	2.8	15.6	112
POPULAR HOT RODDING	297	**12	1.0	4.0	270	**14	0.4	4.7	115	**4	0.1	1.3	30	**54	0.5	18.2	131
POPULAR MECHANICS	1018	**7	0.6	0.7	46	**72	2.2	7.1	173	**15	0.4	1.5	33	**202	1.8	19.8	143
POPULAR SCIENCE	878	**2	0.2	0.2	15	**5	0.2	0.6	14	**27	0.8	3.1	69	**192	1.7	21.9	157
PREVENTION	3913	**73	6.0	1.9	124	*265	8.0	6.8	166	372	10.4	9.5	215	761	6.8	19.4	140
PSYCHOLOGY TODAY	1710	**26	2.1	1.5	101	**58	1.8	3.4	83	**64	1.8	3.7	84	255	2.3	14.9	107
READER'S DIGEST	22204	384	31.6	1.7	115	1016	30.7	4.6	112	1228	34.2	5.5	125	3602	32.0	16.2	117
REDBOOK	7684	*149	12.3	1.9	129	306	9.2	4.0	97	451	12.6	5.9	132	1241	11.0	16.2	116
ROAD & TRACK	410	**8	0.7	2.0	130	**14	0.4	3.4	84	**9	0.3	2.2	50	**79	0.7	19.3	139
ROLLING STONE	969	**20	1.6	2.1	138	**35	1.1	3.6	88	**48	1.3	5.0	112	*157	1.4	16.2	117
RUNNER'S WORLD	298	**0	0.0	0.0	0	**10	0.3	3.4	82	**11	0.3	3.7	83	**75	0.7	25.2	181
SATURDAY EVENING POST	1169	**20	1.6	1.7	114	**39	1.2	3.3	82	**52	1.4	4.4	100	*227	2.0	19.4	140
SCIENCE 84	587	**8	0.7	1.4	91	**29	0.9	4.9	121	**53	1.5	9.0	204	*178	1.6	30.3	218
SCIENCE DIGEST	482	**13	1.1	2.7	180	**31	0.9	6.4	157	*15	0.4	3.1	70	*122	1.1	25.3	182
SCIENTIFIC AMERICAN	594	**12	1.0	2.0	135	**31	0.9	5.2	128	**48	1.3	8.1	182	*135	1.2	22.7	164
SELF	2089	**33	2.7	1.6	105	**124	3.7	5.9	145	*133	3.7	6.4	144	343	3.0	16.4	118
SEVENTEEN	2411	**88	7.2	3.6	243	*158	4.8	6.6	160	*203	5.7	8.4	190	432	3.8	17.9	129
SKI	480	**18	1.5	3.8	250	**17	0.5	3.5	87	**23	0.6	4.8	108	**61	0.5	12.7	91
SMITHSONIAN	2760	**114	9.4	4.1	276	*148	4.5	5.4	131	325	9.1	11.8	266	549	4.9	19.9	143
SOAP OPERA DIGEST	3013	**51	4.2	1.7	113	*133	4.0	4.4	108	*78	2.2	2.6	58	326	2.9	10.8	78
SOUTHERN LIVING	4184	**68	5.6	1.6	108	*163	4.9	3.9	95	*306	8.5	7.3	165	707	6.3	16.9	122
SPORT	559	**26	2.1	4.7	310	*17	0.5	3.0	74	*29	0.8	5.2	117	*63	0.6	11.3	81
THE SPORTING NEWS	436	**4	0.3	0.9	61	*1	0.0	0.2	6	*6	0.2	1.4	31	*56	0.5	12.8	92
SPORTS AFIELD	493	**7	0.6	1.4	95	*24	0.7	4.9	119	*8	0.2	1.6	37	*65	0.6	13.2	95
SPORTS ILLUSTRATED	2758	*66	5.4	2.4	160	*79	2.4	2.9	70	*83	2.3	3.0	68	502	4.5	18.2	131
STAR	7456	**89	7.3	1.2	80	392	11.8	5.3	129	275	7.7	3.7	83	863	7.7	11.6	83
SUNDAY	24936	485	40.0	1.9	130	1089	32.9	4.4	107	1435	40.0	5.8	130	3899	34.7	15.6	113
SUNSET	2124	**155	12.8	7.3	487	*130	3.9	6.1	150	*200	5.6	9.4	213	550	4.9	25.9	186
TV GUIDE	21661	392	32.3	1.8	121	922	27.8	4.3	104	1052	29.3	4.9	110	3109	27.6	14.4	103
TENNIS	550	*32	2.6	5.8	388	*42	1.3	7.6	187	*52	1.4	9.5	213	*85	0.8	15.5	111
TIME	8880	*228	18.8	2.6	171	425	12.8	4.8	117	647	18.0	7.3	164	1558	13.8	17.5	126
TOWN & COUNTRY	917	*18	1.5	2.0	131	*36	1.1	3.9	96	*42	1.2	4.6	103	*142	1.3	15.5	111
TRAVEL & LEISURE	972	*49	4.0	5.0	336	*49	1.5	5.0	123	*88	2.5	9.1	204	*205	1.8	21.1	152
TRUE STORY	3356	*145	11.9	4.3	288	*210	6.3	6.3	153	*144	4.0	4.3	97	312	2.8	9.3	67
U.S. NEWS & WORLD REPORT	3410	*78	6.4	2.3	153	*219	6.6	6.4	157	*251	7.0	7.4	166	658	5.8	19.3	139
USA TODAY	1759	*12	1.0	0.7	46	*71	2.1	4.0	99	*86	2.4	4.9	110	308	2.7	17.5	126
US	1873	*36	3.0	1.9	128	*118	3.6	6.3	154	*107	3.0	5.7	129	279	2.5	14.9	107
VOGUE	3909	*90	7.4	2.3	154	*179	5.4	4.6	112	260	7.2	6.7	150	667	5.9	17.1	123
WALL STREET JOURNAL	1886	*30	2.5	1.6	106	*65	2.0	3.4	84	*94	2.6	5.0	112	293	2.6	15.5	112
WEIGHT WATCHERS	2120	*44	3.6	2.1	138	*165	5.0	7.8	190	*83	2.3	3.9	88	380	3.4	17.9	129
WOMAN'S DAY	14172	*263	21.7	1.9	124	774	23.4	5.5	134	884	24.6	6.2	141	2680	23.8	18.9	136
WORKING MOTHER	1146	*12	1.0	1.0	70	*45	1.4	3.9	96	*70	2.0	6.1	138	*217	1.9	18.9	136
WORKING WOMAN	1322	*50	4.1	3.8	252	*34	1.0	2.6	63	*80	2.2	6.1	137	*207	1.8	15.7	113
WORLD TENNIS	*163	*10	0.8	6.1	409	*8	0.2	4.9	120	*13	0.4	8.0	180	*26	0.2	16.0	115
ZIFF-DAVIS MAG NETHK (GROSS)	2532	*44	3.6	1.7	116	*90	2.7	3.6	87	*68	1.9	2.7	61	502	4.5	19.8	143
BLAIR INSERTS	43657	784	64.6	1.8	120	1769	53.4	4.1	99	2204	61.4	5.0	114	7036	62.5	16.1	116
DAILY NEWSPAPERS																	
READ ANY	51633	780	64.3	1.5	101	2081	62.9	4.0	99	2480	69.1	4.8	108	7661	68.1	14.8	107
READ ONE	43463	564	46.5	1.3	87	1747	52.8	4.0	98	2092	58.3	4.8	109	6360	56.5	14.6	105
READ TWO OR MORE	8170	*216	17.8	2.6	176	333	10.1	4.1	100	388	10.8	4.7	107	1301	11.6	15.9	115
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	853	70.3	1.6	108	2099	63.4	4.0	97	2566	71.5	4.9	110	8255	73.4	15.7	113
READ ONE	46126	638	52.6	1.4	92	1829	55.2	4.0	97	2186	60.9	4.7	107	7135	63.4	15.5	111
READ TWO OR MORE	6552	*215	17.7	3.3	219	270	8.2	4.1	101	381	10.6	5.8	131	1120	10.0	17.1	123
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.56				23.44				29.55				29.51			
30 DAY REACH	71455	1070	88.1	1.5	100	3007	90.8	4.2	103	3266	91.0	4.6	103	10178	90.5	14.2	103
50 SHWG - 30 DAY AV FREQ	14.56	15.50				12.30				15.82				15.31			
30 DAY REACH	67742	1007	82.9	1.5	99	2881	87.0	4.3	104	3070	85.6	4.5	102	9843	87.5	14.5	105
25 SHWG - 30 DAY AV FREQ	7.94	8.21				6.74				8.61				8.28			
30 DAY REACH	62117	932	76.8	1.5	100	2630	79.4	4.2	104	2822	78.7	4.5	103	9084	80.7	14.6	105
CABLE TV: HOME WIRED	32077	*448	36.9	1.4	93	1140	34.4	3.6	87	1336	37.2	4.2	94	5186	46.1	16.2	116
HOME NOT WIRED	48909	766	63.1	1.6	104	2171	65.6	4.4	109	2252	62.8	4.6	104	6065	53.9	12.4	89
HAVE PAY CABLE	15935	*244	20.1	1.5	102	*590	17.8	3.7	91	669	18.6	4.2	95	2835	25.2	17.8	128

	TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	1214	100.0	1.5	100	3311	100.0	4.1	100	3588	100.0	4.4	100	11252	100.0	13.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	602	49.6	1.4	91	1707	51.6	3.9	95	1843	51.4	4.2	95	6565	58.3	14.9	108
10:00 AM - 3:00 PM	30659	495	40.8	1.6	108	1395	42.1	4.6	111	1529	42.6	5.0	113	4477	39.8	14.6	105
3:00 PM - 7:00 PM	31045	478	39.4	1.5	103	1314	39.7	4.2	104	1416	39.5	4.6	103	4887	43.4	15.7	113
7:00 PM - MIDNIGHT	15767	*225	18.5	1.4	95	693	20.9	4.4	108	727	20.3	4.6	104	2378	21.1	15.1	109
MIDNIGHT - 6:00 AM	9120	**92	7.6	1.0	67	390	11.8	4.3	105	438	12.2	4.8	108	1364	12.1	15.0	108
6:00 AM - MIDNIGHT	58527	869	71.6	1.5	99	2346	70.9	4.0	98	2589	72.2	4.4	100	8497	75.5	14.5	104
ENTIRE DAY	59311	876	72.2	1.5	99	2380	71.9	4.0	98	2650	73.9	4.5	101	8573	76.2	14.5	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	*216	17.8	1.3	89	736	22.2	4.6	111	667	18.6	4.1	93	2582	22.9	16.0	115
ALL NEWS	2256	**67	5.5	3.0	198	**133	4.0	5.9	144	*143	4.0	6.3	143	499	4.4	22.1	159
ADR/PROGRESSIVE	3874	**83	6.8	2.1	143	*147	4.4	3.8	93	*151	4.2	3.9	88	779	6.9	20.1	145
BEAUTIFUL MUSIC	5660	*159	13.1	2.8	187	*216	6.5	3.8	93	280	7.8	4.9	112	896	8.0	15.8	114
BLACK	2204	**40	3.3	1.8	121	**91	2.7	4.1	101	**81	2.3	3.7	83	*181	1.6	8.2	59
CLASSICAL	1418	**35	2.9	2.5	165	**72	2.2	5.1	124	**99	2.8	7.0	158	*229	2.0	16.1	116
CHR/ROCK	9538	*105	8.6	1.1	73	272	8.2	2.9	70	319	8.9	3.3	75	1481	13.2	15.5	112
COUNTRY	12648	**96	7.9	0.8	51	376	11.4	3.0	73	555	15.5	4.4	99	1580	14.0	12.5	90
GOLDEN OLDIES	1191	**13	1.1	1.1	73	**16	0.5	1.3	33	**21	0.6	1.8	40	**121	1.1	10.2	73
MOR/NOSTALGIA	4757	**70	5.8	1.5	98	*173	5.2	3.6	89	*207	5.8	4.4	98	712	6.3	15.0	108
NEWS/TALK	3863	**88	7.2	2.3	152	*154	4.7	4.0	98	*196	5.5	5.1	115	591	5.3	15.3	110
RELIGIOUS	3084	**37	3.0	1.2	80	*197	5.9	6.4	156	*163	4.5	5.3	119	263	2.3	8.5	61
SOFT ROCK	521	**0	0.0	0.0	0	**14	0.4	2.7	66	**3	0.1	0.6	13	**63	0.6	12.1	87
URBAN CONTEMPORARY	1585	**64	5.3	4.0	269	*94	2.8	5.9	145	**85	2.4	5.4	121	*207	1.8	13.1	94
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**36	3.0	1.1	74	**90	2.7	2.8	68	*140	3.9	4.3	97	477	4.2	14.6	105
ABC DIRECTION	2316	**34	2.8	1.5	98	*110	3.3	4.7	116	**107	3.0	4.6	104	316	2.8	13.6	98
ABC ENTERTAINMENT	4834	**45	3.7	0.9	62	*166	5.0	3.4	84	*125	3.5	2.6	58	745	6.6	15.4	111
ABC FM	2202	**26	2.1	1.2	79	**64	1.9	2.9	71	**73	2.0	3.3	75	*199	1.8	9.0	65
ABC INFORMATION	5425	**83	6.8	1.5	102	*220	6.6	4.1	99	311	8.7	5.7	129	913	8.1	16.8	121
ABC ROCK	1677	**37	3.0	2.2	147	**70	2.1	4.2	102	**48	1.3	2.9	65	*273	2.4	16.3	117
CBS	4430	**99	8.2	2.2	149	*221	6.7	5.0	122	*222	6.2	5.0	113	721	6.4	16.3	117
MUTUAL	4992	**76	6.3	1.5	102	*219	6.6	4.4	107	*195	5.4	3.9	88	703	6.2	14.1	101
NBC	4679	**62	5.1	1.3	88	**127	3.8	2.7	66	*197	5.5	4.2	95	622	5.5	13.3	96
RADIORADIO	1994	**27	2.2	1.4	90	**84	2.5	4.2	103	**55	1.5	2.8	62	306	2.7	15.3	110
RKO ONE	2298	**24	2.0	1.0	70	**105	3.2	4.6	112	**72	2.0	3.1	71	398	3.5	17.3	125
RKO TWO	3311	**34	2.8	1.0	69	**112	3.4	3.4	83	*128	3.6	3.9	87	455	4.0	13.7	99
THE SOURCE	2114	**30	2.5	1.4	95	**65	2.0	3.1	75	**65	1.8	3.1	69	348	3.1	16.5	118
NON-WIRED : BLAIR	8654	*142	11.7	1.6	109	392	11.8	4.5	111	300	8.4	3.5	78	1352	12.0	15.6	112
INTERNET	12025	*211	17.4	1.8	117	383	11.6	3.2	78	663	18.5	5.5	124	1928	17.1	16.0	115
KATZ RADIO GROUP	15359	*248	20.4	1.6	108	618	18.7	4.0	98	675	18.8	4.4	99	2616	23.2	17.0	123
SUPERNET	10628	*158	13.0	1.5	99	305	9.2	2.9	70	428	11.9	4.0	91	1383	12.3	13.0	94
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	158	13.0	1.8	122	323	9.8	3.7	91	432	12.0	5.0	113	1068	9.5	12.3	89
WKDAY 9:00 AM - 1:00 PM	12163	170	14.0	1.4	93	487	14.7	4.0	98	473	13.2	3.9	88	1411	12.5	11.6	83
WKDAY 1:00 PM - 4:30 PM	16150	230	18.9	1.4	95	586	17.7	3.6	89	687	19.1	4.3	96	1823	16.2	11.3	81
WKDAY 4:30 PM - 7:30 PM	22463	346	28.5	1.5	103	991	29.9	4.4	108	1046	29.2	4.7	105	2886	25.6	12.8	92
WKDAY 7:30 PM - 8:00 PM	31795	483	39.8	1.5	101	1343	40.6	4.2	103	1503	41.9	4.7	107	4125	36.7	13.0	93
WKDAY 11:00 PM - 11:30 PM	23977	343	28.3	1.4	95	1038	31.4	4.3	106	1091	30.4	4.6	103	2990	26.6	12.5	90
WKDAY 11:30 PM - 1:00 AM	7703	113	9.3	1.5	98	333	10.1	4.3	106	342	9.5	4.4	100	921	8.2	12.0	86
M-SAT 8-11 PM-SUN 7-11 PM	33800	477	39.3	1.4	94	1400	42.3	4.1	101	1596	44.5	4.7	107	4656	41.4	13.8	99
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	*77	6.3	1.2	79	290	8.8	4.4	108	287	8.0	4.4	99	689	6.1	10.5	76
ANOTHER WORLD	N 4620	**87	7.2	1.9	126	*197	5.9	4.3	104	*144	4.0	3.1	70	461	4.1	10.0	72
AS THE WORLD TURNS	C 5614	**85	7.0	1.5	101	160	4.8	2.9	70	231	6.4	4.1	93	544	4.8	9.7	70
CAPITOL	C 3396	**40	3.3	1.2	79	*107	3.2	3.2	77	137	3.8	4.0	91	362	3.2	10.7	77
CBS MORN. NEWS 1	C 1446	**99	0.7	0.6	42	*46	1.4	3.2	78	*74	2.1	5.1	116	125	1.1	8.6	62
CBS MORN. NEWS 2	C 1207	**99	0.7	0.7	50	*39	1.2	3.2	79	*63	1.8	5.2	118	134	1.2	11.1	80
DAYS OF OUR LIVES	N 5877	**50	4.1	0.9	57	196	5.9	3.3	82	230	6.4	3.9	88	749	6.7	12.7	92
FACTS OF LIFE - DAYTIME	N 2290	**31	2.6	1.4	90	*65	2.0	2.8	69	*87	2.4	3.8	86	249	2.2	10.9	78
FAMILY FEUD	A 3023	**51	4.2	1.7	113	*72	2.2	2.4	58	*71	2.0	2.3	53	328	2.9	10.9	78
GENERAL HOSPITAL	A 6097	*52	4.3	0.9	57	185	5.6	3.0	74	281	7.8	4.6	104	656	5.8	10.8	77
GOOD MORNING, AMERICA-730A	A 3515	**31	2.6	0.9	59	134	4.0	3.8	93	135	3.8	3.8	87	530	4.7	15.1	109
GOOD MORNING, AMERICA-830A	A 2818	**33	2.7	1.2	78	*108	3.3	3.8	94	150	4.2	5.3	120	435	3.9	15.4	111
GUIDING LIGHT	C 5339	**90	7.4	1.7	112	165	5.0	3.1	76	283	7.9	5.3	120	563	5.0	10.5	76
ONE LIFE TO LIVE	A 4478	**57	4.7	1.3	85	176	5.3	3.9	96	225	6.3	5.0	113	492	4.4	11.0	79
PRESS YOUR LUCK	C 2244	**35	2.9	1.6	104	*55	1.7	2.5	60	*81	2.3	3.6	81	235	2.1	10.5	75
PRICE IS RIGHT 1	C 4348	**54	4.4	1.2	83	115	3.5	2.6	65	143	4.0	3.3	74	443	3.9	10.2	73
PRICE IS RIGHT 2	C 5014	*59	4.9	1.2	78	140	4.2	2.8	68	203	5.7	4.0	91	534	4.7	10.7	77
RYAN'S HOPE	A 3150	**42	3.5	1.3	89	140	4.2	4.4	109	166	4.6	5.3	119	326	2.9	10.3	74
SALE OF THE CENTURY	N 2695	**74	6.1	2.7	183	*139	4.2	5.2	126	*95	2.6	3.5	80	315	2.8	11.7	84
SEARCH FOR TOMORROW	N 2319	**23	1.9	1.0	66	*113	3.4	4.9	119	**50	1.4	2.2	49	293	2.6	12.6	91
TODAY SHOW 1	N 2693	*78	6.4	2.9	193	*84	2.5	3.1	76	*105	2.9	3.9	88	259	2.3	9.6	69
TODAY SHOW 2	N 2498	*56	4.6	2.2	150	*99	3.0	4.0	97	*90	2.5	3.6	81	241	2.1	9.6	69
\$25,000 PYRAMID	C 2753	**49	4.0	1.8	119	*73	2.2	2.7	65	*118	3.3	4.3	97	233	2.1	8.5	61
WHEEL OF FORTUNE	N 4388	**49	4.0	1.1	74	139	4.2	3.2	77	131	3.7	3.0	67	488	4.3	11.1	80
YOUNG AND THE RESTLESS	C 5695	**57	4.7	1.0	67	163	4.9	2.9	70	208	5.8	3.7	82	525	4.7	9.2	66
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	**18	1.5	1.0	68	*75	2.3	4.3	104	*138	3.8	7.8	177	238	2.1	13.5	97
NBA PLAYOFF GAME -1	C 1136	**8	0.7	0.7	47	**78	2.4	6.9	168	**55	1.5	4.8	109	*159	1.4	14.0	101
NBC MAJOR LEAGUE PRE-GAME N	953	**17	1.4	1.8	119	**38	1.1	4.0	98	**20	0.6	2.1	47				

	TOTAL U.S. '000	A '000	CAESAR B % DOWN	C ACROSS % INDX	D 100	A '000	FRENCH B % DOWN	C ACROSS % INDX	D 100	A '000	GARLIC B % DOWN	C ACROSS % INDX	D 100	A '000	ITALIAN B % DOWN	C ACROSS % INDX	D 100
TOTAL FEMALE HOMEMAKERS	80986	1214	100.0	1.5	100	3311	100.0	4.1	100	3588	100.0	4.4	100	11252	100.0	13.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	339	27.9	1.3	87	1018	30.7	3.9	96	1160	32.3	4.5	100	3224	28.7	12.4	89
NETWORK AFFILIATES - LATE	20261	296	24.4	1.5	97	874	26.4	4.3	106	936	26.1	4.6	104	2589	23.0	12.8	92
INDEPENDENTS - LATE	2076	**36	3.0	1.7	116	112	3.4	5.4	132	160	4.5	7.7	174	364	3.2	17.5	126
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	10453	*151	12.4	1.4	96	441	13.3	4.2	103	450	12.5	4.3	97	1300	11.6	12.4	90
ABC MONDAY NIGHT MOVIE	A 6412	**114	9.4	1.8	119	220	6.6	3.4	84	299	8.3	4.7	105	812	7.2	12.7	91
ABC SUNDAY NIGHT MOVIE	A 12407	*184	15.2	1.5	99	564	17.0	4.5	111	527	14.7	4.2	96	1794	15.9	14.5	104
ABC WORLD NEWS TONIGHT	A 6176	*59	4.9	1.0	64	243	7.3	3.9	96	296	8.2	4.8	108	903	8.0	14.6	105
AFTERMASH	C 5863	**88	7.2	1.5	100	*177	5.3	3.0	74	*306	8.5	5.2	118	879	7.8	15.0	108
ALICE	C 9594	*138	11.4	1.4	96	409	12.4	4.3	104	447	12.5	4.7	105	1388	12.3	14.5	104
AMERICAN PARADE	C 6622	**80	6.6	1.2	81	215	6.5	3.2	79	293	8.2	4.4	100	792	7.0	12.0	86
BENSON	A 10886	*139	11.4	1.3	85	469	14.2	4.3	105	525	14.6	4.8	109	1598	14.2	14.7	106
BLUE THUNDER	A 5036	**68	5.6	1.4	90	*162	4.9	3.2	79	*172	4.8	3.4	77	596	5.3	11.8	85
CAGNEY & LACEY	C 9965	*146	12.0	1.5	98	453	13.7	4.5	111	419	11.7	4.2	95	1306	11.6	13.1	94
CBS EVENING NEWS-DEAN	C 3491	**22	1.8	0.6	42	**110	3.3	3.2	77	*173	4.8	5.0	112	442	3.9	12.7	91
CBS EVENING NEWS-RATHER	C 7123	*62	5.1	0.9	58	270	8.2	3.8	93	396	11.0	5.6	125	856	7.6	12.0	86
CBS SAT. NEWS-SCHIEFFER	C 3621	**19	1.6	0.5	35	124	3.7	3.4	84	117	3.3	3.2	73	365	3.2	10.1	73
CBS SATURDAY NIGHT MOVIE	C 5436	*71	5.8	1.3	87	174	5.3	3.2	78	231	6.4	4.2	96	744	6.6	13.7	99
CBS WEDNESDAY NIGHT MOVIE	C 6100	*140	11.5	2.3	153	332	10.0	5.4	133	291	8.1	4.8	108	861	7.7	14.1	102
CHEERS	N 8889	*116	9.6	1.3	87	303	9.2	3.4	83	428	11.9	4.8	109	1362	12.1	15.3	110
DALLAS	C 22109	*332	27.3	1.5	100	840	25.4	3.8	93	904	25.2	4.1	92	2704	24.0	12.2	88
DIFF'RENT STROKES	N 6940	**61	5.0	0.9	59	270	8.2	3.9	95	264	7.4	3.8	86	857	7.6	12.3	89
DOUBLE TROUBLE	N 7223	**119	9.8	1.6	110	280	8.5	3.9	95	*216	6.0	3.0	67	935	8.3	12.9	93
DUCK FACTORY	N 5595	**79	6.5	1.4	94	*168	5.1	3.0	73	*278	7.7	5.0	112	789	7.0	14.1	101
DUKES OF HAZZARD	C 5768	**91	7.5	1.6	105	*170	5.1	2.9	72	*201	5.6	3.5	79	583	5.2	10.1	73
DYNASTY	A 20053	*185	15.2	0.9	62	929	28.1	4.6	113	920	25.6	4.6	104	2545	22.6	12.7	91
FACTS OF LIFE	N 8087	*144	11.9	1.8	119	263	7.9	3.3	80	*216	6.0	2.7	60	1083	9.6	13.4	96
FALCON CREST	C 20046	*251	20.7	1.3	84	792	23.9	4.0	97	735	20.5	3.7	83	2519	22.4	12.6	90
FALL GUY	A 9084	*113	9.3	1.2	83	403	12.2	4.4	109	408	11.4	4.5	101	1114	9.9	12.3	88
FAMILY TIES	N 7964	*72	5.9	0.9	60	328	9.9	4.1	101	329	9.2	4.1	93	1040	9.2	13.1	94
FANTASY ISLAND	A 7687	*121	10.0	1.6	105	407	12.3	5.3	130	335	9.3	4.4	98	1028	9.1	13.4	96
FOULUPS, BLEEP & BLUNDERS	A 8861	**111	9.1	1.3	84	394	11.9	4.4	109	362	10.1	4.1	92	1311	11.7	14.8	106
FOUR SEASONS	C 5095	**50	4.1	1.0	65	*139	4.2	2.7	67	*266	7.4	5.2	118	886	7.9	17.4	125
GIMME A BREAK	N 8838	**112	9.2	1.3	85	408	12.3	4.6	113	316	8.8	3.6	81	1035	9.2	11.7	84
HART TO HART	A 8978	*115	9.5	1.3	85	314	9.5	3.5	86	419	11.7	4.7	105	1154	10.3	12.9	93
HILL STREET BLUES	N 8590	**135	11.1	1.6	105	313	9.5	3.6	89	415	11.6	4.8	109	1301	11.6	15.1	109
HOTEL	A 14085	*186	15.3	1.3	88	645	19.5	4.6	112	699	19.5	5.0	112	1776	15.8	12.6	91
JEFFERSONS	C 9360	*186	15.3	2.0	133	358	10.8	3.8	94	478	13.3	5.1	115	1347	12.0	14.4	104
JENNIFER SLEPT HERE	N 5841	*87	7.2	1.5	99	*233	7.0	4.0	98	303	8.4	5.2	117	814	7.2	13.9	100
KATE & ALLIE	C 9206	*138	11.4	1.5	100	350	10.6	3.8	93	349	9.7	3.8	86	1239	11.0	13.5	97
KNIGHT RIDER	N 7076	*132	10.9	1.9	124	*230	6.9	3.3	80	293	8.2	4.1	93	1150	10.2	16.3	117
LOVE BOAT	A 12219	*171	14.1	1.4	93	558	16.9	4.6	112	613	17.1	5.0	113	1524	13.5	12.5	90
MAGNUM PI	C 11199	*205	16.9	1.8	122	370	11.2	3.3	81	527	14.7	4.7	106	1346	12.0	12.0	87
MAMA'S FAMILY	N 6057	*81	6.7	1.3	89	*228	6.9	3.8	92	*240	6.7	4.0	89	770	6.8	12.7	91
MASTER, THE	N 3598	*29	2.4	0.8	54	*138	4.2	3.8	94	*115	3.2	3.2	72	471	4.2	13.1	94
MATT HOUSTON	A 6344	*126	10.4	2.0	132	258	7.8	4.1	99	350	9.8	5.5	125	977	8.7	15.4	111
NBC MONDAY NIGHT MOVIE	N 11994	*158	13.0	1.3	88	381	11.5	3.2	78	540	15.1	4.5	102	1696	15.1	14.1	102
NBC NIGHTLY NEWS	N 5132	*95	7.8	1.9	123	175	5.3	3.4	83	199	5.5	3.9	88	633	5.6	12.3	89
NBC NIGHTLY NEWS-SAT	N 3375	*23	1.9	0.7	45	*129	3.9	3.8	93	*111	3.1	3.3	74	326	2.9	9.7	70
NBC NIGHTLY NEWS-SUN	N 3130	*42	3.5	1.3	90	*103	3.1	3.3	80	*89	2.5	2.8	64	448	4.0	14.3	103
NBC SUNDAY NIGHT MOVIE	N 8284	*69	5.7	0.8	56	*311	9.4	3.8	92	*330	9.2	4.0	90	1102	9.8	13.3	96
NEWHART	C 9240	*145	11.9	1.6	105	349	10.5	3.8	92	391	10.9	4.2	96	1334	11.9	14.4	104
ONE DAY AT A TIME	C 7288	**146	12.0	2.0	134	374	11.3	5.1	126	324	9.0	4.4	100	936	8.3	12.8	92
PEOPLE ARE FUNNY	N 4855	**48	4.0	1.0	66	*163	4.9	3.4	82	*199	5.5	4.1	93	691	6.1	14.2	102
REAL PEOPLE	N 8869	*90	7.4	1.0	68	250	7.6	2.8	69	245	6.8	2.8	62	1161	10.3	13.1	94
REMINGTON STEELE	N 7743	*84	6.9	1.1	72	308	9.3	4.0	97	336	9.4	4.3	98	1186	10.5	15.3	110
RIPLEY'S BELIEVE IT - NOT	A 5345	*78	6.4	1.5	97	*211	6.4	3.9	97	302	8.4	5.7	128	829	7.4	15.5	112
RIPTIDE	N 6988	**110	9.1	1.6	105	258	7.8	3.7	90	298	8.3	4.3	96	1075	9.6	15.4	111
SCARECROW & MRS. KING	C 10002	*161	13.3	1.6	107	352	10.6	3.5	86	460	12.8	4.6	104	1249	11.1	12.5	90
SIMON & SIMON	C 10638	*168	13.8	1.6	105	483	14.6	4.5	111	447	12.5	4.2	95	1360	12.1	12.8	92
60 MINUTES	C 13293	*160	13.2	1.2	80	516	15.6	3.9	95	679	18.9	5.1	115	1762	15.7	13.3	95
ST. ELSEWHERE	N 7017	**118	9.7	1.7	112	221	6.7	3.1	77	344	9.6	4.9	111	969	8.6	13.8	99
THREE'S COMPANY	A 10917	*166	13.7	1.5	101	489	14.8	4.5	110	517	14.4	4.7	107	1595	14.2	14.6	105
T.J. HOOKER	A 9204	*107	8.8	1.2	78	378	11.4	4.1	100	446	12.4	4.8	109	1223	10.9	13.3	96
TONIGHT SHOW	N 2372	*33	2.7	1.4	93	86	2.6	3.6	89	108	3.0	4.6	103	308	2.7	13.0	93
TRAPPER JOHN, M.D.	C 9846	*180	14.8	1.8	122	474	14.3	4.8	118	491	13.7	5.0	113	1159	10.3	11.8	85
TV BLOOPERS & PRAC. JOKES	N 9105	**104	8.6	1.1	76	301	9.1	3.3	81	324	9.0	3.6	80	1134	10.1	12.5	90
20/20	A 9387	*126	10.4	1.3	90	334	10.1	3.6	87	436	12.2	4.6	105	1156	10.3	12.3	89
WEBSTER	A 11067	*140	11.5	1.3	84	458	13.8	4.1	101	521	14.5	4.7	106	1618	14.4	14.6	105
WORLD NEWS - SUN	A 3062	*15	1.2	0.5	33	*141	4.3	4.6	113	*156	4.3	5.1	115	422	3.8	13.8	99
YELLOW ROSE	N 4978	**65	5.4	1.3	87	*205	6.2	4.1	101	*254	7.1	5.1	115	612	5.4	12.3	88
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	**92	7.6	1.0	69	*339	10.2	3.8	93	*272	7.6	3.1	69	1144	10.2	12.9	93
BASKETBALL - COLLEGE GAMES	4080	**96	7.9	2.4	157	**207	6.3	5.1	124	**278	7.7	6.8	154	554	4.9	13.6	98
BASKETBALL - PRO GAMES	3607	**75	6.2	2.1	139	**232	7.0	6.4	157	**187	5.2	5.2	117	602	5.4	16.7	120
BOWLING	3883	**84	6.9	2.2	144	**154	4.7	4.0	97	**205	5.7	5.3	119	638	5.7	16.4	118
BOXING	3928	**62	5.1	1.6	105	**218	6.6	5.5	136	**174	4.8	4.4	100	*485	4.3	1	

DRY MIX SALAD DRESSING - FLAVORS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	ROQUEFORT/BLUE CHEESE '000	A DOWN	B % ACROSS	C % INDX	OTHER '000	A DOWN	B % ACROSS	C % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	12190	100.0	15.1	100	2915	100.0	3.6	100	2094	100.0	2.6	100				
18 - 24	9282	1388	11.4	15.0	99	**283	9.7	3.0	85	**218	10.4	2.3	91				
25 - 34	19072	3376	27.7	17.7	118	**491	16.8	2.6	72	**510	24.4	2.7	103				
35 - 44	14591	2680	22.0	18.4	122	**409	14.0	2.8	78	**463	22.1	3.2	123				
45 - 54	11345	1843	15.1	16.2	108	466	16.0	4.1	114	**311	14.9	2.7	106				
55 - 64	11635	1645	13.5	14.1	94	686	23.5	5.9	164	**296	14.1	2.5	98				
65 OR OLDER	15061	1259	10.3	8.4	56	580	19.9	3.9	107	**297	14.2	2.0	76				
18 - 34	28354	4763	39.1	16.8	112	774	26.6	2.7	76	728	34.8	2.6	99				
18 - 49	48339	8404	68.9	17.4	116	1434	49.2	3.0	82	1326	63.3	2.7	106				
25 - 54	45008	7898	64.8	17.5	117	1367	46.9	3.0	84	1284	61.3	2.9	110				
35 - 49	19985	3641	29.9	18.2	121	661	22.7	3.3	92	598	28.6	3.0	116				
50 OR OLDER	32647	3786	31.1	11.6	77	1481	50.8	4.5	126	769	36.7	2.4	91				
GRADUATED COLLEGE	11155	2327	19.1	20.9	139	**442	15.2	4.0	110	**281	13.4	2.5	97				
ATTENDED COLLEGE	13682	2681	22.0	19.6	130	663	22.7	4.8	135	**411	19.6	3.0	116				
GRADUATED HIGH SCHOOL	33880	5562	45.6	16.4	109	1398	48.0	4.1	115	1115	53.2	3.3	127				
DID NOT GRADUATE HIGH SCHOOL	22270	1620	13.3	7.3	48	**412	14.1	1.9	51	**287	13.7	1.3	50				
EMPLOYED	40306	7162	58.8	17.8	118	1424	48.9	3.5	98	1013	48.4	2.5	97				
EMPLOYED FULL-TIME	32850	5927	48.6	18.0	120	1243	42.6	3.8	105	844	40.3	2.6	99				
EMPLOYED PART-TIME	7456	1235	10.1	16.6	110	**181	6.2	2.4	67	**169	8.1	2.3	88				
NOT EMPLOYED	40680	5028	41.2	12.4	82	1491	51.1	3.7	102	1081	51.6	2.7	103				
PROFESSIONAL/MANAGER	10392	1838	15.1	17.7	118	**394	13.5	3.8	105	**354	16.9	3.4	132				
TECH/CLERICAL/SALES	17574	3662	30.0	20.8	138	765	26.2	4.4	121	**427	20.4	2.4	94				
PRECISION/CRAFT	985	**205	1.7	20.8	138	**32	1.1	3.2	90	**30	1.4	3.0	118				
OTHER EMPLOYED	11354	1456	11.9	12.8	85	**233	8.0	2.1	57	**203	9.7	1.8	69				
SINGLE	9863	1210	9.9	12.3	82	**319	10.9	3.2	90	**183	8.7	1.9	72				
MARRIED	51375	8615	70.7	16.8	111	1898	65.1	3.7	103	1420	67.8	2.8	107				
DIVORCED/SEPARATED/WIDOWED	19748	2366	19.4	12.0	80	699	24.0	3.5	98	492	23.5	2.5	96				
PARENTS	32590	5753	47.2	17.7	117	815	28.0	2.5	69	1122	53.6	3.4	133				
WHITE	70416	11497	94.3	16.3	108	2726	93.5	3.9	108	1934	92.4	2.7	106				
BLACK	8778	463	3.8	5.3	35	**169	5.8	1.9	53	**130	6.2	1.5	57				
OTHER	1791	**229	1.9	12.8	85	**21	0.7	1.2	33	**30	1.4	1.7	65				
NORTHEAST-CENSUS	17786	1216	10.0	6.8	45	**438	15.0	2.5	68	**364	17.4	2.0	79				
NORTH CENTRAL	20741	3517	28.9	17.0	113	**429	14.7	2.1	57	591	28.2	2.8	110				
SOUTH	27775	3737	30.7	13.5	89	1007	34.5	3.6	101	**520	24.8	1.9	72				
WEST	14683	3720	30.5	25.3	168	1041	35.7	7.1	197	620	29.6	4.2	163				
NORTHEAST-MKTG.	17961	1124	9.2	6.3	42	493	16.9	2.7	76	**335	16.0	1.9	72				
EAST CENTRAL	11885	1849	15.2	15.6	103	**229	7.9	1.9	54	**274	13.1	2.3	89				
WEST CENTRAL	14090	2552	20.9	18.1	120	**397	13.6	2.8	78	431	20.6	3.1	118				
SOUTH	24081	3441	28.2	14.3	95	919	31.5	3.8	106	**530	25.3	2.2	85				
PACIFIC	12969	3225	26.5	24.9	165	877	30.1	6.8	188	**524	25.0	4.0	156				
COUNTY SIZE A	32439	4246	34.8	13.1	87	1161	39.8	3.6	99	846	40.4	2.6	101				
COUNTY SIZE B	24915	4111	33.7	16.5	110	942	32.3	3.8	105	714	34.1	2.9	111				
COUNTY SIZE C	12930	2272	18.6	17.6	117	525	18.0	4.1	113	**318	15.2	2.5	95				
COUNTY SIZE D	10703	1562	12.8	14.6	97	**288	9.9	2.7	75	**217	10.4	2.0	78				
METRO CENTRAL CITY	24518	3087	25.3	12.6	84	858	29.4	3.5	97	452	21.6	1.8	71				
METRO SUBURBAN	35919	5961	48.9	16.6	110	1422	48.8	4.0	110	1268	60.6	3.5	137				
NON METRO	20549	3141	25.8	15.3	102	635	21.8	3.1	86	**375	17.9	1.8	71				
TOP 5 ADI'S	18341	2068	17.0	11.3	75	616	21.1	3.4	93	**437	20.9	2.4	92				
TOP 10 ADI'S	25378	3077	25.2	12.1	81	841	28.9	3.3	92	658	31.4	2.6	100				
TOP 20 ADI'S	36488	4955	40.6	13.6	90	1361	46.7	3.7	104	986	47.1	2.7	105				
HSGLD INC. \$50,000 OR MORE	6612	1373	11.3	20.8	138	**310	10.6	4.7	130	**223	10.6	3.4	130				
\$40,000 OR MORE	12659	2448	20.1	19.3	128	637	21.9	5.0	140	**386	18.4	3.0	118				
\$30,000 OR MORE	24698	4971	40.8	20.1	134	1081	37.1	4.4	122	814	38.9	3.3	127				
\$25,000 OR MORE	32077	6433	52.8	20.1	133	1498	51.4	4.7	130	1009	48.2	3.1	122				
\$20,000 - \$24,999	9144	1501	12.3	16.4	109	**194	6.7	2.1	59	**314	15.0	3.4	133				
\$15,000 - \$19,999	8728	1319	10.8	15.1	100	**285	9.8	3.3	91	**199	9.5	2.3	88				
\$10,000 - \$14,999	12562	1515	12.4	12.1	80	649	22.3	5.2	144	**257	12.3	2.0	79				
UNDER \$10,000	18475	1422	11.7	7.7	51	**289	9.9	1.6	43	**316	15.1	1.7	66				
HOUSEHOLD OF 1 PERSON	11987	1066	8.7	8.9	59	436	15.0	3.6	101	**188	9.0	1.6	61				
2 PEOPLE	26577	3912	32.1	14.7	98	1158	39.7	4.4	121	638	30.5	2.4	93				
3 OR 4 PEOPLE	30617	5205	42.7	17.0	113	948	32.5	3.1	86	907	43.3	3.0	115				
5 OR MORE PEOPLE	11804	2008	16.5	17.0	113	**373	12.8	3.2	88	**362	17.3	3.1	119				
NO CHILD IN HSHLD	46165	6047	49.6	13.1	87	2052	70.4	4.4	123	927	44.3	2.0	78				
CHILD(REN) UNDER 2 YRS	5325	801	6.6	15.0	100	**114	3.9	2.1	59	**175	8.4	3.3	127				
2 - 5 YEARS	14221	2514	20.6	17.7	117	**360	12.3	2.5	70	**568	27.1	4.0	154				
6 - 11 YEARS	15117	2542	20.9	16.8	112	**305	10.5	2.0	56	**343	16.4	2.3	88				
12 - 17 YEARS	16611	2923	24.0	17.6	117	**460	15.8	2.8	77	561	26.8	3.4	131				
RESIDENCE OWNED	55884	9312	76.4	16.7	111	2235	76.7	4.0	111	1639	78.3	2.9	113				
VALUE: \$50,000 OR MORE	31744	6033	49.5	19.0	126	1585	54.4	5.0	139	1074	51.3	3.4	131				
VALUE: UNDER \$50,000	24140	3279	26.9	13.6	90	650	22.3	2.7	75	**565	27.0	2.3	91				

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	TOTAL U.S. '000	A '000	RANCH B % DOWN	C ACROSS % INDX	D INDX	ROQUEFORT/BLUE A '000	B % DOWN	CHEESE C ACROSS % INDX	D INDX	OTHER A '000	B % DOWN	C ACROSS % INDX	D INDX	A '000	B % DOWN	C ACROSS % INDX	D INDX
TOTAL FEMALE HOMEOWNERS	80986	12190	100.0	15.1	100	2915	100.0	3.6	100	2094	100.0	2.6	100				
ATLANTIC MONTHLY	415	**108	0.9	26.0	173	**25	0.9	6.0	167	**18	0.9	4.3	168				
BARRON'S	453	**74	0.6	16.3	109	**16	0.5	3.5	98	**19	0.9	4.2	162				
BETTER HOMES & GARDENS	16256	2991	24.5	18.4	122	649	22.3	4.0	111	493	23.5	3.0	117				
BON APPETIT	2535	651	5.3	25.7	171	**156	5.4	6.2	171	**146	7.0	5.8	223				
BUSINESS WEEK	1278	*158	1.3	12.4	82	**39	1.3	3.1	85	**34	1.6	2.7	103				
CAR AND DRIVER	378	**34	0.3	9.0	60	**7	0.2	1.9	51	**1	0.0	0.3	10				
CBS MAGAZINE NETWORK (GROSS)	1498	**277	2.3	18.5	123	**186	6.4	12.4	345	**34	1.6	2.3	88				
CHANGING TIMES	1505	284	2.3	18.9	125	**110	3.8	7.3	203	**33	1.6	2.2	85				
COLONIAL HOMES	1231	242	2.0	19.7	131	**48	1.6	3.9	108	**24	1.1	1.9	75				
CONDE NAST MAG. PKG. (GROSS)	14146	1828	15.0	12.9	86	651	22.3	4.6	128	326	15.6	2.3	89				
CONSUMERS DIGEST	1323	*240	2.0	18.1	121	**130	4.5	9.8	273	**55	2.6	4.2	161				
COSMOPOLITAN	7102	1265	10.4	17.8	118	295	10.1	4.2	115	**188	9.0	2.6	102				
COUNTRY LIVING	2481	588	4.8	23.7	157	**87	3.0	3.5	97	**80	3.8	3.2	125				
CUISINE	1472	268	2.2	18.2	121	**76	2.6	5.2	143	**92	4.4	6.3	242				
CYCLE WORLD	425	**98	0.8	23.1	153	**60	2.1	14.1	392	**13	0.6	3.1	118				
DCI:CREATIVE IDEAS FOR LIV	2510	638	5.2	25.4	169	**99	3.4	3.9	110	**96	4.6	3.8	148				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1582	13.0	23.6	157	358	12.3	5.3	149	**265	12.7	4.0	153				
DISCOVER	894	*144	1.2	16.1	107	**17	0.6	1.9	53	**24	1.1	2.7	104				
EBONY	3507	209	1.7	6.0	40	**97	3.3	2.8	77	**62	3.0	1.8	68				
ESQUIRE	1083	*120	1.0	11.1	74	**54	1.9	5.0	139	**7	0.3	0.6	25				
ESSENCE	1830	*104	0.9	5.7	38	**27	0.9	1.5	41	**43	2.1	2.3	91				
FAMILY CIRCLE	15930	3026	24.8	19.0	126	755	25.9	4.7	132	404	19.3	2.5	98				
THE FAMILY HANDYMAN	1126	*217	1.8	19.3	128	**59	2.0	5.2	146	**26	1.2	2.3	89				
FAMILY WEEKLY	11468	1958	16.1	17.1	113	504	17.3	4.4	122	372	17.8	3.2	125				
FIELD & STREAM	2234	361	3.0	16.2	107	**163	5.6	7.3	203	**32	1.5	1.4	55				
FOOD & WINE	579	**48	0.4	8.3	55	**33	1.1	5.7	158	**23	1.1	4.0	154				
FORBES	728	*150	1.2	20.6	137	**54	1.9	7.4	206	**28	1.3	3.8	149				
FORTUNE	906	*154	1.3	17.0	113	**49	1.7	5.4	150	**22	1.1	2.4	94				
GENTLEMEN'S QUARTERLY	791	*95	0.8	12.0	80	**24	0.8	3.0	84	**4	0.2	0.5	20				
GLAMOUR	5265	689	5.7	13.1	87	*212	7.3	4.0	112	*141	6.7	2.7	104				
GOLF DIGEST	636	**121	1.0	19.0	126	**22	0.8	3.5	96	**50	2.4	7.9	304				
GOLF DIGEST/TENNIS (GROSS)	1186	250	2.1	21.1	140	**51	1.7	4.3	119	**57	2.7	4.8	186				
GOLF MAGAZINE	441	**79	0.6	17.9	119	**27	0.9	6.1	170	**36	1.7	8.2	316				
GOLF MAGAZINE/SKI (GROSS)	922	*176	1.4	19.1	127	**53	1.8	5.7	160	**44	2.1	4.8	185				
GOOD HOUSEKEEPING	16487	2949	24.2	17.9	119	614	21.1	3.7	103	563	26.9	3.4	132				
HARPER'S BAZAAR	2423	226	1.9	9.3	62	**125	4.3	5.2	143	**50	2.4	2.1	80				
HEALTH	1994	*221	1.8	11.1	74	**91	3.1	4.6	127	**97	4.6	4.9	188				
HEARST MAG CORP. BUY (GROSS)	44101	7760	63.7	17.6	117	1778	61.0	4.0	112	1303	62.2	3.0	114				
HEARST MAN POWER (GROSS)	1993	505	4.1	25.3	168	**88	3.0	4.4	123	**46	2.2	2.3	89				
HEARST WOMAN POWER (GROSS)	31274	5515	45.2	17.6	117	1204	41.3	3.8	107	928	44.3	3.0	115				
HOUSE BEAUTIFUL	3623	570	4.7	15.7	105	*170	5.8	4.7	130	**145	6.9	4.0	155				
INC.	283	**47	0.4	16.6	110	**9	0.3	3.2	88	**2	0.1	0.7	27				
JET	2928	235	1.9	8.0	53	**56	1.9	1.9	53	**46	2.2	1.6	61				
LADIES' HOME JOURNAL	11918	2294	18.8	19.2	128	530	18.2	4.4	124	428	20.4	3.6	139				
LHJ FAMILY GRP COMBO(GROSS)	16764	3050	25.0	18.2	121	757	26.0	4.5	125	629	30.0	3.8	145				
LIFE	4254	668	5.5	15.7	104	*217	7.4	5.1	142	*128	6.1	3.0	116				
L.A. TIMES HOME MAGAZINE	1145	*213	1.7	18.6	124	**68	2.3	5.9	165	**24	1.1	2.1	81				
MADEMOISELLE	2884	368	3.0	12.8	85	**112	3.8	3.9	108	**47	2.2	1.6	63				
MC CALL'S	13460	2639	21.6	19.6	130	621	21.3	4.6	128	442	21.1	3.3	127				
MC CALL'S/WRK MOTHER (GROSS)	14606	2876	23.6	19.7	131	692	23.7	4.7	132	473	22.6	3.2	125				
MECHANIX ILLUSTRATED	772	*228	1.9	29.5	196	**48	1.6	6.2	173	**36	1.7	4.7	180				
METROPOLITAN HOME	967	*125	1.0	12.9	86	**41	1.4	4.2	118	**35	1.7	3.6	140				
MONEY	1588	294	2.4	18.5	123	**105	3.6	6.6	184	**40	1.9	2.5	97				
MOTHER EARTH NEWS	1002	*231	1.9	23.1	153	**45	1.5	4.5	125	**55	2.6	5.5	212				
MS.	825	*117	1.0	14.2	94	**24	0.8	2.9	81	**14	0.7	1.7	66				
NATIONAL ENQUIRER	10336	1366	11.2	13.2	88	345	11.8	3.3	93	*220	10.5	2.1	82				
NATIONAL GEOGRAPHIC	9597	2133	17.5	22.2	148	561	19.2	5.8	162	313	14.9	3.3	126				
NATIONAL SUNDAY MAGAZINE PKG	49558	7859	64.5	15.9	105	1943	66.7	3.9	109	1440	68.8	2.9	112				
NATURAL HISTORY	573	**130	1.1	22.7	151	**62	2.1	10.8	301	**18	0.9	3.1	121				
NEW WOMAN	1699	276	2.3	16.2	108	**90	3.1	5.3	147	**64	3.1	3.8	146				
NEW YORK INCLUDING CUE	443	**34	0.3	7.7	51	**17	0.6	3.8	107	**2	0.1	0.5	17				
THE NEW YORKER	1270	162	1.3	12.8	85	**92	3.2	7.2	201	**28	1.3	2.2	85				
NEWSWEEK	6277	1165	9.6	18.6	123	328	11.3	5.2	145	*218	10.4	3.5	134				
THE N.Y. TIMES DAILY EDITION	1205	**81	0.7	6.7	45	**51	1.7	4.2	118	**31	1.5	2.6	99				
THE N.Y. TIMES MAGAZINE	2081	*131	1.1	6.3	42	**65	2.2	3.1	87	**44	2.1	2.1	82				
OMNI	788	**100	0.8	12.7	84	**21	0.7	2.7	74	**23	1.1	2.9	113				
ON CABLE	1158	*190	1.6	16.4	109	**30	1.0	2.6	72	**25	1.2	2.2	83				
1001 HOME IDEAS	2852	536	4.4	18.8	125	*137	4.7	4.8	133	**104	5.0	3.6	141				
ORGANIC GARDENING	1658	416	3.4	25.1	167	**99	3.4	6.0	166	**53	2.5	3.2	124				
OUTDOOR LIFE	896	*142	1.2	15.8	105	**49	1.7	5.5	152	**28	1.3	3.1	121				
PARADE MAGAZINE	24275	4013	32.9	16.5	110	1020	35.0	4.2	117	708	33.8	2.9	113				

	TOTAL U.S. '000	RANCH				ROQUEFORT/BLUE CHEESE				OTHER							
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	12190	100.0	15.1	100	2915	100.0	3.6	100	2094	100.0	2.6	100				
PARENTS	3845	808	6.6	21.0	140	**184	6.3	4.8	133	*204	9.7	5.3	205				
PENTHOUSE	831	**139	1.1	16.7	111	**19	0.7	2.3	64	**37	1.8	4.5	172				
PEOPLE	11645	1851	15.3	16.0	107	530	18.2	4.6	126	361	17.2	3.1	120				
PLAYBOY	2006	422	3.5	21.0	140	**51	1.7	2.5	71	**43	2.1	2.1	83				
POPULAR HOT RODDING	297	**45	0.4	15.2	101	**13	0.4	4.4	122	**9	0.4	3.0	117				
POPULAR MECHANICS	1018	*299	2.5	29.4	195	**56	1.9	5.5	153	**29	1.4	2.8	110				
POPULAR SCIENCE	878	**117	1.0	13.3	89	**27	0.9	3.1	85	**22	1.1	2.5	97				
PREVENTION	3913	632	5.2	16.2	107	*223	7.7	5.7	158	*220	10.5	5.6	217				
PSYCHOLOGY TODAY	1710	257	2.1	15.0	100	**23	0.8	1.3	37	**39	1.9	2.3	88				
READER'S DIGEST	22204	3778	31.0	17.0	113	1076	36.9	4.8	135	777	17.1	3.5	135				
REDBOOK	7684	1300	10.7	16.9	112	296	10.2	3.9	107	*176	8.4	2.3	89				
ROAD & TRACK	410	**76	0.6	18.5	123	**2	0.1	0.5	14	**2	0.1	0.5	19				
ROLLING STONE	969	*176	1.4	18.2	121	**50	1.7	5.2	143	**38	1.8	3.9	152				
RUNNER'S WORLD	298	**63	0.5	21.1	140	**7	0.2	2.3	65	**0	0.0	0.0	0				
SATURDAY EVENING POST	1169	*148	1.2	12.7	84	**70	2.4	6.0	166	**14	0.7	1.2	46				
SCIENCE 84	587	*155	1.3	26.4	175	**19	0.7	3.2	90	**29	1.4	4.9	191				
SCIENCE DIGEST	482	**99	0.8	20.5	136	**10	0.3	2.1	58	**16	0.8	3.3	128				
SCIENTIFIC AMERICAN	594	**108	0.9	18.2	121	**21	0.7	3.5	98	**8	0.4	1.3	52				
SELF	2089	354	2.9	16.9	113	**143	4.9	6.8	190	**35	1.7	1.7	65				
SEVENTEEN	2411	429	3.5	17.8	118	**156	5.4	6.5	180	**102	4.9	4.2	164				
SKI	480	**97	0.8	20.2	134	**26	0.9	5.4	150	**7	0.3	1.5	56				
SMITHSONIAN	2760	494	4.1	17.9	119	*212	7.3	7.7	213	**143	6.8	5.2	200				
SOAP OPERA DIGEST	3013	380	3.1	12.6	84	**103	3.5	3.4	95	**95	4.5	3.2	122				
SOUTHERN LIVING	4184	944	7.7	22.6	150	*259	8.9	6.2	172	*169	8.1	4.0	156				
SPORT	559	**92	0.8	16.5	109	**26	0.9	4.7	129	**14	0.7	2.5	97				
THE SPORTING NEWS	436	**31	0.3	7.1	47	**9	0.3	2.1	57	**7	0.3	1.6	62				
SPORTS AFIELD	493	*108	0.9	21.9	146	**22	0.8	4.5	124	**1	0.0	0.2	8				
SPORTS ILLUSTRATED	2758	447	3.7	16.2	108	**113	3.9	4.1	114	**51	2.4	1.8	72				
STAR	7456	1015	8.3	13.6	90	*277	9.5	3.7	103	*234	11.2	3.1	121				
SUNDAY	24936	3836	31.5	15.4	102	889	30.5	3.6	99	733	35.0	2.9	114				
SUNSET	2124	572	4.7	26.9	179	*197	6.8	9.3	258	**147	7.0	6.9	268				
TV GUIDE	21661	3263	26.8	15.1	100	885	30.4	4.1	114	599	28.6	2.8	107				
TENNIS	550	*129	1.1	23.5	156	**29	1.0	5.3	146	**8	0.4	1.5	56				
TIME	8880	1427	11.7	16.1	107	386	13.2	4.3	121	*296	14.1	3.3	129				
TOWN & COUNTRY	917	*101	0.8	11.0	73	**49	1.7	5.3	148	*114	0.7	1.5	59				
TRAVEL & LEISURE	972	*170	1.4	17.5	116	**29	1.0	3.0	83	**11	0.5	1.1	44				
TRUE STORY	3356	407	3.3	12.1	81	**107	3.7	3.2	89	**88	4.2	2.6	101				
U.S. NEWS & WORLD REPORT	3410	650	5.3	19.1	127	*238	8.2	7.0	194	**155	7.4	4.5	176				
USA TODAY	1759	326	2.7	18.5	123	**71	2.4	4.0	112	**63	3.0	3.6	139				
US	1873	306	2.5	16.3	109	**67	2.3	3.6	99	**67	3.2	3.6	138				
VOGUE	3909	417	3.4	10.7	71	*184	6.3	4.7	131	*103	4.9	2.6	102				
WALL STREET JOURNAL	1886	347	2.8	18.4	122	*114	3.9	6.0	168	**29	1.4	1.5	59				
WEIGHT WATCHERS	2120	372	3.1	17.5	117	**93	3.2	4.4	122	**139	6.6	6.6	254				
WOMAN'S DAY	14172	2518	20.7	17.8	118	655	22.5	4.6	128	476	22.7	3.4	130				
WORKING MOTHER	1146	*237	1.9	20.7	137	**71	2.4	6.2	172	*331	1.5	2.7	105				
WORKING WOMAN	1322	*202	1.7	15.3	102	**24	0.8	1.8	50	**43	2.1	3.3	126				
WORLD TENNIS	*163	**48	0.4	29.4	196	**11	0.4	6.7	187	**5	0.2	3.1	119				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	468	3.8	18.5	123	**87	3.0	3.4	95	**124	5.9	4.9	189				
BLAIR INSERTS	43657	6679	54.8	15.3	102	1601	54.9	3.7	102	1238	59.1	2.8	110				
DAILY NEWSPAPERS																	
READ ANY	51633	8094	66.4	15.7	104	2102	72.1	4.1	113	1426	68.1	2.8	107				
READ ONE	43463	6873	56.4	15.8	105	1721	59.0	4.0	110	1219	58.2	2.8	108				
READ TWO OR MORE	8170	1221	10.0	14.9	99	381	13.1	4.7	130	207	9.9	2.5	98				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8273	67.9	15.7	104	2039	69.9	3.9	108	1516	72.4	2.9	111				
READ ONE	46126	7110	58.3	15.4	102	1728	59.3	3.7	104	1358	64.9	2.9	114				
READ TWO OR MORE	6552	1163	9.5	17.8	118	311	10.7	4.7	132	*158	7.5	2.4	93				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.93				32.99				28.39							
30 DAY REACH	71455	10870	89.2	15.2	101	2651	90.9	3.7	103	1916	91.5	2.7	104				
50 SHWG - 30 DAY AV FREQ	14.56	14.75				17.68				14.86							
30 DAY REACH	67742	10327	84.7	15.2	101	2494	85.6	3.7	102	1844	88.1	2.7	105				
25 SHWG - 30 DAY AV FREQ	7.94	8.02				9.30				7.92							
30 DAY REACH	62117	9473	77.7	15.3	101	2379	81.6	3.8	106	1729	82.6	2.8	108				
CABLE TV: HOME WIRED	32077	5348	43.9	16.7	111	1220	41.9	3.8	106	878	41.9	2.7	106				
HOME NOT WIRED	48909	6842	56.1	14.0	93	1696	58.2	3.5	96	1216	58.1	2.5	96				
HAVE PAY CABLE	15935	3068	25.2	19.3	128	766	26.3	4.8	134	*512	24.5	3.2	124				

	TOTAL U.S. '000	A	RANCH B '000	C % ACROSS	D % INDX	ROQUEFORT/BLUE CHEESE A '000	B DOWN	C % ACROSS	D % INDX	OTHER A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	12190	100.0	15.1	100	2915	100.0	3.6	100	2094	100.0	2.6	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7218	59.2	16.4	109	1661	57.0	3.8	105	1131	54.0	2.6	100				
10:00 AM - 3:00 PM	30659	4950	40.6	16.1	107	1204	41.3	3.9	109	828	39.5	2.7	104				
3:00 PM - 7:00 PM	31045	5245	43.0	16.9	112	1079	37.0	3.5	97	714	34.1	2.3	89				
7:00 PM - MIDNIGHT	15767	2526	20.7	16.0	106	527	18.1	3.3	93	430	20.5	2.7	105				
MIDNIGHT - 6:00 AM	9120	1364	11.2	15.0	99	373	12.8	4.1	114	256	12.2	2.8	109				
6:00 AM - MIDNIGHT	58527	9339	76.6	16.0	106	2192	75.2	3.7	104	1498	71.5	2.6	99				
ENTIRE DAY	59311	9419	77.3	15.9	106	2225	76.3	3.8	104	1514	72.3	2.6	99				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2977	24.4	18.4	122	602	20.7	3.7	103	399	19.1	2.5	95				
ALL NEWS	2256	336	2.8	14.9	99	**72	2.5	3.2	89	**48	2.3	2.1	82				
AOR/PROGRESSIVE	3874	644	5.3	16.6	110	*186	6.4	4.8	133	**113	5.4	2.9	113				
BEAUTIFUL MUSIC	5660	958	7.9	16.9	112	290	9.9	5.1	142	**118	5.6	2.1	81				
BLACK	2204	*147	1.2	6.7	44	**34	1.2	1.5	43	**32	1.5	1.5	56				
CLASSICAL	1418	*264	2.2	18.6	124	**89	3.1	6.3	174	**81	3.9	5.7	221				
CHR/ROCK	9538	1515	12.4	15.9	106	284	9.7	3.0	83	*222	10.6	2.3	90				
COUNTRY	12648	2357	19.3	18.6	124	486	16.7	3.8	107	350	16.7	2.8	107				
GOLDEN OLDIES	1191	*121	1.0	10.2	67	**48	1.6	4.0	112	**22	1.1	1.8	71				
MOR/NOSTALGIA	4757	651	5.3	13.7	91	*156	5.4	3.3	91	**121	5.8	2.5	98				
NEWS/TALK	3863	492	4.0	12.7	85	*104	3.6	2.7	75	**107	5.1	2.8	107				
RELIGIOUS	3084	455	3.7	14.8	98	**137	4.7	4.4	123	**100	4.8	3.2	125				
SOFT ROCK	521	**34	0.3	6.5	43	**39	1.3	7.5	208	**28	1.3	5.4	208				
URBAN CONTEMPORARY	1585	*113	0.9	7.1	47	**61	2.1	3.8	107	**16	0.8	1.0	39				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	403	3.3	12.4	82	**72	2.5	2.2	61	**81	3.9	2.5	96				
ABC DIRECTION	2316	313	2.6	13.5	90	**151	5.2	6.5	181	**117	5.6	5.1	195				
ABC ENTERTAINMENT	4834	866	7.1	17.9	119	**95	3.3	2.0	55	**82	3.9	1.7	66				
ABC FM	2202	*236	1.9	10.7	71	**78	2.7	3.5	98	**52	2.5	2.4	91				
ABC INFORMATION	5425	941	7.7	17.3	115	*259	8.9	4.8	133	*197	9.4	3.6	140				
ABC ROCK	1677	283	2.3	16.9	112	*101	3.5	6.0	167	**47	2.2	2.8	108				
CBS	4430	757	6.2	17.1	114	*174	6.0	3.9	109	*131	6.3	3.0	114				
MUTUAL	4992	721	5.9	14.4	96	*117	4.0	2.3	65	*202	9.6	4.0	156				
NBC	4679	774	6.3	16.5	110	*151	5.2	3.2	90	*255	2.6	1.2	45				
RADIORADIO	1994	289	2.4	14.5	96	*68	2.3	3.4	95	*34	1.6	1.7	66				
RKO ONE	2298	389	3.2	16.9	112	*64	2.2	2.8	77	*50	2.4	2.2	84				
RKO TWO	3311	566	4.6	17.1	114	*102	3.5	3.1	86	*57	2.7	1.7	67				
THE SOURCE	2114	368	3.0	17.4	116	*61	2.1	2.9	80	*25	1.2	1.2	46				
NON-WIRED : BLAIR	8654	1813	14.9	20.9	139	285	9.8	3.3	91	*232	11.1	2.7	104				
INTERNET	12025	1854	15.2	15.4	102	492	16.9	4.1	114	350	16.7	2.9	113				
KATZ RADIO GROUP	15359	2450	20.1	16.0	106	516	17.7	3.4	93	317	15.1	2.1	80				
SUPERNET	10628	1637	13.4	15.4	102	386	13.2	3.6	101	*274	13.1	2.6	100				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1187	9.7	13.7	91	304	10.4	3.5	98	253	12.1	2.9	113				
MKDAY 9:00 AM - 1:00 PM	12163	1693	13.9	13.9	92	432	14.8	3.6	99	341	16.3	2.8	108				
MKDAY 1:00 PM - 4:30 PM	16150	2136	17.5	13.2	88	562	19.3	3.5	97	477	22.8	3.0	114				
MKDAY 4:30 PM - 7:30 PM	22463	2959	24.3	13.2	88	931	31.9	4.1	115	666	31.8	3.0	115				
MKDAY 7:30 PM - 8:00 PM	31795	4334	35.6	13.6	91	1248	42.8	3.9	109	860	41.1	2.7	105				
MKDAY 11:00 PM - 11:30 PM	23977	3516	28.8	14.7	97	878	30.1	3.7	102	620	29.6	2.6	100				
MKDAY 11:30 PM - 1:00 AM	7703	1247	10.2	16.2	108	268	9.2	3.5	97	227	10.8	2.9	114				
M-SAT 8-11 PM-SUN 7-11 PM	33800	4842	39.7	14.3	95	1226	42.1	3.6	101	882	42.1	2.6	101				
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	791	6.5	12.1	80	261	9.0	4.0	111	228	10.9	3.5	135				
ANOTHER WORLD N	4620	661	5.4	14.3	95	*147	5.0	3.2	88	*176	8.4	3.8	147				
AS THE WORLD TURNS C	5614	599	4.9	10.7	71	173	5.9	3.1	86	*101	4.8	1.8	70				
CAPITOL C	3396	341	2.8	10.0	67	*92	3.2	2.7	75	*59	2.8	1.7	67				
CBS MORN. NEWS 1 C	1446	199	1.6	13.8	91	**44	1.5	3.0	85	*18	0.9	1.2	48				
CBS MORN. NEWS 2 C	1207	141	1.2	11.7	78	*12	0.4	1.0	28	*24	1.1	2.0	77				
DAYS OF OUR LIVES N	5877	880	7.2	15.0	99	162	5.6	2.8	77	*169	8.1	2.9	111				
FACTS OF LIFE - DAYTIME N	2290	257	2.1	11.2	75	*86	3.0	3.8	104	*44	2.1	1.9	74				
FAMILY FEUD A	3023	411	3.4	13.6	90	*115	3.9	3.8	106	*76	3.6	2.5	97				
GENERAL HOSPITAL A	6097	860	7.1	14.1	94	232	8.0	3.8	106	176	8.4	2.9	112				
GOOD MORNING, AMERICA-730 A	3515	534	4.4	15.2	101	153	5.2	4.4	121	*94	4.5	2.7	103				
GOOD MORNING, AMERICA-830 A	2818	444	3.6	15.8	105	*144	4.9	5.1	142	*63	3.0	2.2	86				
GUIDING LIGHT C	5339	563	4.6	10.5	70	216	7.4	4.0	112	*124	5.9	2.3	90				
ONE LIFE TO LIVE A	4478	645	5.3	14.4	96	175	6.0	3.9	109	*153	7.3	3.4	132				
PRESS YOUR LUCK C	2244	295	2.4	13.1	87	*63	2.2	2.8	78	*40	1.9	1.8	69				
PRICE IS RIGHT 1 C	4348	499	4.1	11.5	76	132	4.5	3.0	84	*90	4.3	2.1	80				
PRICE IS RIGHT 2 C	5014	558	4.6	11.1	74	161	5.5	3.2	89	*114	5.4	2.3	88				
RYAN'S HOPE A	3150	357	2.9	11.3	75	*169	5.8	5.4	149	*100	4.8	3.2	123				
SALE OF THE CENTURY N	2695	386	3.2	14.3	95	*105	3.6	3.9	108	*120	5.7	4.5	172				
SEARCH FOR TOMORROW N	2319	244	2.0	10.5	70	*39	1.3	1.7	47	*95	4.5	4.1	158				
TODAY SHOW 1 N	2693	338	2.8	12.6	83	120	4.1	4.5	124	*79	3.8	2.9	113				
TODAY SHOW 2 N	2498	314	2.6	12.6	84	*76	2.6	3.0	85	*70	3.3	2.8	108				
\$25,000 PYRAMID C	2753	359	2.9	13.0	87	*91	3.1	3.3	92	*56	2.7	2.0	79				
WHEEL OF FORTUNE N	4388	560	4.6	12.8	85	119	4.1	2.7	75	*110	5.3	2.5	97				
YOUNG AND THE RESTLESS C	5695	632	5.2	11.1	74	130	4.5	2.3	63	*92	4.4	1.6	62				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	283	2.3	16.1	107	*108	3.7	6.1	170	*225	1.2	1.4	55				
NBA PLAYOFF GAME -1 C	1136	*114	0.9	10.0	67	**48	1.6	4.2	117	**20	1.0	1.8	68				
NBC MAJOR LEAGUE PRE-GAME N	953	*124	1.0	13.0	86	*34	1.2	3.6	99	*32	1.5	3.4	130				
SPORTSWORLD - SUN N	1233	*157	1.3	12.7	85	*35	1.2	2.8	79	*38	1.8	3.1	119				
SUNDAY MORNING C	1611	255	2.1	15.8	105	**45	1.5	2.8	78	*36	1.7	2.2	86				

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DRY MIX SALAD DRESSING: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	FRENCH'S				GOOD SEASONS				HIDDEN VALLEY							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2673	100.0	3.3	100	12466	100.0	15.4	100	13913	100.0	17.2	100				
18 - 24	9282	**163	6.1	1.8	53	1075	8.6	11.6	75	1393	10.0	15.0	87				
25 - 34	19072	553	20.7	2.9	88	3259	26.1	17.1	111	3943	28.3	20.7	120				
35 - 44	14591	*487	18.2	3.3	101	2712	21.8	18.6	121	2950	21.2	20.2	118				
45 - 54	11345	*451	16.9	4.0	120	1631	13.1	14.4	93	2115	15.2	18.6	109				
55 - 64	11635	*546	20.4	4.7	142	2216	17.8	19.0	124	1939	13.9	16.7	97				
65 OR OLDER	15061	*473	17.7	3.1	95	1574	12.6	10.5	68	1573	11.3	10.4	61				
18 - 34	28354	715	26.7	2.5	76	4334	34.8	15.3	99	5336	38.4	18.8	110				
18 - 49	48339	1363	51.0	2.8	85	7910	63.5	16.4	106	9349	67.2	19.3	113				
18 - 54	45008	1491	55.8	3.3	100	7602	61.0	16.9	110	9009	64.8	20.0	117				
35 - 49	19985	648	24.2	3.2	98	3577	28.7	17.9	116	4013	28.8	20.1	117				
50 OR OLDER	32647	1310	49.0	4.0	122	4556	36.5	14.0	91	4564	32.8	14.0	81				
GRADUATED COLLEGE	11155	**236	8.8	2.1	64	2375	19.1	21.3	138	2512	18.1	22.5	131				
ATTENDED COLLEGE	13682	*426	15.9	3.1	94	2660	21.3	19.4	126	3044	21.9	22.2	130				
GRADUATED HIGH SCHOOL	33880	1168	43.7	3.4	104	5400	43.3	15.9	104	6556	47.1	19.4	113				
DID NOT GRADUATE HIGH SCHOOL	22270	843	31.5	3.8	115	2032	16.3	9.1	59	1802	13.0	8.1	47				
EMPLOYED	40306	1065	39.8	2.6	80	6923	55.5	17.2	112	8156	58.6	20.2	118				
EMPLOYED FULL-TIME	32850	858	32.1	2.6	79	5681	45.6	17.3	112	6803	48.9	20.7	121				
EMPLOYED PART-TIME	7456	**207	7.7	2.8	84	1242	10.0	16.7	108	1353	9.7	18.1	106				
NOT EMPLOYED	40680	1608	60.2	4.0	120	5543	44.5	13.6	89	5757	41.4	14.2	82				
PROFESSIONAL/MANAGER	10392	**243	9.1	2.3	71	2202	17.7	21.2	138	2231	16.0	21.5	125				
TECH/CLERICAL/SALES	17574	*447	16.7	2.5	77	3353	26.9	19.1	124	4095	29.4	23.3	136				
PRECISION/CRAFT	985	**8	0.3	0.8	25	**192	1.5	19.5	127	**207	1.5	21.0	122				
OTHER EMPLOYED	11354	*367	13.7	3.2	98	1177	9.4	10.4	67	1623	11.7	14.3	83				
SINGLE	9863	*263	9.8	2.7	81	1233	9.9	12.5	81	1290	9.3	13.1	76				
MARRIED	51375	1672	62.6	3.3	99	8685	69.7	16.9	110	9790	70.4	19.1	111				
DIVORCED/SEPARATED/WIDOWED	19748	738	27.6	3.7	113	2548	20.4	12.9	84	2833	20.4	14.3	84				
PARENTS	32590	1147	42.9	3.5	107	5261	42.2	16.1	105	6534	47.0	20.0	117				
WHITE	70416	1999	74.8	2.8	86	11589	93.0	16.5	107	13201	94.9	18.7	109				
BLACK	8778	609	22.8	6.9	210	708	5.7	8.1	52	487	3.5	5.5	32				
OTHER	1791	*65	2.4	3.6	110	**170	1.4	9.5	62	**225	1.6	12.6	73				
NORTHEAST-CENSUS	17786	560	21.0	3.1	95	3422	27.5	19.2	125	1582	11.4	8.9	52				
NORTH CENTRAL	20741	536	20.1	2.6	78	2889	23.2	13.9	90	3965	28.5	19.1	111				
SOUTH	27775	1079	40.4	3.9	118	2759	22.1	9.9	65	4097	29.4	14.8	86				
WEST	14683	*498	18.6	3.4	103	3397	27.3	23.1	150	4270	30.7	29.1	169				
NORTHEAST-MKTG.	17961	591	22.1	3.3	100	3113	25.0	17.3	113	1511	10.9	8.4	49				
EAST CENTRAL	11885	*371	13.9	3.1	95	1814	14.6	15.3	99	2103	15.1	17.7	103				
WEST CENTRAL	14090	*346	12.9	2.5	74	1975	15.8	14.0	91	2859	20.5	20.3	118				
SOUTH	24081	932	34.9	3.9	117	2515	20.2	10.4	68	3744	26.9	15.5	91				
PACIFIC	12969	*433	16.2	3.3	101	3049	24.5	23.5	153	3695	26.6	28.5	166				
COUNTY SIZE A	32439	1265	47.3	3.9	118	5558	44.6	17.1	111	4680	33.6	14.4	84				
COUNTY SIZE B	24915	688	25.7	2.8	84	4000	32.1	16.1	104	4859	34.9	19.5	114				
COUNTY SIZE C	12930	*361	13.5	2.8	85	1881	15.1	14.5	95	2537	18.2	19.6	114				
COUNTY SIZE D	10703	*359	13.4	3.4	102	1029	8.3	9.6	62	1838	13.2	17.2	100				
METRO SUBURBAN CITY	24518	843	31.5	3.4	104	3416	27.4	13.9	91	3415	24.5	13.9	81				
METRO SUBURBAN	35919	1173	43.9	3.3	99	6653	53.4	18.5	120	6975	50.1	19.4	113				
NON METRO	20549	657	24.6	3.2	97	2397	19.2	11.7	76	3522	25.3	17.1	100				
TOP 5 ADI'S	18341	731	27.3	4.0	121	3338	26.8	18.2	118	2378	17.1	13.0	75				
TOP 10 ADI'S	25378	992	37.1	3.9	118	4445	35.7	17.5	114	3480	25.0	13.7	80				
TOP 20 ADI'S	36488	1423	53.2	3.9	118	6534	52.4	17.9	116	5663	40.7	15.5	90				
HSGLD INC. \$50,000 OR MORE	6612	**157	5.9	2.4	72	1562	12.5	23.6	153	1479	10.6	22.4	130				
\$40,000 OR MORE	12659	**250	9.4	2.0	60	2918	23.4	23.1	150	2912	20.9	23.0	134				
\$30,000 OR MORE	24698	662	24.8	2.7	81	5413	43.4	21.9	142	5538	39.8	22.4	131				
\$25,000 OR MORE	32077	871	32.6	2.7	82	6750	54.1	21.0	137	7286	52.4	22.7	132				
\$20,000 - \$24,999	9144	*158	5.9	1.7	52	1230	9.9	13.5	87	1785	12.8	19.5	114				
\$15,000 - \$19,999	8728	*333	12.5	3.8	116	1189	9.5	13.6	89	1550	11.1	17.8	103				
\$10,000 - \$14,999	12562	*488	18.3	3.9	118	1569	12.6	12.5	81	1763	12.7	14.0	82				
UNDER \$10,000	18475	824	30.8	4.5	135	1729	13.9	9.4	61	1530	11.0	8.3	48				
HOUSEHOLD OF 1 PERSON	11987	*231	8.6	1.9	58	1540	12.4	12.8	83	1316	9.5	11.0	64				
2 PEOPLE	26577	789	29.5	3.0	90	4239	34.0	15.9	104	4632	33.3	17.4	101				
3 OR 4 PEOPLE	30617	1049	39.2	3.4	104	4909	39.4	16.0	104	5661	40.7	18.5	108				
5 OR MORE PEOPLE	11804	*604	22.6	5.1	155	1778	14.3	15.1	98	2304	16.6	19.5	114				
NO CHILD IN HSGLD	46165	1292	48.3	2.8	85	6754	54.2	14.6	95	7003	50.3	15.2	88				
CHILD(REN) UNDER 2 YRS	5325	**165	6.2	3.1	94	758	6.1	14.2	92	925	6.6	17.4	101				
2 - 5 YEARS	14221	*524	19.6	3.7	112	2129	17.1	15.0	97	2860	20.6	20.1	117				
6 - 11 YEARS	15117	693	25.9	4.6	139	2355	18.9	15.6	101	2782	20.0	18.4	107				
12 - 17 YEARS	16611	649	24.3	3.9	118	2911	23.4	17.5	114	3395	24.4	20.4	119				
RESIDENCE OWNED	55884	1872	70.0	3.3	101	9464	75.9	16.9	110	10631	76.4	19.0	111				
VALUE: \$50,000 OR MORE	31744	920	34.4	2.9	88	6708	53.8	21.1	137	7048	50.7	22.2	129				
VALUE: UNDER \$50,000	24140	951	35.6	3.9	119	2755	22.1	11.4	74	3584	25.8	14.8	86				

		TOTAL U.S. '000	FRENCH'S				GOOD SEASONS				HIDDEN VALLEY							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	2673	100.0	3.3	100	12466	100.0	15.4	100	13913	100.0	17.2	100				
MAGAZINES	QUINTILE 1	15799	611	22.9	3.9	117	3062	24.6	19.4	126	3341	24.0	21.1	123				
	QUINTILE 2	17259	619	23.2	3.6	109	3371	27.0	19.5	127	3403	24.5	19.7	115				
	QUINTILE 3	13545	*346	12.9	2.6	77	2082	16.7	15.4	100	2492	17.9	18.4	107				
	QUINTILE 4	15133	*440	16.5	2.9	88	2153	17.3	14.2	92	2577	18.5	17.0	99				
	QUINTILE 5	19250	658	24.6	3.4	104	1798	14.4	9.3	61	2101	15.1	10.9	64				
NEWSPAPERS	QUINTILE 1	12413	*374	14.0	3.0	91	2308	18.5	18.6	121	2189	15.7	17.6	103				
	QUINTILE 2	24116	771	28.8	3.2	97	4239	34.0	17.6	114	4640	33.4	19.2	112				
	QUINTILE 3	11261	*432	16.2	3.8	116	1743	14.0	15.5	101	1924	13.8	17.1	99				
	QUINTILE 4	20255	669	25.0	3.3	100	3035	24.3	15.0	97	3518	25.3	17.4	101				
	QUINTILE 5	12940	*426	15.9	3.3	100	1141	9.2	8.8	57	1643	11.8	12.7	74				
OUTDOOR	QUINTILE 1	14852	*323	12.1	2.2	66	2338	18.8	15.7	102	2708	19.5	18.2	106				
	QUINTILE 2	15725	*537	20.1	3.4	103	2655	21.3	16.9	110	2884	20.7	18.3	107				
	QUINTILE 3	16330	610	22.8	3.7	113	2693	21.6	16.5	107	2906	20.9	17.8	104				
	QUINTILE 4	16744	614	23.0	3.7	111	2496	20.0	14.9	97	2802	20.1	16.7	97				
	QUINTILE 5	17334	*589	22.0	3.4	103	2284	18.3	13.2	86	2613	18.8	15.1	88				
RADIO-DRIVE TIME	QUINTILE 1	15911	663	24.8	4.2	126	2660	21.3	16.7	109	2860	20.6	18.0	105				
	QUINTILE 2	14837	*305	11.4	2.1	62	2387	19.1	16.1	105	2786	20.0	18.8	109				
	QUINTILE 3	15339	*480	18.0	3.1	95	2387	19.1	15.6	101	2812	20.2	18.3	107				
	QUINTILE 4	16723	549	20.5	3.3	99	2444	19.6	14.6	95	2790	20.1	16.7	97				
	QUINTILE 5	18176	676	25.3	3.7	113	2588	20.8	14.2	93	2665	19.2	14.7	85				
RADIO-MID- DAY	TERCILE 1	21020	723	27.0	3.4	104	3665	29.4	17.4	113	3909	28.1	18.6	108				
	TERCILE 2	21610	791	29.6	3.7	111	3325	26.7	15.4	100	3814	27.4	17.6	103				
	TERCILE 3	38355	1159	43.4	3.0	92	5476	43.9	14.3	93	6190	44.5	16.1	94				
	QUINTILE 1	15988	697	26.1	4.4	132	2742	22.0	17.2	111	3007	21.6	18.8	109				
	QUINTILE 2	15626	*381	14.3	2.4	74	2549	20.4	16.3	106	2722	19.6	17.4	101				
RADIO-TOTAL	QUINTILE 3	16723	*498	18.6	3.0	90	2537	20.4	15.2	99	3179	22.8	19.0	111				
	QUINTILE 4	16342	547	20.5	3.3	101	2308	18.5	14.1	92	2712	19.5	16.6	97				
	QUINTILE 5	16306	*551	20.6	3.4	102	2331	18.7	14.3	93	2295	16.5	14.1	82				
	QUINTILE 1	15953	*429	16.0	2.7	81	2514	20.2	15.8	102	2401	17.3	15.1	88				
	QUINTILE 2	16137	561	21.0	3.5	105	2478	19.9	15.4	100	2657	19.1	16.5	96				
TV-DAYTIME	QUINTILE 3	16420	*467	17.5	2.8	86	2632	21.1	16.0	104	2802	20.1	17.1	99				
	QUINTILE 4	16687	636	23.8	3.8	115	2420	19.4	14.5	94	3099	22.3	18.6	108				
	QUINTILE 5	15789	*581	21.7	3.7	111	2423	19.4	15.3	100	2955	21.2	18.7	109				
	TERCILE 1	27736	1008	37.7	3.6	110	3687	29.6	13.3	86	4166	29.9	15.0	87				
	TERCILE 2	26489	885	33.1	3.3	101	4075	32.7	15.4	100	4703	33.8	17.8	103				
TV-TOTAL	TERCILE 3	26761	780	29.2	2.9	88	4705	37.7	17.6	114	5044	36.3	18.8	110				
	QUINTILE 1	16345	554	20.7	3.4	103	2311	18.5	14.1	92	2394	17.2	14.6	85				
	QUINTILE 2	16447	*566	21.2	3.4	104	2265	18.2	13.8	89	2426	17.4	14.8	86				
	QUINTILE 3	15980	564	21.1	3.5	107	2558	20.5	16.0	104	2873	20.6	18.0	105				
	QUINTILE 4	15887	*498	18.6	3.1	95	2733	21.9	17.2	112	2892	20.8	18.2	106				
QUINTILE 5	16326	*490	18.3	3.0	91	2600	20.9	15.9	103	3329	23.9	20.4	119					
MAGAZINES-NEWSPAPERS: DUAL		20721	772	28.9	3.7	113	4183	33.6	20.2	131	4210	30.3	20.3	118				
MAGAZINE IMPERATIVE		19186	605	22.6	3.2	96	3206	25.7	16.7	109	3822	27.5	19.9	116				
NEWSPAPER IMPERATIVE		21899	656	24.5	3.0	91	3212	25.8	14.7	95	3603	25.9	16.5	96				
MAGAZINES-OUTDOOR: DUAL		15451	507	19.0	3.3	99	3060	24.5	19.8	129	3358	24.1	21.7	127				
MAGAZINE IMPERATIVE		25953	961	36.0	3.7	112	4606	36.9	17.7	115	4831	34.7	18.6	108				
OUTDOOR IMPERATIVE		24400	655	24.5	2.7	81	3088	24.8	12.7	82	3636	26.1	14.9	87				
MAGAZINES-RADIO: DUAL		18049	530	19.8	2.9	89	3302	26.5	18.3	119	3573	25.7	19.8	115				
MAGAZINE IMPERATIVE		23571	894	33.4	3.8	115	4555	36.5	19.3	126	4716	33.9	20.0	116				
RADIO IMPERATIVE		23278	755	28.2	3.2	98	3078	24.7	13.2	86	3830	27.5	16.5	96				
MAGAZINES-TELEVISION: DUAL		15459	567	21.2	3.7	111	2674	21.5	17.3	112	2666	19.2	17.2	100				
MAGAZINE IMPERATIVE		25829	861	32.2	3.3	101	5017	40.2	19.4	126	5708	41.0	22.1	129				
TELEVISION IMPERATIVE		26039	810	30.3	3.1	94	2950	23.7	11.3	74	3464	24.9	13.3	77				
NEWSPAPERS-OUTDOOR: DUAL		16605	463	17.3	2.8	84	3040	24.4	18.3	119	3096	22.3	18.6	109				
NEWSPAPER IMPERATIVE		26834	1031	38.6	3.8	116	4546	36.5	16.9	110	4731	34.0	17.6	103				
OUTDOOR IMPERATIVE		23346	757	28.3	3.2	98	3419	27.4	14.6	95	4071	29.3	17.4	102				
NEWSPAPERS-RADIO: DUAL		17133	599	22.4	3.5	106	3141	25.2	18.3	119	3154	22.7	18.4	107				
NEWSPAPER IMPERATIVE		25892	831	31.1	3.2	97	4424	35.5	17.1	111	4841	34.8	18.7	109				
RADIO IMPERATIVE		23167	766	28.7	3.3	100	3240	26.0	14.0	91	4158	29.9	17.9	104				
NEWSPAPERS-TELEVISION: DUAL		17159	577	21.6	3.4	102	2983	23.9	17.4	113	2910	20.9	17.0	99				
NEWSPAPER IMPERATIVE		26214	815	30.5	3.1	94	4788	38.4	18.3	119	5330	38.3	20.3	118				
TELEVISION IMPERATIVE		23412	876	32.8	3.7	113	2666	21.4	11.4	74	3198	23.0	13.7	80				
OUTDOOR-RADIO: DUAL		15303	485	18.1	3.2	96	2660	21.3	17.4	113	2798	20.1	18.3	106				
OUTDOOR IMPERATIVE		24901	787	29.4	3.2	96	3810	30.6	15.3	99	4381	31.5	17.6	102				
RADIO IMPERATIVE		26492	948	35.5	3.6	108	4137	33.2	15.6	101	4686	33.7	17.7	103				
OUTDOOR-TELEVISION: DUAL		14794	*472	17.7	3.2	97	2318	18.6	15.7	102	2516	18.1	17.0	99				
OUTDOOR IMPERATIVE		25437	737	27.6	2.9	88	4420	35.5	17.4	113	5057	36.3	19.9	116				
TELEVISION IMPERATIVE		27877	1070	40.0	3.8	116	3844	30.8	13.8	90	4050	29.1	14.5	85				
RADIO-TELEVISION: DUAL		15996	554	20.7	3.5	105	2366	19.0	14.8	96	2665	19.2	16.7	97				
RADIO IMPERATIVE		25478	831	31.1	3.3	99	4452	35.7	17.5	114	5225	37.6	20.5	119				
TELEVISION IMPERATIVE		26573	943	35.3	3.5	108	3791	30.4	14.3	93	3894	28.0	14.7	85				

	TOTAL U.S. '000	FRENCH'S				GOOD SEASONS				HIDDEN VALLEY				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	2673	100.0	3.3	100	12466	100.0	15.4	100	13913	100.0	17.2	100				
ATLANTIC MONTHLY	415	**10	0.4	2.4	73	**89	0.7	21.4	139	**97	0.7	23.4	136				
BARRON'S	453	**3	0.1	0.7	20	**73	0.6	16.1	105	**76	0.5	16.8	98				
BETTER HOMES & GARDENS	16256	698	26.1	4.3	130	3230	25.9	19.9	129	3222	23.2	19.8	115				
BON APPETIT	2535	**47	1.8	1.9	56	621	5.0	24.5	159	735	5.3	29.0	169				
BUSINESS WEEK	1278	**12	0.4	0.9	28	*217	1.7	17.0	110	*192	1.4	15.0	87				
CAR AND DRIVER	378	**11	0.4	2.9	88	**98	0.8	25.9	168	**35	0.3	9.3	54				
CBS MAGAZINE NETWORK (GROSS)	1498	**39	1.5	2.6	79	*269	2.2	18.0	117	*390	2.8	26.0	152				
CHANGING TIMES	1505	**59	2.2	3.9	119	290	2.3	19.3	125	342	2.5	22.7	132				
COLONIAL HOMES	1231	**42	1.6	3.4	103	254	2.0	20.6	134	279	2.0	22.7	132				
CONDE NAST MAG. PKG. (GROSS)	14146	425	15.9	3.0	91	2418	19.4	17.1	111	2377	17.1	16.8	98				
CONSUMERS DIGEST	1323	**30	1.1	2.3	69	*279	2.2	21.1	137	*330	2.4	24.9	145				
COSMOPOLITAN	7102	285	10.7	4.0	122	1369	11.0	19.3	125	1409	10.1	19.8	115				
COUNTRY LIVING	2481	**58	2.2	2.3	71	650	5.2	26.2	170	668	4.8	26.9	157				
CUISINE	1472	**42	1.6	2.9	86	389	3.1	26.4	172	355	2.6	24.1	140				
CYCLE WORLD	425	**26	1.0	6.1	185	**83	0.7	19.5	127	**102	0.7	24.0	140				
DCI:CREATIVE IDEAS FOR LIV	2510	**125	4.7	5.0	151	604	4.8	24.1	156	646	4.6	25.7	150				
DCI:CREAT IDEA/SO.LIV(GROSS)	1694	*263	9.8	3.9	119	1450	11.6	21.7	141	1799	12.9	26.9	152				
DISCOVER	894	**20	0.7	2.2	68	*180	1.4	20.1	131	*138	1.0	15.4	90				
EBONY	3507	318	11.9	9.1	275	376	3.0	10.7	70	231	1.7	6.6	38				
ESQUIRE	1083	**56	2.1	5.2	157	*136	1.1	12.6	82	*151	1.1	13.9	81				
ESSENCE	1830	*159	5.9	8.7	263	*151	1.2	8.3	54	*87	0.6	4.8	28				
FAMILY CIRCLE	15930	495	18.5	3.1	94	3331	26.7	20.9	136	3316	23.8	20.8	121				
THE FAMILY HANDYMAN	1126	**63	2.4	5.6	170	*191	1.5	17.0	110	*234	1.7	20.8	121				
FAMILY WEEKLY	11468	313	11.7	2.7	83	2079	16.7	18.1	118	2345	16.9	20.4	119				
FIELD & STREAM	2234	**78	2.9	3.5	106	375	3.0	16.8	109	451	3.2	20.2	118				
FOOD & WINE	579	**13	0.5	2.2	68	*152	1.2	26.3	171	**67	0.5	11.6	67				
FORBES	728	**20	0.7	2.7	83	*130	1.0	17.9	116	*137	1.0	18.8	110				
FORTUNE	906	**46	1.7	5.1	154	*107	0.9	11.8	77	**140	1.0	15.5	90				
GLENN'S QUARTERLY	791	**35	1.3	4.4	134	**53	0.4	6.7	44	**89	0.6	11.3	65				
GLAMOUR	5265	*122	4.6	2.3	70	787	6.3	14.9	97	936	6.7	17.8	103				
GOLF DIGEST	636	**35	1.3	5.5	167	*176	1.4	27.7	180	*158	1.1	24.8	145				
GOLF DIGEST/TENNIS (GROSS)	1186	**64	2.4	5.4	163	*268	2.1	22.6	147	296	2.1	25.0	145				
GOLF MAGAZINE	441	**20	0.7	4.5	137	**105	0.8	23.8	155	**109	0.8	24.7	144				
GOLF MAGAZINE/SKI (GROSS)	922	**21	0.8	2.3	69	*186	1.5	20.2	131	*212	1.5	23.0	134				
GOOD HOUSEKEEPING	16487	556	20.8	3.4	102	2982	23.9	18.1	118	3402	24.5	20.6	120				
HARPER'S BAZAAR	2423	**78	2.9	3.2	98	445	3.6	18.4	119	354	2.5	14.6	85				
HEALTH	1994	**99	3.7	5.0	150	343	2.8	17.2	112	356	2.6	17.9	104				
HEARST MAG CORP. BUY (GROSS)	44101	1448	54.2	3.3	99	8461	67.9	19.2	125	8940	64.3	20.3	118				
HEARST MAN POWER (GROSS)	1993	**86	3.2	4.3	131	488	3.9	24.5	159	452	3.2	22.7	132				
HEARST WOMAN POWER (GROSS)	31274	1068	40.0	3.4	103	5730	46.0	18.3	119	6318	45.4	20.2	118				
HOUSE BEAUTIFUL	3623	**79	3.0	2.2	66	706	5.7	19.5	127	737	5.3	20.3	118				
INC.	283	**2	0.1	0.7	21	**37	0.3	13.1	85	**34	0.2	12.0	70				
JET	2928	240	9.0	8.2	248	251	2.0	8.6	56	*196	1.4	6.7	39				
LADIES' HOME JOURNAL	11918	355	13.3	3.0	90	2124	17.0	17.8	116	2639	19.0	22.1	129				
LHJ FAMILY GRP COMBO(GROSS)	16764	545	20.4	3.3	98	2976	23.9	17.8	115	3643	26.2	21.7	126				
LIFE	4254	*197	7.4	4.6	140	790	6.3	18.6	121	749	5.4	17.6	102				
L.A. TIMES HOME MAGAZINE	1145	**30	1.1	2.6	79	262	2.1	22.9	149	256	1.8	22.4	130				
MADMOISELLE	2884	**103	3.9	3.6	108	548	4.4	19.0	123	479	3.4	16.6	97				
MC CALL'S	13460	495	18.5	3.7	111	2624	21.0	19.5	127	3005	21.6	22.3	130				
MC CALL'S/WRK MOTHER (GROSS)	14606	539	20.2	3.7	112	2856	22.9	19.6	127	3255	23.4	22.3	130				
MECHANIX ILLUSTRATED	772	**51	1.9	6.6	200	*204	1.6	26.4	172	*233	1.7	30.2	176				
METROPOLITAN HOME	967	**37	1.4	3.8	116	*226	1.8	23.4	152	*169	1.2	17.5	102				
MONEY	1588	**38	1.4	2.4	73	288	2.3	18.1	118	313	2.2	19.7	115				
MOTHER EARTH NEWS	1002	**24	0.9	2.4	73	*209	1.7	20.9	136	*274	2.0	27.3	159				
MS.	825	**9	0.3	1.1	33	*107	0.9	13.0	84	*127	0.9	15.4	90				
NATIONAL ENQUIRER	10336	375	14.0	3.6	110	1334	10.7	12.9	84	1625	11.7	15.7	92				
NATIONAL GEOGRAPHIC	9597	323	12.1	3.4	102	2224	17.8	23.2	151	2238	16.1	23.3	136				
NATIONAL SUNDAY MAGAZINE PKG	49558	1561	58.4	3.1	95	8607	69.0	17.4	113	9014	64.8	18.2	106				
NATURAL HISTORY	573	**9	0.3	1.6	48	**53	0.4	9.2	60	**128	0.9	22.3	130				
NEM WOMAN	1699	**56	2.1	3.3	100	308	2.5	18.1	118	305	2.2	18.0	104				
NEW YORK INCLUDING CUE	443	**10	0.4	2.3	68	*121	1.0	27.3	177	**49	0.4	11.1	64				
THE NEW YORKER	1270	**53	2.0	4.2	126	298	2.4	23.5	152	153	1.1	12.0	70				
NWSNEEK	6277	*245	9.2	3.9	118	1188	9.5	18.9	123	1229	8.8	19.6	114				
THE N.Y. TIMES DAILY EDITION	1205	**75	2.8	6.2	189	258	2.1	21.4	139	*116	0.8	9.6	56				
THE N.Y. TIMES MAGAZINE	2081	**47	1.8	2.3	68	356	2.9	17.1	111	*182	1.3	8.7	51				
OMNI	788	**31	1.2	3.9	119	*121	1.0	15.4	100	*91	0.7	11.5	67				
ON CABLE	1158	**30	1.1	2.6	78	*170	1.4	14.7	95	*139	1.0	12.0	70				
1001 HOME IDEAS	2852	**91	3.4	3.2	97	509	4.1	17.8	116	648	4.7	22.7	132				
ORGANIC GARDENING	1658	**79	3.0	4.8	144	304	2.4	18.3	119	441	3.2	26.6	155				
OUTDOOR LIFE	896	**39	1.5	4.4	132	*181	1.5	20.2	131	*165	1.2	18.4	107				
PARADE MAGAZINE	24275	812	30.4	3.3	101	4320	34.7	17.8	116	4401	31.6	18.1	106				

**DRY MIX SALAD DRESSING: BRANDS
(FEMALE HOMEOWNERS)**

	TOTAL U.S. '000	FRENCH'S				GOOD SEASONS				HIDDEN VALLEY				A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	2673	100.0	3.3	100	12466	100.0	15.4	100	13913	100.0	17.2	100				
PARENTS	3845	*113	4.2	2.9	89	858	6.9	22.3	145	904	6.5	23.5	137				
PENTHOUSE	831	*62	2.3	7.5	226	*138	1.1	16.6	108	*154	1.1	18.5	108				
PEOPLE	11645	331	12.4	2.8	86	2368	19.0	20.3	132	2295	16.5	19.7	115				
PLAYBOY	2006	*93	3.5	4.6	140	379	3.0	18.9	123	424	3.0	21.1	123				
POPULAR HOT RODDING	297	*5	0.2	1.7	51	*73	0.6	24.6	160	*58	0.4	19.5	114				
POPULAR MECHANICS	1018	*58	2.2	5.7	173	*282	2.3	27.7	180	*239	1.7	23.5	137				
POPULAR SCIENCE	878	*22	0.8	2.5	76	*199	1.6	22.7	147	*134	1.0	15.3	89				
PREVENTION	3913	*241	9.0	6.2	187	732	5.9	18.7	122	783	5.6	20.0	116				
PSYCHOLOGY TODAY	1710	*40	1.5	2.3	71	251	2.0	14.7	95	279	2.0	16.3	95				
READER'S DIGEST	22204	757	28.3	3.4	103	4099	32.9	18.5	120	4397	31.6	19.8	115				
REDBOOK	7684	*226	8.5	2.9	89	1379	11.1	17.9	117	1507	10.8	19.6	114				
ROAD & TRACK	410	*8	0.3	2.0	59	*82	0.7	20.0	130	*79	0.6	19.3	112				
ROLLING STONE	969	*48	1.8	5.0	150	*187	1.5	19.3	125	*215	1.5	22.2	129				
RUNNER'S WORLD	298	*10	0.4	3.4	102	*77	0.6	25.8	168	*64	0.5	21.5	125				
SATURDAY EVENING POST	1169	*30	1.1	2.6	78	*220	1.8	18.8	122	*178	1.3	15.2	89				
SCIENCE 84	587	*48	1.8	8.2	248	*168	1.3	28.6	186	*171	1.2	29.1	170				
SCIENCE DIGEST	482	*5	0.2	1.0	31	*142	1.1	29.5	191	*99	0.7	20.5	120				
SCIENTIFIC AMERICAN	594	*20	0.7	3.4	102	*97	0.8	16.3	106	*96	0.7	16.2	94				
SELF	2089	*59	2.2	2.8	86	388	3.1	18.6	121	414	3.0	19.8	115				
SEVENTEEN	2411	*70	2.6	2.9	88	398	3.2	16.5	107	427	3.1	17.7	103				
SKI	480	*2	0.1	0.4	13	*82	0.7	17.1	111	*103	0.7	21.5	125				
SMITHSONIAN	2760	*65	2.4	2.4	71	608	4.9	22.0	143	557	4.0	20.2	117				
SOAP OPERA DIGEST	3013	*156	5.8	5.2	157	382	3.1	12.7	82	386	2.8	12.8	75				
SOUTHERN LIVING	4184	*139	5.2	3.3	101	846	6.8	20.2	131	1153	8.3	27.6	160				
SPORT	559	*23	0.9	4.1	125	*82	0.7	14.7	95	*91	0.7	16.3	95				
THE SPORTING NEWS	436	*3	0.1	0.7	21	*71	0.6	16.3	106	*30	0.2	6.9	40				
SPORTS AFIELD	493	*23	0.9	4.7	141	*65	0.5	13.2	86	*113	0.8	22.9	133				
SPORTS ILLUSTRATED	2758	*54	2.0	2.0	59	563	4.5	20.4	133	545	3.9	19.8	115				
STAR	7456	230	8.6	3.1	93	1031	8.3	13.8	90	1162	8.4	15.6	91				
SUNDAY	24936	880	32.9	3.5	107	4404	35.3	17.7	115	4400	31.6	17.6	103				
SUNSET	2124	*74	2.8	3.5	106	665	5.3	31.3	203	749	5.4	35.3	205				
TV GUIDE	21661	786	29.4	3.6	110	3506	28.1	16.2	105	3830	27.5	17.7	103				
TENNIS	550	*29	1.1	5.3	160	*91	0.7	16.5	107	*138	1.0	25.1	146				
TIME	8880	262	9.8	3.0	89	1671	13.4	18.8	122	1569	11.3	17.7	103				
TOWN & COUNTRY	917	*35	1.3	3.8	116	*159	1.3	17.3	113	*116	0.8	12.6	74				
TRAVEL & LEISURE	972	*31	1.2	3.2	97	270	2.2	27.8	180	*162	1.2	16.7	97				
TRUE STORY	3356	*230	8.6	6.9	208	353	2.8	10.5	68	394	2.8	11.7	68				
U.S. NEWS & WORLD REPORT	3410	*88	3.3	2.6	78	700	5.6	20.5	133	704	5.1	20.6	120				
USA TODAY	1759	*41	1.5	2.3	71	321	2.6	18.2	119	364	2.6	20.7	120				
US	1873	*36	1.3	1.9	58	332	2.7	17.7	115	347	2.5	18.5	108				
VOGUE	3909	*141	5.3	3.6	109	696	5.6	17.8	116	548	3.9	14.0	82				
MALL STREET JOURNAL	1886	*29	1.1	1.5	47	365	2.9	19.4	126	361	2.6	19.1	111				
WEIGHT WATCHERS	2120	*111	4.2	5.2	159	393	3.2	18.5	120	516	3.7	24.3	142				
WOMAN'S DAY	14172	540	20.2	3.8	115	3058	24.5	21.6	140	2914	20.9	20.6	120				
WORKING MOTHER	1146	*44	1.6	3.8	116	*232	1.9	20.2	132	*251	1.8	21.9	127				
WORKING WOMAN	1322	*40	1.5	3.0	92	*233	1.9	17.6	115	*234	1.7	17.7	103				
WORLD TENNIS	*163	*4	0.1	2.5	74	*45	0.4	27.6	179	*45	0.3	27.6	161				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*71	2.7	2.8	85	583	4.7	23.0	150	552	4.0	21.8	127				
BLAIR INSERTS	43657	1370	51.3	3.1	95	7649	61.4	17.5	114	7569	54.4	17.3	101				
DAILY NEWSPAPERS																	
READ ANY	51633	1705	63.8	3.3	100	8642	69.3	16.7	109	9370	67.3	18.1	106				
READ ONE	43463	1387	51.9	3.2	97	7169	57.5	16.5	107	7968	57.3	18.3	107				
READ TWO OR MORE	8170	318	11.9	3.9	118	1472	11.8	18.0	117	1402	10.1	17.2	100				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1667	62.4	3.2	96	9132	73.3	17.3	113	9571	68.8	18.2	106				
READ ONE	46126	1487	55.6	3.2	98	7813	62.7	16.9	110	8302	59.7	18.0	105				
READ TWO OR MORE	6552	*180	6.7	2.7	83	1319	10.6	20.1	131	1268	9.1	19.4	113				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	21.73				28.07				28.36							
30 DAY REACH	71455	2424	90.7	3.4	103	11155	89.5	15.6	101	12436	89.4	17.4	101				
50 SHWG - 30 DAY AV FREQ	14.56	11.62				14.68				14.98							
30 DAY REACH	67742	2291	85.7	3.4	102	10712	85.9	15.8	103	11816	84.9	17.4	102				
25 SHWG - 30 DAY AV FREQ	7.94	6.51				7.92				8.07							
30 DAY REACH	62117	2024	75.7	3.3	99	9915	79.5	16.0	104	10963	78.8	17.6	103				
CABLE TV: HOME WTRD	32077	891	33.3	2.8	84	5783	46.4	18.0	117	6225	44.7	19.4	113				
HOME NOT WIRED	48909	1782	66.7	3.6	110	6683	53.6	13.7	89	7688	55.3	15.7	91				
HAVE PAY CABLE	15935	*471	17.6	3.0	90	3131	25.1	19.6	128	3646	26.2	22.9	133				

	TOTAL U.S. '000	FRENCH'S				GOOD SEASONS				HIDDEN VALLEY				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2673	100.0	3.3	100	12466	100.0	15.4	100	13913	100.0	17.2	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1376	51.5	3.1	95	7094	56.9	16.2	105	8191	58.9	18.6	109				
10:00 AM - 3:00 PM	30659	1034	38.7	3.4	102	5006	40.2	16.3	106	5648	40.6	18.4	107				
3:00 PM - 7:00 PM	31045	1086	40.6	3.5	106	5187	41.6	16.7	109	5780	41.5	18.6	108				
7:00 PM - MIDNIGHT	15767	605	22.6	3.8	116	2451	19.7	15.5	101	2780	20.0	17.6	103				
MIDNIGHT - 6:00 AM	9120	328	12.3	3.6	109	1597	12.8	17.5	114	1493	10.7	16.4	95				
6:00 AM - MIDNIGHT	58527	1836	68.7	3.1	95	9331	74.9	15.9	104	10689	76.8	18.3	106				
ENTIRE DAY	59311	1862	69.7	3.1	95	9466	75.9	16.0	104	10793	77.6	18.2	106				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	513	19.2	3.2	96	2765	22.2	17.1	111	3393	24.4	21.0	122				
ALL NEWS	2256	**82	3.1	3.6	110	491	3.9	21.8	141	395	2.8	17.5	102				
AOR/PROGRESSIVE	3874	*139	5.2	3.6	109	766	6.1	19.8	128	815	5.9	21.0	122				
BEAUTIFUL MUSIC	5660	**162	6.1	2.9	87	1043	8.4	18.4	120	1061	7.6	18.7	109				
BLACK	2204	**97	3.6	4.4	133	*180	1.4	8.2	53	*172	1.2	7.8	45				
CLASSICAL	1418	**21	0.8	1.5	45	275	2.2	19.4	126	310	2.2	21.9	127				
CHR/ROCK	9538	*239	8.9	2.5	76	1539	12.3	16.1	105	1639	11.8	17.2	100				
COUNTRY	12648	379	14.2	3.0	91	1787	14.3	14.1	92	2534	18.2	20.0	117				
GOLDEN OLDSIES	1191	**13	0.5	1.1	33	*114	0.9	9.6	62	*133	1.0	11.2	65				
MOR/NOSTALGIA	4757	*115	4.3	2.4	73	754	6.0	15.9	103	773	5.6	16.2	95				
NEWS/TALK	3863	**71	2.7	1.8	56	716	5.7	18.5	120	532	3.8	13.8	80				
RELIGIOUS	3084	**91	3.4	3.0	89	400	3.2	13.0	84	518	3.7	16.8	80				
SOFT ROCK	521	**14	0.5	2.7	81	**57	0.5	10.9	71	**57	0.4	10.9	64				
URBAN CONTEMPORARY	1585	*157	5.9	9.9	300	*171	1.4	10.8	70	**109	0.8	6.9	40				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**111	4.2	3.4	103	501	4.0	15.4	100	479	3.4	14.7	86				
ABC DIRECTION	2316	**69	2.6	3.0	90	360	2.9	15.5	101	353	2.5	15.2	89				
ABC ENTERTAINMENT	4834	**150	5.6	3.1	94	767	6.2	15.9	103	928	6.7	19.2	112				
ABC FM	2202	**53	2.0	2.4	73	*243	1.9	11.0	72	300	2.2	13.6	79				
ABC INFORMATION	5425	*126	4.7	2.3	70	1011	8.1	18.6	121	1116	8.0	20.6	120				
ABC ROCK	1677	**84	3.1	5.0	152	342	2.7	20.4	132	261	1.9	15.6	91				
CBS	4430	*160	6.0	3.6	109	866	6.9	19.5	127	890	6.4	20.1	117				
MUTUAL	4992	*159	5.9	3.2	97	742	6.0	14.9	97	866	6.2	17.3	101				
NBC	4679	**107	4.0	2.3	69	687	5.5	14.7	95	919	6.6	19.6	114				
RADIORADIO	1994	**69	2.6	3.5	105	*284	2.3	14.2	93	324	2.3	16.2	95				
RKO ONE	2298	**106	4.0	4.6	140	367	2.9	16.0	104	401	2.9	17.4	102				
RKO TWO	3311	**77	2.9	2.3	70	493	4.0	14.9	97	614	4.4	18.5	108				
THE SOURCE	2114	**76	2.8	3.6	109	304	2.4	14.4	93	389	2.8	18.4	107				
NON-WIRED: BLAIR	8654	*320	12.0	3.7	112	1479	11.9	17.1	111	1724	12.4	19.9	116				
INTERNET	12025	301	11.3	2.5	76	2020	16.2	16.8	109	2254	16.2	18.7	109				
KATZ RADIO GROUP	15359	491	18.4	3.2	97	2810	22.5	18.3	119	2735	19.7	17.8	104				
SUPERNET	10628	294	11.0	2.8	84	1526	12.2	14.4	93	1914	13.8	18.0	105				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	294	11.0	3.4	103	1256	10.1	14.5	94	1289	9.3	14.9	87				
WKDAY 9:00 AM - 1:00 PM	12163	425	15.9	3.5	106	1616	13.0	13.3	86	1873	13.5	15.4	90				
WKDAY 1:00 PM - 4:30 PM	16150	540	20.2	3.3	101	2073	16.6	12.8	83	2430	17.5	15.0	88				
WKDAY 4:30 PM - 7:30 PM	22463	798	29.9	3.6	108	3262	26.2	14.5	94	3421	24.6	15.2	89				
WKDAY 7:30 PM - 8:00 PM	31795	1066	39.9	3.4	102	4774	38.3	15.0	98	4869	35.0	15.3	89				
WKDAY 11:00 PM - 11:30 PM	23977	784	29.3	3.3	99	3472	27.9	14.5	94	3956	28.4	16.5	96				
WKDAY 11:30 PM - 1:00 AM	7703	271	10.1	3.5	107	1116	9.0	14.5	94	1384	9.9	18.0	105				
M-SAT 8-11 PM-SUN 7-11 PM	33800	1051	39.3	3.1	94	5246	42.1	15.5	101	5556	39.9	16.4	96				
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	246	9.2	3.8	114	824	6.6	12.6	82	971	7.0	14.9	86				
ANOTHER WORLD	N 4620	*178	6.7	3.9	117	448	3.6	9.7	63	662	4.8	14.3	83				
AS THE WORLD TURNS	C 5614	141	5.3	2.5	76	685	5.5	12.2	79	720	5.2	12.8	75				
CAPITOL	C 3396	*126	4.7	3.7	112	416	3.3	12.2	80	395	2.8	11.6	68				
CBS MORN. NEWS 1	C 1446	**32	1.2	2.2	67	165	1.3	11.4	74	215	1.5	14.9	87				
CBS MORN. NEWS 2	C 1207	**14	0.5	1.2	35	175	1.4	14.5	94	154	1.1	12.8	74				
DAYS OF OUR LIVES	N 5877	*211	7.9	3.6	109	790	6.3	13.4	87	1019	7.3	17.3	101				
FACTS OF LIFE - DAYTIME	N 2290	*66	2.5	2.9	87	268	2.1	11.7	76	317	2.3	13.8	81				
FAMILY FEUD	A 3023	90	3.4	3.0	90	380	3.0	12.6	82	458	3.3	15.2	88				
GENERAL HOSPITAL	A 6097	158	5.9	2.6	79	822	6.6	13.5	88	929	6.7	15.2	89				
GOOD MORNING, AMERICA-730A	A 3515	*89	3.3	2.5	77	593	4.8	16.9	110	568	4.1	16.2	94				
GOOD MORNING, AMERICA-830A	A 2818	*95	3.6	3.4	102	478	3.8	17.0	110	508	3.7	18.0	105				
GUIDING LIGHT	C 5339	161	6.0	3.0	91	682	5.5	12.8	83	769	5.5	14.4	84				
ONE LIFE TO LIVE	A 4478	132	4.9	2.9	89	579	4.6	12.9	84	762	5.5	17.0	99				
PRESS YOUR LUCK	C 2244	**45	1.7	2.0	61	223	1.8	9.9	65	350	2.5	15.6	91				
PRICE IS RIGHT 1	C 4348	94	3.5	2.2	66	457	3.7	10.5	68	548	3.9	12.6	73				
PRICE IS RIGHT 2	C 5014	108	4.0	2.2	65	516	4.1	10.3	67	661	4.8	13.2	77				
RYAN'S HOPE	A 3150	*97	3.6	3.1	93	336	2.7	10.7	69	441	3.2	14.0	81				
SALE OF THE CENTURY	N 2695	*42	1.6	1.6	47	349	2.8	12.9	84	382	2.7	14.2	83				
SEARCH FOR TOMORROW	N 2319	*78	2.9	3.4	102	362	2.9	15.6	101	302	2.2	13.0	76				
TODAY SHOW 1	N 2693	*77	2.9	2.9	87	332	2.7	12.3	80	358	2.6	13.3	77				
TODAY SHOW 2	N 2498	*75	2.8	3.0	91	332	2.7	13.3	86	323	2.3	12.9	75				
\$25,000 PYRAMID	C 2753	*47	1.8	1.7	52	275	2.2	10.0	65	424	3.0	15.4	90				
WHEEL OF FORTUNE	N 4388	87	3.3	2.0	60	559	4.5	12.7	83	655	4.7	14.9	87				
YOUNG AND THE RESTLESS	C 5695	227	8.5	4.0	121	520	4.2	9.1	59	662	4.8	11.6	68				
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*77	2.9	4.4	133	274	2.2	15.6	101	360	2.6	20.5	119				
NBA PLAYOFF GAME -1	C 1136	**52	1.9	4.6	139	*191	1.5	16.8	109	126	0.9	11.1	65				
NBC MAJOR LEAGUE PRE-GAME N	953	**35	1.3	3.7	111	**68	0.5	7.1	46	**135	1.0	14.2	82				
SPORTSWORLD - SUN	N 1233	**24	0.9	1.9	59	*146	1.2	11.8	77	*199	1.4	16.1	94				
SUNDAY MORNING	C 1611	**24	0.9	1.5	45	212	1.7	13.2	85	277	2.0	17.2	100				

	TOTAL U.S. '000	FRENCH'S				GOOD SEASONS				HIDDEN VALLEY							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	2673	100.0	3.3	100	12466	100.0	15.4	100	13913	100.0	17.2	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	806	30.2	3.1	94	3614	29.0	13.9	90	3750	27.0	14.4	84				
NETWORK AFFILIATES - LATE	20261	620	23.2	3.1	93	2949	23.7	14.6	95	3359	24.1	16.6	97				
INDEPENDENTS - LATE	2076	*74	2.8	3.6	108	405	3.2	19.5	127	321	2.3	15.5	90				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	396	14.8	3.8	115	1473	11.8	14.1	92	1572	11.3	15.0	88				
ABC MONDAY NIGHT MOVIE	A 6412	*193	7.2	3.0	91	954	7.7	14.9	97	1052	7.6	16.4	96				
ABC SUNDAY NIGHT MOVIE	A 12407	381	14.3	3.1	93	1950	15.6	15.7	102	2195	15.8	17.7	103				
ABC WORLD NEWS TONIGHT	A 6176	234	8.8	3.8	115	1016	8.2	16.5	107	882	6.3	14.3	83				
AFTERMASH	C 5863	*199	7.4	3.4	103	1082	8.7	18.5	120	1003	7.2	17.1	100				
ALICE	C 9594	298	11.1	3.1	94	1551	12.4	16.2	105	1641	11.8	17.1	100				
AMERICAN PARADE	C 6622	*134	5.0	2.0	61	874	7.0	13.2	86	877	6.3	13.2	77				
BENSON	A 10886	307	11.5	2.8	85	1881	15.1	17.3	112	1860	13.4	17.1	99				
BLUE THUNDER	A 5036	*156	5.8	3.1	94	709	5.7	14.1	91	826	5.9	16.4	95				
CAGNEY & LACEY	C 9965	316	11.8	3.2	96	1517	12.2	15.2	99	1702	12.2	17.1	99				
CBS EVENING NEWS-DEAN	C 3491	*57	2.1	1.6	49	564	4.5	16.2	105	571	4.1	16.4	95				
CBS EVENING NEWS-RATHER	C 7123	160	6.0	2.2	68	1045	8.4	14.7	95	1082	7.8	15.2	88				
CBS SAT. NEWS-SCHIEFFER	C 3621	*55	2.1	1.5	46	448	3.6	12.4	80	426	3.1	11.8	68				
CBS SATURDAY NIGHT MOVIE	C 5436	157	5.9	2.9	88	834	6.7	15.3	100	998	7.2	18.4	107				
CBS WEDNESDAY NIGHT MOVIE	C 6100	172	6.4	2.8	85	920	7.4	15.1	98	900	6.5	14.8	86				
CHEERS	N 8889	204	7.6	2.3	70	1535	12.3	17.3	112	1620	11.6	18.2	106				
DALLAS	C 22109	650	24.3	2.9	89	3134	25.1	14.2	92	3502	25.2	15.8	92				
DIFF'RENT STROKES	N 6940	238	8.9	3.4	104	982	7.9	14.1	92	1022	7.3	14.7	86				
DOUBLE TROUBLE	N 7223	*188	7.0	2.6	79	1058	8.5	14.6	95	1189	8.5	16.5	96				
DUCK FACTORY	N 5595	*124	4.6	2.2	67	870	7.0	15.5	101	810	5.8	14.5	84				
DUKES OF HAZZARD	C 5768	*174	6.5	3.0	91	692	5.6	12.0	78	826	5.9	14.3	83				
DYNASTY	A 20053	686	25.7	3.4	104	2905	23.3	14.5	94	3332	23.9	16.6	97				
FACTS OF LIFE	N 8087	*172	6.4	2.1	64	1207	9.7	14.9	97	1208	8.7	14.9	97				
FALCON CREST	C 20046	645	24.1	3.2	97	2798	22.4	14.0	91	3153	22.7	15.7	92				
FALL GUY	A 9084	307	11.5	3.4	102	1233	9.9	13.6	88	1401	10.1	15.4	90				
FAMILY TIES	N 7964	226	8.5	2.8	86	1197	9.6	15.0	98	1267	9.1	15.9	93				
FANTASY ISLAND	A 7687	266	10.0	3.5	105	1210	9.7	15.7	102	1102	7.9	14.3	83				
FOULUPS, BLEEPES & BLUNDERS	A 8861	288	10.8	3.3	98	1500	12.0	16.9	110	1595	11.5	18.0	105				
FOUR SEASONS	C 5095	*177	6.6	3.5	105	975	7.8	19.1	124	872	6.3	17.1	100				
GIMME A BREAK	N 8838	328	12.3	3.7	112	1178	9.4	13.3	87	1235	8.9	14.0	81				
HART TO HART	A 8978	261	9.8	2.9	88	1323	10.6	14.7	96	1560	11.2	17.4	101				
HILL STREET BLUES	N 8590	*260	9.7	3.0	92	1354	10.9	15.8	102	1698	12.2	19.8	115				
HOTEL	A 14085	373	14.0	2.6	80	2090	16.8	14.8	96	2234	16.1	15.9	92				
JEFFERSONS	C 9360	293	11.0	3.1	95	1552	12.4	16.6	108	1598	11.5	17.1	99				
JENNIFER SLEPT HERE	N 5841	*191	7.1	3.3	99	842	6.8	14.4	94	972	7.0	16.6	97				
KATE & ALLIE	C 9206	236	8.8	2.6	78	1419	11.4	15.4	100	1511	10.9	16.4	96				
KNIGHT RIDER	N 7076	*218	8.2	3.1	93	1122	9.0	15.9	103	1204	8.7	17.0	99				
LOVE BOAT	A 12219	417	15.6	3.4	103	1797	14.4	14.7	96	1867	13.4	15.3	89				
MAGNUM PI	C 11199	329	12.3	2.9	89	1656	13.3	14.8	96	1995	14.3	17.8	104				
MAMA'S FAMILY	N 6057	*132	4.9	2.2	66	854	6.9	14.1	92	1036	7.4	17.1	100				
MASTER, THE	N 3598	*115	4.3	3.2	97	511	4.1	14.2	92	635	4.6	17.6	103				
MATT HOUSTON	A 6344	*185	6.9	2.9	88	1104	8.9	17.4	113	1205	8.7	19.0	111				
NBC MONDAY NIGHT MOVIE	N 11994	342	12.8	2.9	86	1839	14.8	15.3	100	2093	15.0	17.5	102				
NBC NIGHTLY NEWS	N 5132	162	6.1	3.2	96	683	5.5	13.3	86	805	5.8	15.7	91				
NBC NIGHTLY NEWS-SAT	N 3375	*82	3.1	2.4	74	397	3.2	11.8	76	403	2.9	11.9	70				
NBC NIGHTLY NEWS-SUN	N 3130	*66	2.5	2.1	64	477	3.8	15.2	99	407	2.9	13.0	76				
NBC SUNDAY NIGHT MOVIE	N 8284	*240	9.0	2.9	88	1258	10.1	15.2	99	1214	8.7	14.7	85				
NEMHART	C 9240	249	9.3	2.7	82	1496	12.0	16.2	105	1592	11.4	17.2	100				
ONE DAY AT A TIME	C 7288	287	10.7	3.9	119	1050	8.4	14.4	94	1216	8.7	16.7	97				
PEOPLE ARE FUNNY	N 4855	*111	4.2	2.3	69	740	5.9	15.2	99	812	5.8	16.7	97				
REAL PEOPLE	N 8869	197	7.4	2.2	67	1265	10.1	14.3	93	1335	9.6	15.1	88				
REMINGTON STEELE	N 7743	*194	7.3	2.5	76	1233	9.9	15.9	103	1220	8.8	15.8	92				
RIPLEY'S BELIEVE IT - NOT	A 5345	*180	6.7	3.4	102	853	6.8	16.0	104	1074	7.7	20.1	117				
RIPTIDE	N 6988	*165	6.2	2.4	72	1080	8.7	15.5	100	1130	8.1	16.2	94				
SCARECROW & MRS. KING	C 10002	317	11.9	3.2	96	1431	11.5	14.3	93	1767	12.7	17.7	103				
SIMON & SIMON	C 10638	391	14.6	3.7	111	1475	11.8	13.9	90	1906	13.7	17.9	104				
60 MINUTES	C 13293	336	12.6	2.5	77	2096	16.8	15.8	102	2146	15.4	16.1	94				
ST. ELSEWHERE	N 7017	*116	4.3	1.7	50	1037	8.3	14.8	96	1237	8.9	17.6	103				
THREE'S COMPANY	A 10917	390	14.6	3.6	108	1768	14.2	16.2	105	1995	14.3	18.3	106				
T.J. HOOKER	A 9204	254	9.5	2.8	84	1301	10.4	14.1	92	1412	10.1	15.3	89				
TONIGHT SHOW	N 2372	60	2.2	2.5	77	409	3.3	17.2	112	416	3.0	17.5	102				
TRAPPER JOHN, M.D.	C 9846	297	11.1	3.0	91	1413	11.3	14.4	93	1427	10.3	14.5	84				
TV BLOOPERS & PRAC. JOKES	N 9105	248	9.3	2.7	83	1347	10.8	14.8	96	1467	10.4	15.9	93				
20/20	A 9387	260	9.7	2.8	84	1462	11.7	15.6	101	1608	11.6	17.1	100				
WEBSTER	A 11067	265	9.9	2.4	73	1872	15.0	16.9	110	1773	12.7	16.0	93				
WORLD NEWS - SUN	A 3062	*99	3.7	3.2	98	432	3.5	14.1	92	610	4.4	19.9	116				
YELLOW ROSE	N 4978	*110	4.1	2.2	67	716	5.7	14.4	93	954	6.9	19.2	112				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	*238	8.9	2.7	81	1344	10.8	15.1	98	1482	10.7	16.7	97				
BASKETBALL - COLLEGE GAMES	4080	*176	6.6	4.3	131	569	4.6	13.9	91	782	5.6	19.2	112				
BASKETBALL - PRO GAMES	3607	*158	5.9	4.4	133	683	5.5	18.9	123	608	4.4	16.9	98				
BOWLING	3883	*185	6.9	4.8	144	749	6.0	19.3	125	625	4.5	16.1	94				
BOXING	3928	*144	5.4	3.7	111	*534	4.3	13.6	88	*520	3.7	13.2	77				
FOOTBALL - COLLEGE GAMES	6366	*180	6.7	2.8	86	1127	9.0	17.7	115	1486	10.7	23.3	136				
FOOTBALL - PRO GAMES	11300	*238	8.9	2.1	64	2072	16.6	18.3	119	2379	17.1	21.1	123				
GOLF	3378	*43	1.6	1.3	39	819	6.6	24.2	158	773	5.6	22.9	133				
POST-SEASON COLL. FOOTBALL	4906	*126	4.7	2.6	78	874	7.0	17.8	116	1044	7.5	21.3	124				
POST-SEASON PRO FOOTBALL	6120	*199	7.4	3.3	99	1237	9.9	20.2	131	1531	11.0	25.0	146				
TENNIS	3033	*120	4.5	4.0	120	672	5.4	22.2	144	616	4.4	20.3	118				

LIQUID PREPARED SALAD DRESSING

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-7

		'000	%	UNWEIGHTED					
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?									
	YES	60889	75.2	6966					
	NO	20096	24.8	2469					
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%
		-----		-----		-----		-----	
IF YES									
3B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
REGULAR		51823	64.0	40629	50.2	9291	11.5	1904	2.4
LOW CALORIE/DIET		18091	22.3	6897	8.5	5443	6.7	5752	7.1
DO NOT KNOW		2170	2.7						
3C. WHAT FLAVORS ARE USED BY YOUR HOUSEHOLD?									
BUTTERMILK/RANCH STYLE		14767	18.2	1063	1.3	10191	12.6	3513	4.3
CAESAR		4074	5.0	228	.3	2429	3.0	1417	1.7
CREAMY BACON		8131	10.0	371	.5	4835	6.0	2925	3.6
CREAMY CUCUMBER		14463	17.9	446	.6	9557	11.8	4459	5.5
FRENCH		27987	34.6	3978	4.9	18646	23.0	5363	6.6
GREEN GODDESS		4762	5.9	283	.3	2851	3.5	1629	2.0
ITALIAN - CREAMY		13530	16.7	1132	1.4	8534	10.5	3864	4.8
ITALIAN - OIL & VINEGAR		21214	26.2	2204	2.7	14811	18.3	4199	5.2
ROQUEFORT/BLUE CHEESE		13041	16.1	766	.9	8425	10.4	3851	4.8
THOUSAND ISLAND/RUSSIAN		27525	34.0	3630	4.5	17019	21.0	6877	8.5
OTHER		9092	11.2	1301	1.6	4995	6.2	2796	3.5
DO NOT KNOW		656	.8						
3D. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
ANN PAGE (A & P)		940	1.2	154	.2	494	.6	291	.4
BOB'S		1154	1.4	200	.2	602	.7	352	.4
BREAKSTONE		508	.6	25	*	383	.5	101	.1
FRENCHETTE		902	1.1	155	.2	513	.6	234	.3
HEINZ		2823	3.5	400	.5	2103	2.6	320	.4
HENRI'S		1754	2.2	257	.3	1120	1.4	377	.5
HERB MAGIC		849	1.0	141	.2	463	.6	245	.3
KRAFT REGULAR		33684	41.6	10357	12.8	20096	24.8	3231	4.0
KRAFT LOW CALORIE		12513	15.5	2414	3.0	7268	9.0	2832	3.5
LAWRY'S LIQUID		804	1.0	128	.2	444	.5	232	.3
MARIE'S		4688	5.8	813	1.0	2591	3.2	1284	1.6
MARZETTE'S		1520	1.9	186	.2	860	1.1	474	.6
MILANI		283	.3	49	.1	143	.2	91	.1
PFEIFFERS		3506	4.3	261	.3	2054	2.5	1191	1.5
SEVEN SEAS REGULAR		16137	19.9	1777	2.2	10921	13.5	3439	4.2
SEVEN SEAS LOW CALORIE		4340	5.4	175	.2	2393	3.0	1772	2.2
TASTI DIET/TILLIE LEWIS		601	.7	52	.1	284	.4	265	.3
WISHBONE REGULAR		22236	27.5	2480	3.1	14079	17.4	5677	7.0
WISHBONE LOW CALORIE/DIET		6914	8.5	545	.7	4160	5.1	2209	2.7
OTHER BRANDS		9110	11.2	2541	3.1	4641	5.7	1928	2.4
DO NOT KNOW		1838	2.3						
		'000	%	UNWEIGHTED					
		-----	-----	-----					
3E. ABOUT HOW MANY BOTTLES OR JARS OF LIQUID PREPARED SALAD DRESSING WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?									
SIX OR MORE	H	1397	1.7	132					
FIVE	H	848	1.0	104					
FOUR	H	3037	3.8	328					
THREE	H	6023	7.4	640					
TWO	H	14681	18.1	1601					
ONE	M	15473	19.1	1703					
LESS THAN ONE	L	17106	21.1	2149					
NONE	L	2325	2.9	309					

LIQUID PREPARED SALAD DRESSING: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	60889	100.0	75.2	100	25985	100.0	32.1	100	15473	100.0	19.1	100	19431	100.0	24.0	100
18 - 24	9282	6499	10.7	70.0	93	2374	9.1	25.6	80	1597	10.3	17.2	90	2528	13.0	27.2	114
25 - 34	19072	14857	24.4	77.9	104	6081	23.4	31.9	99	3794	24.5	19.9	104	4983	25.6	26.1	109
35 - 44	14591	11518	18.9	78.9	105	6058	23.3	41.5	129	2718	17.6	18.6	97	2741	14.1	18.8	78
45 - 54	11345	9287	15.3	81.9	109	4652	17.9	41.0	128	2272	14.7	20.0	105	2363	12.2	20.8	87
55 - 64	11635	8684	14.3	74.6	99	3652	14.1	31.4	98	2290	14.8	19.7	103	2742	14.1	23.6	98
65 OR OLDER	15061	10044	16.5	66.7	89	3169	12.2	21.0	66	2802	18.1	18.6	97	4073	21.0	27.0	113
18 - 34	28354	21357	35.1	75.3	100	8454	32.5	29.8	93	5391	34.8	19.0	100	7511	38.7	26.5	110
18 - 49	48339	37334	61.3	77.2	103	16812	64.7	34.8	108	9238	59.7	19.1	100	11284	58.1	23.3	97
25 - 54	45008	35662	58.6	79.2	105	16790	64.6	37.3	116	8785	56.8	19.5	102	10087	51.9	22.4	93
35 - 49	19985	15977	26.2	79.9	106	8358	32.2	41.8	130	3847	24.9	19.2	101	3772	19.4	18.9	79
50 OR OLDER	32647	23556	38.7	72.2	96	9173	35.3	28.1	88	6235	40.3	19.1	100	8148	41.9	25.0	104
GRADUATED COLLEGE	11155	8735	14.3	78.3	104	4159	16.0	37.3	116	1825	11.8	16.4	86	2752	14.2	24.7	103
ATTENDED COLLEGE	13682	10798	17.7	78.9	105	4594	17.7	33.6	105	2625	17.0	19.2	100	3580	18.4	26.2	109
GRADUATED HIGH SCHOOL	33880	26758	43.9	79.0	105	11603	44.7	34.2	107	6996	45.2	20.6	108	8160	42.0	24.1	100
DID NOT GRADUATE HIGH SCHOOL	22270	14598	24.0	65.6	87	5629	21.7	25.3	79	4028	26.0	18.1	95	4940	25.4	22.2	92
EMPLOYED	40306	31920	52.4	79.2	105	14752	56.8	36.6	114	7746	50.1	19.2	101	9422	48.5	23.4	97
EMPLOYED FULL-TIME	32850	25967	42.6	79.0	105	11965	46.0	36.4	114	6336	40.9	19.3	101	7667	39.5	23.3	97
EMPLOYED PART-TIME	7456	5953	9.8	79.8	106	2788	10.7	37.4	117	1410	9.1	18.9	99	1755	9.0	23.5	98
NOT EMPLOYED	40680	28970	47.6	71.2	95	11233	43.2	27.6	86	7728	49.9	19.0	99	10009	51.5	24.6	103
PROFESSIONAL/MANAGER	10392	8347	13.7	80.3	107	3806	14.6	36.6	114	1772	11.5	17.1	89	2770	14.3	26.7	111
TECH/CLERICAL/SALES	17574	14425	23.7	82.1	109	6642	25.6	37.8	118	3513	22.7	20.0	105	4271	22.0	24.3	101
PRECISION/CRAFT	985	764	1.3	77.6	103	3391	1.5	39.7	124	**229	1.5	23.2	122	**145	0.7	14.7	61
OTHER EMPLOYED	11354	8383	13.8	73.8	98	3914	15.1	34.5	107	2232	14.4	19.7	103	2237	11.5	19.7	82
SINGLE	9863	6787	11.1	68.8	92	2584	9.9	26.2	82	1578	10.2	16.0	84	2625	13.5	26.6	111
MARRIED	51375	40493	66.5	78.8	105	18462	71.0	35.9	112	10414	67.3	20.3	106	11616	59.8	22.6	94
DIVORCED/SEPARATED/WIDOWED	19748	13609	22.4	68.9	92	4939	19.0	25.0	78	3481	22.5	17.6	92	5190	26.7	26.3	110
PARENTS	32590	25187	41.4	77.3	103	12203	47.0	37.4	117	6282	40.6	19.3	101	6703	34.5	20.6	86
WHITE	70416	54292	89.2	77.1	103	22993	88.5	32.7	102	13624	88.1	19.3	101	17675	91.0	25.1	105
BLACK	8778	5612	9.2	63.9	85	2543	9.8	29.0	90	1581	10.2	18.0	94	1489	7.7	17.0	71
OTHER	1791	985	1.6	55.0	73	**449	1.7	25.1	78	**269	1.7	15.0	79	**287	1.4	14.9	62
NORTHEAST-CENSUS	17786	13311	21.9	74.8	100	6980	26.9	39.2	122	3087	20.0	17.4	91	3244	16.7	18.2	76
NORTH CENTRAL	20741	16751	27.5	80.8	107	7145	27.5	34.4	107	4034	26.1	19.4	102	5572	28.7	26.9	112
SOUTH	27775	20287	33.3	73.0	97	8114	31.2	29.2	91	5837	37.7	21.0	110	6337	32.6	22.8	95
WEST	14683	10540	17.3	71.8	95	3746	14.4	25.5	80	2515	16.3	17.1	90	4279	22.0	29.1	121
NORTHEAST-MKTG.	17961	13415	22.0	74.7	99	6919	26.6	38.5	120	3393	21.9	18.9	99	3103	16.0	17.3	72
EAST CENTRAL	11885	9408	15.5	79.2	105	4374	16.8	36.8	115	2330	15.1	19.6	103	2704	13.9	22.8	95
WEST CENTRAL	14090	11434	18.8	81.1	108	4561	17.6	32.4	101	2661	17.2	18.9	99	4213	21.7	29.9	125
SOUTH	24081	17496	28.7	72.7	97	6869	26.4	28.5	89	4856	31.4	20.2	106	5772	29.7	24.0	100
PACIFIC	12969	9136	15.0	70.4	94	3263	12.6	25.2	78	2234	14.4	17.2	90	3639	18.7	28.1	117
COUNTY SIZE A	32439	23709	38.9	73.1	97	11127	42.8	34.3	107	5883	38.0	18.1	95	6699	34.5	20.7	86
COUNTY SIZE B	24915	19224	31.6	77.2	103	7765	29.9	31.2	97	5046	32.6	20.3	106	6414	33.0	25.7	107
COUNTY SIZE C	12930	10240	16.8	79.2	105	4273	16.4	33.0	103	2296	14.8	17.8	93	3671	18.9	28.4	118
COUNTY SIZE D	10703	7717	12.7	72.1	96	2820	10.9	26.3	82	2249	14.5	21.0	110	2648	13.6	24.7	103
METRO CENTRAL CITY	24518	17530	28.8	71.5	95	7390	28.4	30.1	94	4113	26.6	16.8	88	6027	31.0	24.6	102
METRO SUBURBAN	35919	28206	46.3	78.5	104	12467	48.0	34.7	108	7400	47.8	20.6	108	8339	42.9	23.2	97
NON METRO	20549	15154	24.9	73.7	98	6128	23.6	29.8	93	3961	25.6	19.3	101	5065	26.1	24.6	103
TOP 5 ADT'S	18341	13067	21.5	71.2	95	6416	24.7	35.0	109	3152	20.4	17.2	90	3499	18.0	19.1	80
TOP 10 ADI'S	25378	18580	30.5	73.2	97	8900	34.3	35.1	109	4705	30.4	18.5	97	4975	25.6	19.6	82
TOP 20 ADI'S	36488	26723	43.9	73.2	97	12303	47.3	33.7	105	6743	43.6	18.5	97	7678	39.5	21.0	88
HSGLD INC. \$50,000 OR MORE	6612	5604	9.2	84.8	113	3077	11.8	46.5	145	1176	7.6	17.8	93	1351	7.0	20.4	85
\$40,000 OR MORE	12659	10464	17.2	82.7	110	5473	21.1	43.2	135	2414	15.6	19.1	100	2578	13.3	20.4	85
\$30,000 OR MORE	24698	20398	33.5	82.6	110	10171	39.1	41.2	128	4970	32.1	20.1	105	5257	27.1	21.3	89
\$25,000 OR MORE	32077	26345	43.3	82.1	109	12976	49.9	40.5	126	6426	41.5	20.0	105	6943	35.7	21.6	90
\$20,000 - \$24,999	9144	7257	11.9	79.4	106	2894	11.1	31.6	99	1907	12.3	20.9	109	2456	12.6	26.9	112
\$15,000 - \$19,999	8728	6524	10.7	74.7	99	2592	10.0	29.7	93	1671	10.8	19.1	100	2261	11.6	25.9	108
\$10,000 - \$14,999	12562	9276	15.2	73.8	98	3539	13.6	28.2	88	2481	16.0	19.8	103	3255	16.8	25.9	108
UNDER \$10,000	18475	11488	18.9	62.2	83	3983	15.3	21.6	67	2989	19.3	16.2	85	4516	23.2	24.4	102
HOUSEHOLD OF 1 PERSON	11987	8029	13.2	67.0	89	1973	7.6	16.5	51	1824	11.8	15.2	80	4233	21.8	35.3	147
2 PEOPLE	26577	19786	32.5	74.4	99	7552	29.1	28.4	89	5298	34.2	19.9	104	6937	35.7	26.1	109
3 OR 4 PEOPLE	30617	23884	39.2	78.0	104	11321	43.6	37.0	115	6071	39.2	19.8	104	6492	33.4	21.2	88
5 OR MORE PEOPLE	11804	9190	15.1	77.9	104	5139	19.8	43.5	136	2281	14.7	19.3	101	1770	9.1	15.0	62
NO CHILD IN HSGLD	46165	33981	55.8	73.6	98	12702	48.9	27.5	86	8884	57.4	19.2	101	12396	63.8	26.9	112
CHILD(REN) UNDER 2 YRS	5325	3948	6.5	74.1	99	1412	5.4	26.5	83	1018	6.6	19.1	100	1519	7.8	28.5	119
2 - 5 YEARS	14221	10536	17.3	74.1	99	4500	17.3	31.6	99	2796	18.1	19.7	103	3240	16.7	22.8	95
6 - 11 YEARS	15117	11521	18.9	76.2	101	5959	22.9	39.4	123	2875	18.6	19.0	100	2687	13.8	17.8	74
12 - 17 YEARS	16611	13252	21.8	79.8	106	7473	28.8	45.0	140	3121	20.2	18.8	98	2659	13.7	16.0	67
RESIDENCE OWNED	55884	43977	72.2	78.7	105	19326	74.4	34.6	108	11277	72.9	20.2	106	13375	68.8	23.9	100
VALUE: \$50,000 OR MORE	31744	25584	42.0	80.6	107	11621	44.7	36.6	114	6581	42.5	20.7	109	7382	38.0	23.3	97
VALUE: UNDER \$50,000	24140	18393	30.2	76.2	101	7705	29.7	31.9	99	4695	30.3	19.4	102	5993	30.8	24.8	103

LIQUID PREPARED SALAD DRESSING: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
				A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS			80986	80986	100.0	75.2	100	25985	100.0	32.1	100	15473	100.0	19.1	100	19431	100.0	24.0	100
MAGAZINES	QUINTILE 1	15799	12790	21.0	81.0	108	5738	22.0	36.3	113	3261	21.1	20.6	108	3801	19.6	24.1	100	
	QUINTILE 2	17259	13725	22.5	79.5	106	6426	24.7	37.2	116	3382	21.9	19.6	103	3918	20.2	22.7	95	
	QUINTILE 3	13545	10590	17.4	78.2	104	4787	18.4	35.3	110	2701	17.5	19.9	104	3102	16.0	22.9	95	
	QUINTILE 4	15133	11229	18.4	74.2	99	4277	16.5	28.3	88	2937	19.0	19.4	102	4015	20.7	26.5	111	
	QUINTILE 5	19250	12556	20.6	65.2	87	4766	18.3	24.8	77	3194	20.6	16.6	87	4596	23.7	23.9	100	
NEWSPAPERS	QUINTILE 1	12413	10034	16.5	80.8	108	5099	19.6	41.1	128	2291	14.8	18.5	97	2645	13.6	21.3	89	
	QUINTILE 2	24116	18970	31.2	78.7	105	8508	32.7	35.3	110	5129	33.1	21.3	111	5333	27.4	22.1	92	
	QUINTILE 3	11261	8722	14.3	77.5	103	3801	14.6	33.8	105	2241	14.5	19.9	104	2681	13.8	23.8	99	
	QUINTILE 4	20255	14778	24.3	73.0	97	5337	20.5	26.3	82	3806	24.6	18.8	98	5635	29.0	27.8	116	
	QUINTILE 5	12940	8385	13.8	64.8	86	3240	12.5	25.0	78	2007	13.0	15.5	81	3138	16.1	24.3	101	
OUTDOOR	QUINTILE 1	14852	11417	18.8	76.9	102	5025	19.3	33.8	105	2981	19.3	20.1	105	3412	17.6	23.0	96	
	QUINTILE 2	15725	12115	19.9	77.0	102	5051	19.4	32.1	100	3135	20.3	19.9	104	3930	20.2	25.0	104	
	QUINTILE 3	16330	12381	20.3	75.8	101	5393	20.8	33.0	103	3067	19.8	18.8	98	3921	20.2	24.0	100	
	QUINTILE 4	16744	12392	20.4	74.0	98	5511	21.2	32.9	103	3088	20.0	18.4	97	3793	19.5	22.7	94	
	QUINTILE 5	17334	12583	20.7	72.6	97	5005	19.3	28.9	90	3204	20.7	18.5	97	4375	22.5	25.2	105	
RADIO-DRIVE TIME	QUINTILE 1	15911	12576	20.7	79.0	105	5257	20.2	33.0	103	3592	23.2	22.6	118	3728	19.2	23.4	98	
	QUINTILE 2	14837	11589	19.0	78.1	104	5300	20.4	35.7	111	2841	18.4	19.1	100	3448	17.7	23.2	97	
	QUINTILE 3	15339	11620	19.1	75.8	101	4907	18.9	32.0	100	2938	19.0	19.2	100	3774	19.4	24.6	103	
	QUINTILE 4	16723	12186	20.0	72.9	97	5358	20.6	32.0	100	2979	19.3	17.8	93	3850	19.8	23.0	96	
	QUINTILE 5	18176	12919	21.2	71.1	95	5163	19.9	28.4	89	3125	20.2	17.2	90	4631	23.8	25.5	106	
RADIO-MID- DAY	TERCILE 1	21020	16440	27.0	78.2	104	7265	28.0	34.6	108	4308	27.8	20.5	107	4867	25.0	23.2	97	
	TERCILE 2	21610	16531	27.1	76.5	102	7278	28.0	33.7	105	4068	26.3	18.8	99	5185	26.7	24.0	100	
	TERCILE 3	38355	27919	45.9	72.8	97	11442	44.0	29.8	93	7098	45.9	18.5	97	9379	48.3	24.5	102	
RADIO-TOTAL	QUINTILE 1	15988	12732	20.9	79.6	106	5561	21.4	34.8	108	3466	22.4	21.7	113	3704	19.1	23.2	97	
	QUINTILE 2	15626	11806	19.4	75.6	100	4965	19.1	31.8	99	3126	20.2	20.0	105	3715	19.1	23.8	99	
	QUINTILE 3	16723	12934	21.2	77.3	103	5954	22.9	35.6	111	2909	18.8	17.4	91	4071	21.0	24.3	101	
	QUINTILE 4	16342	12175	20.0	74.5	99	4995	19.2	30.6	95	2985	19.3	18.3	96	4195	21.6	25.7	107	
	QUINTILE 5	16306	11243	18.5	69.0	92	4510	17.4	27.7	86	2987	19.3	18.3	96	3747	19.3	23.0	96	
TV-PRIME TIME	QUINTILE 1	15953	11821	19.4	74.1	99	5304	20.4	33.2	104	2711	17.5	17.0	89	3806	19.6	23.9	99	
	QUINTILE 2	16137	12447	20.4	77.1	103	5432	20.9	33.7	105	3252	21.0	20.2	105	3764	19.4	23.3	97	
	QUINTILE 3	16420	12332	20.3	75.1	100	4966	19.1	30.2	94	3307	21.4	20.1	105	4059	20.9	24.7	103	
	QUINTILE 4	16687	12768	21.0	76.5	102	5452	21.0	32.7	102	3248	21.0	19.5	102	4069	20.9	24.4	102	
	QUINTILE 5	15789	11521	18.9	73.0	97	4831	18.6	30.6	95	2955	19.1	18.7	98	3734	19.2	23.6	99	
TV-DAYTIME	TERCILE 1	27736	19990	32.8	72.1	96	8185	31.5	29.5	92	5180	33.5	18.7	98	6625	34.1	23.9	100	
	TERCILE 2	26489	20491	33.7	77.4	103	8913	34.3	33.6	105	5097	32.9	19.2	101	6481	33.4	24.5	102	
	TERCILE 3	26761	20408	33.5	76.3	101	8887	34.2	33.2	103	5197	33.6	19.4	102	6325	32.6	23.6	99	
TV-TOTAL	QUINTILE 1	16345	11490	18.9	73.3	93	4710	18.1	28.8	90	2835	18.3	17.3	91	3945	20.3	24.1	101	
	QUINTILE 2	16447	12467	20.5	75.8	101	5335	20.5	32.4	101	3194	20.6	19.4	102	3938	20.3	23.9	100	
	QUINTILE 3	15980	12451	20.4	77.9	104	5430	20.9	34.0	106	3313	21.4	20.7	109	3708	19.1	23.2	97	
	QUINTILE 4	15887	12299	20.2	77.4	103	5445	21.0	34.3	107	3019	19.5	19.0	99	3835	19.7	24.1	101	
	QUINTILE 5	16326	12182	20.0	74.6	99	5065	19.5	31.0	97	3113	20.1	19.1	100	4004	20.6	24.5	102	
MAGAZINES-NEWSPAPERS: DUAL			20721	16917	27.8	81.6	109	8189	31.5	39.5	123	4381	28.3	21.1	111	4347	22.4	21.0	87
MAGAZINE IMPERATIVE			19186	14809	24.3	77.2	103	6081	23.4	31.7	99	3633	23.5	18.9	99	5096	26.2	26.6	111
NEWSPAPER IMPERATIVE			21839	16701	27.4	76.3	101	7323	28.2	33.4	104	4387	28.4	20.0	105	4991	25.7	22.8	95
MAGAZINES-OUTDOOR: DUAL			15451	12570	20.6	81.4	108	5904	22.7	38.2	119	3030	19.6	19.6	103	3636	18.7	23.5	98
MAGAZINE IMPERATIVE			25953	20291	33.3	78.2	104	9119	35.1	35.1	110	5116	33.1	19.7	103	6056	31.2	23.3	97
OUTDOOR IMPERATIVE			24400	17739	29.1	72.7	97	6869	26.4	28.2	88	4748	30.7	19.5	102	6123	31.5	25.1	105
MAGAZINES-RADIO: DUAL			18049	14614	24.0	81.0	108	6684	25.7	37.0	115	3589	23.2	19.9	104	4341	22.3	24.1	100
MAGAZINE IMPERATIVE			23571	18560	30.5	78.7	105	8533	32.8	36.2	113	4562	29.5	19.4	101	5465	28.1	23.2	97
RADIO IMPERATIVE			23278	17243	28.3	74.1	99	7046	27.1	30.3	94	4648	30.0	20.0	105	5549	28.6	23.8	99
MAGAZINES-TELEVISION: DUAL			15459	12044	19.8	77.9	104	5332	20.5	34.5	107	2883	18.6	18.6	98	3829	19.7	24.8	103
MAGAZINE IMPERATIVE			25829	20905	34.3	80.9	108	9771	37.6	37.8	118	5267	34.2	20.5	107	5847	30.1	22.6	94
TELEVISION IMPERATIVE			26039	18467	30.3	70.9	94	7298	28.1	28.0	87	4837	31.3	18.6	97	6331	32.6	24.3	101
NEWSPAPERS-OUTDOOR: DUAL			16605	13394	22.0	80.7	107	6100	23.5	36.7	114	3727	24.1	22.4	117	3567	18.4	21.5	90
NEWSPAPER IMPERATIVE			26834	20937	34.4	78.0	104	9732	37.5	36.3	113	5088	32.9	19.0	99	6117	31.5	22.8	95
OUTDOOR IMPERATIVE			23346	17044	28.0	73.0	97	6712	25.8	28.8	90	4290	27.3	18.1	95	6102	31.4	26.1	109
NEWSPAPERS-RADIO: DUAL			17133	13991	23.0	81.7	109	6535	25.1	38.1	119	3660	23.7	21.4	112	3797	19.5	22.2	92
NEWSPAPER IMPERATIVE			25892	19965	32.8	77.1	103	9217	35.5	35.6	111	4948	32.0	19.1	100	5800	29.8	22.4	93
RADIO IMPERATIVE			23167	17093	28.1	73.8	98	6760	26.0	29.2	91	4431	28.6	19.1	100	5903	30.4	25.5	106
NEWSPAPERS-TELEVISION: DUAL			17159	13374	22.0	77.9	104	6146	23.7	35.8	112	3493	22.6	20.4	107	3734	19.2	21.8	91
NEWSPAPER IMPERATIVE			26214	20941	34.4	79.9	106	9909	38.1	37.8	118	5200	33.6	19.8	104	5832	30.0	22.2	93
TELEVISION IMPERATIVE			23412	16331	26.8	69.8	93	6150	23.7	26.3	82	4180	27.0	17.9	93	6002	30.9	25.6	107
OUTDOOR-RADIO: DUAL			15303	12201	20.0	79.7	106	5185	20.0	33.9	106	3330	21.5	21.8	114	3685	19.0	24.1	100
OUTDOOR IMPERATIVE			24901	18502	30.4	74.3	99	8044	31.0	32									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	60889	100.0	75.2	100	25985	100.0	32.1	100	15473	100.0	19.1	100	19431	100.0	24.0	100
ATLANTIC MONTHLY	415	331	0.5	79.8	106	*192	0.7	46.3	144	**44	0.3	10.6	55	**96	0.5	23.1	96
BARRON'S	453	288	0.5	63.6	85	*157	0.6	34.7	108	**42	0.3	9.3	49	**89	0.5	19.6	82
BETTER HOMES & GARDENS	16256	13226	21.7	81.4	108	5866	22.6	36.1	112	3442	22.2	21.2	111	3919	20.2	24.1	100
BON APPETIT	2535	1956	3.2	77.2	103	794	3.1	31.3	98	440	2.8	17.4	91	722	3.7	28.5	119
BUSINESS WEEK	1278	950	1.6	74.3	99	483	1.9	37.8	118	*229	1.5	17.9	94	*238	1.2	18.6	78
CAR AND DRIVER	378	305	0.5	80.7	107	*117	0.5	31.0	96	**55	0.4	14.6	76	**132	0.7	34.9	146
CBS MAGAZINE NETWORK (GROSS)	1498	1245	2.0	83.1	111	632	2.4	42.2	131	*307	2.0	20.5	107	306	1.6	20.4	85
CHANGING TIMES	1505	1102	1.8	73.2	97	472	1.8	31.4	98	216	1.4	14.4	75	414	2.1	27.5	115
COLONIAL HOMES	1231	968	1.6	78.6	105	370	1.4	30.1	94	233	1.5	18.9	99	365	1.9	29.7	124
CONDE NAST MAG. PKG. (GROSS)	14146	11033	18.1	78.0	104	5001	19.2	35.4	110	2725	17.6	19.3	101	3306	17.0	23.4	97
CONSUMERS DIGEST	1323	1046	1.7	79.1	105	433	1.7	32.7	102	*303	2.0	22.9	120	310	1.6	23.4	98
COSMOPOLITAN	7102	5611	9.2	79.0	105	2620	10.1	36.9	115	1297	8.4	18.3	96	1694	8.7	23.9	99
COUNTRY LIVING	2481	2099	3.4	84.6	113	917	3.5	37.0	115	628	4.1	25.3	132	555	2.9	23.2	93
CUISINE	1472	1055	1.7	71.7	95	*471	1.8	32.0	100	*243	1.6	16.5	86	*341	1.8	23.2	97
CYCLE WORLD	425	351	0.6	82.6	110	*227	0.9	53.4	166	**56	0.4	13.2	69	**68	0.3	16.0	67
DCI:CREATIVE IDEAS FOR LIV	2510	2117	3.5	84.3	112	950	3.7	37.8	118	584	3.8	23.3	122	582	3.0	23.2	97
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5543	9.1	82.8	110	2296	8.8	34.3	107	1610	10.4	24.1	126	1636	8.4	24.4	102
DISCOVER	894	710	1.2	79.4	106	334	1.3	37.4	116	*160	1.0	17.9	94	*216	1.1	24.2	101
EBONY	3507	2534	4.2	72.3	96	1165	4.5	33.2	104	752	4.9	21.4	112	618	3.2	17.6	73
ESQUIRE	1083	713	1.2	65.8	88	339	1.3	31.3	98	*147	1.0	13.6	71	227	1.2	21.0	87
ESSENCE	1830	1357	2.2	74.2	99	681	2.6	37.2	116	328	2.1	17.9	94	347	1.8	19.0	79
FAMILY CIRCLE	15930	13105	21.5	82.3	109	6293	24.2	39.5	123	3062	19.8	19.2	101	3750	19.3	23.5	98
THE FAMILY HANDYMAN	1126	974	1.6	86.5	115	460	1.8	40.9	127	249	1.6	22.1	116	*264	1.4	23.4	98
FAMILY WEEKLY	11468	9046	14.9	78.9	105	3732	14.4	32.5	101	2104	13.6	18.3	96	3210	16.5	28.0	117
FIELD & STREAM	2234	1789	2.9	80.1	107	794	3.1	35.5	111	454	2.9	20.3	106	541	2.8	24.2	101
FOOD & WINE	579	437	0.7	75.5	100	237	0.9	40.9	128	**97	0.6	16.8	88	*103	0.5	17.8	74
FORBES	728	533	0.9	73.2	97	*241	0.9	33.1	103	**111	0.7	15.2	80	*181	0.9	24.9	104
FORTUNE	906	721	1.2	79.6	106	332	1.3	36.6	114	**133	0.9	14.7	77	*256	1.3	28.3	118
GENTLEMEN'S QUARTERLY	791	580	1.0	73.3	98	264	1.0	33.4	104	**132	0.9	16.7	87	*184	0.9	23.3	97
GLAMOUR	5265	4259	7.0	80.9	108	1874	7.2	35.6	111	1036	6.7	19.7	103	1349	6.9	25.6	107
GOLF DIGEST	636	546	0.9	85.8	114	344	1.3	54.1	169	*128	0.8	20.1	105	**75	0.4	11.8	49
GOLF DIGEST/TENNIS (GROSS)	1186	921	1.5	77.7	103	516	2.0	43.5	136	*228	1.5	19.2	101	*177	0.9	14.9	62
GOLF MAGAZINE	441	380	0.6	86.2	115	*185	0.7	42.0	131	*107	0.7	24.3	127	**88	0.5	20.0	83
GOLF MAGAZINE/SKI (GROSS)	922	694	1.1	75.3	100	346	1.3	37.5	117	*182	1.2	19.7	103	*166	0.9	18.0	75
GOOD HOUSEKEEPING	16487	13651	22.4	82.8	110	5860	22.6	35.5	111	3505	22.7	21.3	111	4286	22.1	26.0	108
HARPER'S BAZAAR	2423	1880	3.1	77.6	103	855	3.3	35.3	110	457	3.0	18.9	99	568	2.9	23.4	98
HEALTH	1994	1519	2.5	76.2	101	683	2.6	34.3	107	368	2.4	18.5	97	468	2.4	23.5	98
HEARST MAG CORP. BUY (GROSS)	44101	35756	58.7	81.1	108	16097	61.9	36.5	114	8866	57.3	20.1	105	10794	55.6	24.5	102
HEARST MAN POWER (GROSS)	1993	1654	2.7	83.0	110	772	3.0	38.7	121	398	2.6	20.0	105	484	2.5	24.3	101
HEARST WOMAN POWER (GROSS)	31274	25577	42.0	81.8	109	11458	44.1	36.6	114	6246	40.4	20.0	105	7873	40.5	25.2	105
HOUSE BEAUTIFUL	3623	2776	4.6	76.6	102	1344	5.2	37.1	116	706	4.6	19.5	102	726	3.7	20.0	84
INC.	283	*236	0.4	83.4	111	**90	0.3	31.8	99	**50	0.3	17.7	92	**96	0.5	33.9	141
JET	2928	2026	3.3	69.2	92	1097	4.2	37.5	117	500	3.2	17.1	89	428	2.2	14.6	61
LADIES' HOME JOURNAL	11918	9864	16.2	82.8	110	4307	16.6	36.1	113	2734	17.7	22.9	120	2822	14.5	23.7	99
LHJ FAMILY GRP COMBO(GROSS)	16764	13756	22.6	82.1	109	5977	23.0	35.7	111	3750	24.2	22.4	117	4030	20.7	24.0	100
LIFE	4254	3295	5.4	77.5	103	1549	6.0	36.4	113	764	4.9	18.0	94	982	5.1	23.1	96
L.A. TIMES HOME MAGAZINE	1145	801	1.3	70.0	93	323	1.2	28.2	88	*198	1.3	17.3	91	280	1.4	24.5	102
MADEMOISELLE	2884	2359	3.9	81.8	109	1134	4.4	39.3	123	584	3.8	20.2	106	640	3.3	22.2	92
MC CALL'S	13460	11093	18.2	82.4	110	4889	18.8	36.3	113	2907	18.8	21.6	113	3297	17.0	24.5	102
MC CALL'S/MRK MOTHER (GROSS)	14606	12014	19.7	82.3	109	5263	20.3	36.0	112	3149	20.4	21.6	113	3602	18.5	24.7	103
MECHANIX ILLUSTRATED	772	672	1.1	87.0	116	323	1.2	41.8	130	*153	1.0	19.8	104	*196	1.0	25.4	106
METROPOLITAN HOME	967	792	1.3	81.9	109	356	1.4	36.8	115	*180	1.2	18.6	97	256	1.3	26.5	110
MONEY	1588	1219	2.0	76.8	102	517	2.0	32.6	101	326	2.1	20.5	107	377	1.9	23.7	99
MOTHER EARTH NEWS	1002	824	1.4	82.2	109	367	1.4	36.6	114	*186	1.2	18.6	97	271	1.4	27.0	113
MS.	825	634	1.0	76.8	102	301	1.2	36.5	114	*162	1.0	19.6	103	171	0.9	20.7	86
NATIONAL ENQUIRER	10336	7981	13.1	77.2	103	3774	14.5	36.5	114	2140	13.8	20.7	108	2067	10.6	20.0	83
NATIONAL GEOGRAPHIC	9597	7654	12.6	79.8	106	3233	12.4	33.7	105	1963	12.7	20.5	107	2459	12.7	25.6	107
NATIONAL SUNDAY MAGAZINE PKG	49558	38817	63.8	78.3	104	17448	67.1	35.2	110	9920	64.1	20.0	105	11449	58.9	23.1	96
NATURAL HISTORY	573	400	0.7	69.8	93	*228	0.9	39.8	124	**99	0.6	17.3	90	**73	0.4	12.7	53
NEW WOMAN	1699	1293	2.1	76.1	101	486	1.9	28.6	89	276	1.8	16.2	85	532	2.7	31.3	131
NEW YORK INCLUDING CUE	443	304	0.5	68.6	91	*148	0.6	33.4	104	**35	0.2	7.9	41	*121	0.6	27.3	114
THE NEW YORKER	1270	924	1.5	72.8	97	475	1.8	37.4	117	*190	1.2	15.0	78	259	1.3	20.4	85
NEWSWEEK	6277	4954	8.1	78.9	105	2159	8.3	34.4	107	1204	7.8	19.2	100	1591	8.2	25.3	106
THE N.Y. TIMES DAILY EDITION	1205	911	1.5	75.6	101	530	2.0	44.0	137	*133	0.9	11.0	58	247	1.3	20.5	85
THE N.Y. TIMES MAGAZINE	2081	1471	2.4	70.7	94	852	3.3	40.9	128	241	1.6	11.6	61	377	1.9	18.1	76
OMNI	788	620	1.0	78.7	105	*251	1.0	31.9	99	*135	0.9	17.1	90	234	1.2	29.7	124
ON CABLE	1158	966	1.6	83.4	111	467	1.8	40.3	126	*266	1.7	23.0	120	*233	1.2	20.1	84
1001 HOME IDEAS	2852	2374	3.9	83.2	111	986	3.8	34.6	108	648	4.2	22.7	119	740	3.8	25.9	108
ORGANIC GARDENING	1658	1308	2.1	78.9	105	527	2.0	31.8	99	378	2.4	22.8	119	403	2.1	24.3	101
OUTDOOR LIFE	896	752	1.2	83.9	112	248	1.0	27.7	86	*258	1.7	28.8	151	*246	1.3	27.5	114
PARADE MAGAZINE	24275	18947	31.1	78.1	104	8650	33.3	35.6	111	4977	32.2	20.5	107	5321	27.4	21.9	91

LIQUID PREPARED SALAD DRESSING: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	60889	100.0	75.2	100	25985	100.0	32.1	100	15473	100.0	19.1	100	19431	100.0	24.0	100
PARENTS	3845	3056	5.0	79.5	106	1310	5.0	34.1	106	749	4.8	19.5	102	997	5.1	25.9	108
PENTHOUSE	831	663	1.1	79.8	106	*350	1.3	42.1	131	**95	0.6	11.4	60	*218	1.1	26.2	109
PEOPLE	11645	9152	15.0	78.6	105	4218	16.2	36.2	113	2293	14.8	19.7	103	2641	13.6	22.7	95
PLAYBOY	2006	1477	2.4	73.6	98	720	2.8	35.9	112	357	2.3	17.8	93	401	2.1	20.0	83
POPULAR HOT RODDING	297	*259	0.4	87.2	116	**86	0.3	29.0	90	**86	0.6	29.0	152	**87	0.4	29.3	122
POPULAR MECHANICS	1018	887	1.5	87.1	116	458	1.8	45.0	140	*231	1.5	22.7	119	*198	1.0	19.4	81
POPULAR SCIENCE	878	708	1.2	80.6	107	331	1.3	37.7	117	*157	1.0	17.9	94	*220	1.1	25.1	104
PREVENTION	3913	3107	5.1	79.4	106	1208	4.6	30.9	96	816	5.3	20.9	109	1083	5.6	27.7	115
PSYCHOLOGY TODAY	1710	1403	2.3	82.0	109	613	2.4	35.8	112	328	2.1	19.2	100	462	2.4	27.0	113
READER'S DIGEST	22204	17509	28.8	78.9	105	7324	28.2	33.0	103	4642	30.0	20.9	109	5544	28.5	25.0	104
REDBOOK	7684	6315	10.4	82.2	109	2978	11.5	38.8	121	1444	9.3	18.8	98	1892	9.7	24.6	103
ROAD & TRACK	410	376	0.6	91.7	122	*176	0.7	42.9	134	**92	0.6	22.4	117	**108	0.6	26.3	110
ROLLING STONE	969	764	1.3	78.1	105	325	1.3	33.5	105	*202	1.3	20.8	109	237	1.2	24.5	102
RUNNER'S WORLD	298	*246	0.4	82.6	110	**119	0.5	39.9	124	*331	0.2	10.4	54	**96	0.5	32.2	134
SATURDAY EVENING POST	1169	941	1.5	80.5	107	351	1.4	30.0	94	229	1.5	19.6	103	361	1.9	30.9	129
SCIENCE 84	587	526	0.9	89.6	119	*233	0.9	39.7	124	**91	0.6	15.5	81	*202	1.0	34.4	143
SCIENCE DIGEST	482	388	0.6	80.5	107	*181	0.7	37.6	117	**50	0.3	10.4	54	*157	0.8	32.6	136
SCIENTIFIC AMERICAN	594	475	0.8	80.0	106	*255	1.0	42.9	134	**84	0.5	14.1	74	**136	0.7	22.9	95
SELF	2089	1597	2.6	76.4	102	711	2.7	34.0	106	369	2.4	17.7	92	518	2.7	24.8	103
SEVENTEEN	2411	1890	3.1	78.4	104	1047	4.0	43.4	135	462	3.0	19.2	100	381	2.0	15.8	66
SKI	480	314	0.5	65.4	87	*161	0.6	33.5	105	**76	0.5	15.8	83	**78	0.4	16.3	68
SMITHSONIAN	2760	2163	3.6	78.4	104	868	3.3	31.4	98	544	3.5	19.7	103	751	3.9	27.2	113
SOAP OPERA DIGEST	3013	2345	3.9	77.8	104	1253	4.8	41.6	130	520	3.4	17.3	90	573	2.9	19.0	79
SOUTHERN LIVING	4184	3427	5.6	81.9	109	1346	5.2	32.2	100	1027	6.6	24.5	128	1054	5.4	25.2	105
SPORT	559	415	0.7	74.2	99	*175	0.7	31.3	98	**115	0.7	20.6	108	**125	0.6	22.4	93
THE SPORTING NEWS	436	*371	0.6	85.1	113	**172	0.7	39.4	123	**126	0.8	28.9	151	**73	0.4	16.7	70
SPORTS AFIELD	493	379	0.6	76.9	102	*133	0.5	27.0	84	**117	0.8	23.7	124	*129	0.7	26.2	109
SPORTS ILLUSTRATED	2758	2234	3.7	81.0	108	1121	4.3	40.6	127	468	3.0	17.0	89	645	3.3	23.4	97
STAR	7456	5725	9.4	76.8	102	2721	10.5	36.5	114	1514	9.8	20.3	106	1490	7.7	20.0	83
SUNDAY	24936	19455	32.0	78.0	104	9176	35.3	36.8	115	5094	32.9	20.4	107	5184	26.7	20.8	87
SUNSET	2124	1719	2.8	80.9	108	410	1.6	19.3	60	462	3.0	21.8	114	848	4.4	39.9	166
TV GUIDE	21661	16877	27.7	77.9	104	7697	29.6	35.5	111	4200	27.1	19.4	101	4981	25.6	23.0	96
TENNIS	550	375	0.6	68.2	91	*172	0.7	31.3	97	*100	0.6	18.2	95	**103	0.5	18.7	78
TIME	8880	6985	11.5	78.7	105	3250	12.5	36.6	114	1735	11.2	19.5	102	2000	10.3	22.5	94
TOWN & COUNTRY	917	669	1.1	73.0	97	304	1.2	33.2	103	*176	1.1	19.2	100	*189	1.0	20.6	86
TRAVEL & LEISURE	972	760	1.2	78.2	104	409	1.6	42.1	131	*155	1.0	15.9	83	196	1.0	20.2	84
TRUE STORY	3356	2603	4.3	77.6	103	1091	4.2	32.5	101	775	5.0	23.1	121	736	3.8	21.9	91
U.S. NEWS & WORLD REPORT	3410	2811	4.6	82.4	110	1313	5.1	38.5	120	740	4.8	21.7	114	758	3.9	22.2	93
USA TODAY	1759	1392	2.3	79.1	105	757	2.9	43.0	134	*218	1.4	12.4	65	417	2.1	23.7	99
US	1873	1482	2.4	79.1	105	639	2.5	34.1	106	394	2.5	21.0	110	449	2.3	24.0	100
VOGUE	3909	2818	4.6	72.1	96	1282	4.9	32.8	102	737	4.8	18.9	99	799	4.1	20.4	85
WALL STREET JOURNAL	1886	1525	2.5	80.9	108	722	2.8	38.3	119	292	1.9	15.5	81	510	2.6	27.0	113
WEIGHT WATCHERS	2120	1716	2.8	80.9	108	884	3.4	41.7	130	301	1.9	14.2	74	531	2.7	25.0	104
WOMAN'S DAY	14172	11634	19.1	82.1	109	5403	20.8	38.1	119	2862	18.5	20.2	106	3369	17.3	23.8	99
WORKING MOTHER	1146	920	1.5	80.3	107	374	1.4	32.6	102	*241	1.6	21.0	110	*305	1.6	26.6	111
WORKING WOMAN	1322	1029	1.7	77.8	104	343	1.3	25.9	81	*228	1.5	17.2	90	458	2.4	34.6	144
WORLD TENNIS	*163	*138	0.2	84.7	113	**73	0.3	44.8	140	*331	0.2	19.0	100	**34	0.2	20.9	87
ZIFF-DAVIS MAG NETHK (GROSS)	2532	2048	3.4	80.9	108	937	3.6	37.0	115	457	3.0	18.0	94	655	3.4	25.9	108
BLAIR INSERTS	43657	33926	55.7	77.7	103	15556	59.9	35.6	111	8737	56.5	20.0	105	9634	49.6	22.1	92
DAILY NEWSPAPERS																	
READ ANY	51633	40317	66.2	78.1	104	17968	69.1	34.8	108	10412	67.3	20.2	106	11937	61.4	23.1	96
READ ONE	43463	33673	55.3	77.5	103	14845	57.1	34.2	106	8851	57.2	20.4	107	9977	51.3	23.0	96
READ TWO OR MORE	8170	6644	10.9	81.3	108	3123	12.0	38.2	119	1561	10.1	19.1	100	1960	10.1	24.0	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	41171	67.6	78.2	104	18603	71.6	35.3	110	10523	68.0	20.0	105	12045	62.0	22.9	95
READ ONE	46126	35879	58.9	77.8	103	15876	61.1	34.4	107	9332	60.3	20.2	106	10671	54.9	23.1	96
READ TWO OR MORE	6552	5292	8.7	80.8	107	2727	10.5	41.6	130	1191	7.7	18.2	95	1374	7.1	21.0	87
OUTDOOR																	
100 SHM - 30 DAY AV FREQ	27.55	28.02				28.11				28.69				27.37			
30 DAY REACH	71455	53885	88.5	75.4	100	22883	88.1	32.0	100	13771	89.0	19.3	101	17232	88.7	24.1	101
50 SHM - 30 DAY AV FREQ	14.56	14.73			14.66					15.10				14.53			
30 DAY REACH	67742	51377	84.4	75.8	101	21974	84.6	32.4	101	13130	84.9	19.4	101	16273	83.7	24.0	100
25 SHM - 30 DAY AV FREQ	7.94	8.02			7.89					8.28				7.99			
30 DAY REACH	62117	47105	77.4	75.8	101	20431	78.6	32.9	103	11973	77.4	19.3	101	14701	75.7	23.7	99
CABLE TV: HOME WIRED	32077	25314	41.6	78.9	105	11693	45.0	36.5	114	5972	38.6	18.6	97	7649	39.4	23.8	99
HOME NOT WIRED	48909	35576	58.4	72.7	97	14292	55.0	29.2	91	9501	61.4	19.4	102	11783	60.6	24.1	100
HAVE PAY CABLE	15935	12910	21.2	81.0	108	6468	24.9	40.6	127	2918	18.9	18.3	96	3525	18.1	22.1	92

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEMAKERS	80986	60889	100.0	75.2	100	25985	100.0	32.1	100	15473	100.0	19.1	100	19431	100.0	24.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	34158	56.1	77.8	103	14768	56.8	33.6	105	8848	57.2	20.1	105	10543	54.3	24.0	100	
10:00 AM - 3:00 PM	30659	23854	39.2	77.8	103	10454	40.2	34.1	106	6136	39.7	20.0	105	7264	37.4	23.7	99	
3:00 PM - 7:00 PM	31045	24242	39.8	78.1	104	10665	41.0	34.4	107	6196	40.0	20.0	104	7381	38.0	23.8	99	
7:00 PM - MIDNIGHT	15767	12107	19.9	76.8	102	4941	19.0	31.3	98	3168	20.5	20.1	105	3998	20.6	25.4	106	
MIDNIGHT - 6:00 AM	9120	7257	11.9	79.6	106	3285	12.6	36.0	112	1668	10.8	18.3	96	2304	11.9	25.3	105	
6:00 AM - MIDNIGHT	58527	45264	74.3	77.3	103	19607	75.5	33.5	104	11547	74.6	19.7	103	14110	72.6	24.1	100	
ENTIRE DAY	59311	45870	75.3	77.3	103	19873	76.5	33.5	104	11685	75.5	19.7	103	14313	73.7	24.1	100	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	12740	20.9	78.8	105	5572	21.4	34.5	107	3181	20.6	19.7	103	3987	20.5	24.7	103	
ALL NEWS	2256	1706	2.8	75.6	101	929	3.6	41.2	128	383	2.5	17.0	89	394	2.0	17.5	73	
AOR/PROGRESSIVE	3874	2922	4.8	75.4	100	1127	4.3	29.1	91	852	5.5	22.0	115	943	4.9	24.3	101	
BEAUTIFUL MUSIC	5660	4595	7.5	81.2	108	2093	8.1	37.0	115	1109	7.2	19.6	103	1393	7.2	24.6	103	
BLACK	2204	1620	2.7	73.5	98	780	3.0	35.4	110	449	2.9	20.4	107	391	2.0	17.7	74	
CLASSICAL	1418	1080	1.8	76.2	101	472	1.8	33.3	104	*187	1.2	13.2	69	421	2.2	29.7	124	
CHR/ROCK	9538	7491	12.3	78.5	104	3384	13.0	35.5	111	1772	11.5	18.6	97	2335	12.0	24.5	102	
COUNTRY	12648	10033	16.5	79.3	106	4418	17.0	34.9	109	2495	16.1	19.7	103	3121	16.1	24.7	103	
GOLDEN OLDIES	1191	840	1.4	70.5	94	386	1.5	32.4	101	*180	1.2	15.1	79	274	1.4	23.0	96	
MOR/NOSTALGIA	4757	3628	6.0	76.3	101	1349	5.2	28.4	88	919	5.9	19.3	101	1360	7.0	28.6	119	
NEWS/TALK	3863	2975	4.9	77.0	102	1263	4.9	32.7	102	723	4.7	18.7	98	990	5.1	25.6	107	
RELIGIOUS	3084	2296	3.8	74.4	99	859	3.3	27.9	87	587	3.8	19.0	100	851	4.4	27.6	115	
SOFT ROCK	521	370	0.6	71.0	94	*172	0.7	33.0	103	**50	0.3	9.6	50	*148	0.8	28.4	118	
URBAN CONTEMPORARY	1585	1057	1.7	66.7	89	582	2.2	36.7	114	266	1.7	16.8	88	*209	1.1	13.2	55	
HIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2469	4.1	75.7	101	1213	4.7	37.2	116	511	3.3	15.7	82	745	3.8	22.8	95	
ABC DIRECTION	2316	1786	2.9	77.1	103	761	2.9	32.9	102	401	2.6	17.3	91	624	3.2	26.9	112	
ABC ENTERTAINMENT	4834	3717	6.1	76.9	102	1717	6.6	35.5	111	934	6.0	19.3	101	1066	5.5	22.1	92	
ABC FM	2202	1743	2.9	79.2	105	752	2.9	34.2	106	399	2.6	18.1	95	592	3.0	26.9	112	
ABC INFORMATION	5425	4253	7.0	78.4	104	1684	6.5	31.0	97	1022	6.6	18.8	99	1547	8.0	28.5	119	
ABC ROCK	1677	1226	2.0	73.1	97	516	2.0	30.8	96	329	2.1	19.6	103	381	2.0	22.7	95	
CBS	4430	3603	5.9	81.3	108	1514	5.8	34.2	107	917	5.9	20.7	108	1173	6.0	26.5	110	
MUTUAL	4992	3854	6.3	77.2	103	1801	6.9	36.1	112	913	5.9	18.3	96	1140	5.9	22.8	95	
NBC	4679	3929	6.5	84.0	112	1737	6.7	37.1	116	991	6.4	21.2	111	1201	6.2	25.7	107	
RADIORADIO	1994	1615	2.7	81.0	108	756	2.9	37.9	118	385	2.5	19.3	101	475	2.4	23.8	99	
RKO ONE	2298	1745	2.9	75.9	101	801	3.1	34.9	109	405	2.6	17.6	92	539	2.8	23.5	98	
RKO TWO	3311	2573	4.2	77.7	103	1245	4.8	37.6	117	606	3.9	18.3	96	722	3.7	21.8	91	
THE SOURCE	2114	1577	2.6	74.6	99	687	2.6	32.5	101	424	2.7	20.1	105	466	2.4	22.0	92	
NON-HIRED : BLAIR	8654	6754	11.1	78.0	104	3029	11.7	35.0	109	1788	11.6	20.7	108	1936	10.0	22.4	93	
INTERNET	12025	9425	15.5	78.4	104	4364	16.8	36.3	113	2237	14.5	18.6	97	2824	14.5	23.5	98	
KATZ RADIO GROUP	15359	12181	20.0	79.3	105	5379	20.7	35.0	109	2961	19.1	19.3	101	3841	19.8	25.0	104	
SUPERNET	10628	8172	13.4	76.9	102	3369	13.0	31.7	99	2137	13.8	20.1	105	2666	13.7	25.1	105	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	6262	10.3	72.3	96	2567	9.9	29.6	92	1515	9.8	17.5	92	2181	11.2	25.2	105	
MKDAY 9:00 AM - 1:00 PM	12163	8625	14.2	70.9	94	3552	13.7	29.2	91	2187	14.1	18.0	94	2886	14.9	23.7	99	
MKDAY 1:00 PM - 4:30 PM	16150	11633	19.1	72.0	96	4858	18.7	30.1	94	2988	19.3	18.5	97	3787	19.5	23.4	98	
MKDAY 4:30 PM - 7:30 PM	22463	16529	27.1	73.6	98	6953	26.8	31.0	96	4226	27.3	18.8	98	5350	27.5	23.8	99	
MKDAY 7:30 PM - 8:00 PM	31795	23676	38.9	74.5	99	9961	38.3	31.3	98	5949	38.4	18.7	98	7765	40.0	24.4	102	
MKDAY 11:00 PM - 11:30 PM	23977	18260	30.0	76.2	101	7859	30.2	32.8	102	4497	29.1	18.8	98	5905	30.4	24.6	103	
MKDAY 11:30 PM - 1:00 AM	7703	5786	9.5	75.1	100	2379	9.2	30.9	96	1459	9.4	18.9	99	1948	10.0	25.3	105	
M-SAT 8-11 PM-SUN 7-11 PM	33800	25460	41.8	75.3	100	11004	42.3	32.6	101	6388	41.3	18.9	99	8069	41.5	23.9	99	
MKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	4683	7.7	71.6	95	2079	8.0	31.8	99	1221	7.9	18.7	98	1383	7.1	21.2	88
ANOTHER WORLD	N	4620	3321	5.5	71.9	96	1363	5.2	29.5	92	859	5.6	18.6	97	1099	5.7	23.8	99
AS THE WORLD TURNS	C	5614	4116	6.8	73.3	98	1644	6.3	29.3	91	1040	6.7	18.5	97	1432	7.4	25.5	106
CAPITOL	C	3396	2435	4.0	71.7	95	957	3.7	28.2	88	648	4.2	19.1	100	830	4.3	24.4	102
CBS MORN. NEWS 1	C	1446	1001	1.6	69.2	92	425	1.6	29.4	92	212	1.4	14.7	77	364	1.9	25.2	105
CBS MORN. NEWS 2	C	1207	812	1.3	67.3	89	365	1.4	30.2	94	159	1.0	13.2	69	288	1.5	23.9	99
DAYS OF OUR LIVES	N	5877	4387	7.2	74.6	99	1836	7.1	31.2	97	1095	7.1	18.6	98	1456	7.5	24.8	103
FACTS OF LIFE - DAYTIME	N	2290	1546	2.5	67.5	90	618	2.4	27.0	84	346	2.2	15.1	79	582	3.0	25.4	106
FAMILY FEUD	A	3023	2048	3.4	67.7	90	774	3.0	25.6	80	609	3.9	20.1	105	665	3.4	22.0	92
GENERAL HOSPITAL	A	6097	4265	7.0	70.0	93	1863	7.2	30.6	95	1120	7.2	18.4	96	1282	6.6	21.0	88
GOOD MORNING, AMERICA-730 A	A	3515	2649	4.4	75.4	100	1093	4.2	31.1	97	677	4.4	19.3	101	880	4.5	25.0	104
GOOD MORNING, AMERICA-830 A	A	2818	2130	3.5	75.6	101	973	3.7	34.5	108	505	3.3	17.9	94	652	3.4	23.1	96
GUIDING LIGHT	C	5339	3901	6.4	73.1	97	1552	6.0	29.1	91	1056	6.8	19.8	104	1294	6.7	24.2	101
ONE LIFE TO LIVE	A	4478	3133	5.1	70.0	93	1273	4.9										

		TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS																		
80986 60889 100.0 75.2 100 25985 100.0 32.1 100 15473 100.0 19.1 100 19431 100.0 24.0 100																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY	N	26063	19414	31.9	74.5	99	8115	31.2	31.1	97	4962	32.1	19.0	100	6336	32.6	24.3	101
NETWORK AFFILIATES - LATE	N	20261	15387	25.3	75.9	101	6648	25.6	32.8	102	3747	24.2	18.5	97	4991	25.7	24.6	103
INDEPENDENTS - LATE	N	2076	1522	2.5	73.3	98	724	2.8	34.9	109	279	1.8	13.4	70	519	2.7	25.0	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	7990	13.1	76.4	102	3497	13.5	33.5	104	2013	13.0	19.3	101	2479	12.8	23.7	99
ABC MONDAY NIGHT MOVIE	A	6412	4797	7.9	74.8	100	1973	7.6	30.8	96	1444	9.3	22.5	118	1380	7.1	21.5	90
ABC SUNDAY NIGHT MOVIE	A	12407	9387	15.4	75.7	101	4054	15.6	32.7	102	2385	15.4	19.2	101	2948	15.2	23.8	99
ABC WORLD NEWS TONIGHT	A	6176	4812	7.9	77.9	104	2076	8.0	33.6	105	1292	8.4	20.9	109	1445	7.4	23.4	99
AFTERMASH	C	5863	4224	6.9	72.0	96	1746	6.7	29.8	93	1197	7.7	20.4	107	1281	6.6	21.8	91
ALICE	C	9594	7053	11.6	73.5	98	2919	11.2	30.4	95	1875	12.1	19.5	102	2259	11.6	23.5	98
AMERICAN PARADE	C	6622	4801	7.9	72.5	96	1950	7.5	29.4	92	1257	8.1	19.0	99	1594	8.2	24.1	100
BENSON	A	10886	8059	13.2	74.0	98	3260	12.5	29.9	93	2125	13.7	19.5	102	2674	13.8	24.6	102
BLUE THUNDER	A	5036	3931	6.5	78.1	104	1497	5.8	29.7	93	1020	6.6	20.3	106	1415	7.3	28.1	117
CAGNEY & LACEY	C	9965	7876	12.9	79.0	105	3370	13.0	33.8	105	2039	13.2	20.5	107	2467	12.7	24.8	103
CBS EVENING NEWS-DEAN	C	3491	2596	4.3	74.4	99	1096	4.2	31.4	98	687	4.4	19.7	103	813	4.2	23.3	97
CBS EVENING NEWS-RATHER	C	7123	5187	8.5	72.8	97	2172	8.4	30.5	95	1183	7.6	16.6	87	1833	9.4	25.7	107
CBS SAT. NEWS-SCHIEFFER	C	3621	2707	4.4	74.8	99	996	3.8	27.5	86	772	5.0	21.3	112	939	4.8	25.9	108
CBS SATURDAY NIGHT MOVIE	C	5436	4188	6.9	77.0	102	1832	7.1	33.7	105	1107	7.2	20.4	107	1249	6.4	23.0	96
CBS WEDNESDAY NIGHT MOVIE	C	6100	4451	7.3	73.0	97	1875	7.2	30.7	96	1078	7.0	17.7	92	1498	7.7	24.6	102
CHEERS	N	8889	6946	11.4	78.1	104	3066	11.8	34.5	107	1799	11.6	20.2	106	2081	10.7	23.4	98
DALLAS	C	22109	16528	27.1	74.8	99	7054	27.1	31.9	99	4465	28.9	20.2	106	5009	25.8	22.7	94
DIFF'RENT STROKES	N	6940	5020	8.2	72.3	96	2079	8.0	30.0	93	1269	8.2	18.3	96	1672	8.6	24.1	100
DOUBLE TROUBLE	N	7223	5465	9.0	75.7	101	2382	9.2	33.0	103	1306	8.4	18.1	95	1776	9.1	24.6	102
DUCK FACTORY	N	5595	4326	7.1	77.3	103	2013	7.7	36.0	112	943	6.1	16.9	88	1369	7.0	24.5	102
DUKES OF HAZZARD	C	5768	4292	7.0	74.4	99	1669	6.4	28.9	90	1147	7.4	19.9	104	1477	7.6	25.6	107
DYNASTY	A	20053	14787	24.3	73.7	98	6500	25.0	32.4	101	3727	24.1	18.6	97	4560	23.5	22.7	95
FACTS OF LIFE	N	8087	6074	10.0	75.1	100	2632	10.1	32.5	101	1534	9.9	19.0	99	1908	9.8	23.6	98
FALCON CREST	C	20046	14933	24.5	74.5	99	6319	24.3	31.5	98	4143	26.8	20.7	108	4471	23.0	22.3	93
FALL GUY	A	9084	6835	11.2	75.2	100	2692	10.4	29.6	92	1695	11.0	18.7	98	2449	12.6	27.0	112
FAMILY TIES	N	7964	6194	10.2	77.8	103	2738	10.5	34.4	107	1607	10.4	20.2	106	1849	9.5	23.2	97
FANTASY ISLAND	A	7687	5477	9.0	71.3	95	2305	8.9	30.0	93	1466	9.5	19.1	100	1706	8.8	22.2	92
FOULUPS, BLEEP & BLUNDERS	A	8861	6754	11.1	76.2	101	2778	10.7	31.4	98	1825	11.8	20.6	108	2150	11.1	24.3	101
FOUR SEASONS	C	5095	3678	6.0	72.2	96	1654	6.4	32.5	101	999	6.5	19.6	103	1024	5.3	20.1	84
GIMME A BREAK	N	8838	6662	10.9	75.4	100	2961	11.4	33.5	104	1702	11.0	19.3	101	2000	10.3	22.6	94
HART TO HART	A	8978	6700	11.0	74.6	99	2770	10.7	30.9	96	1665	10.8	18.5	97	2266	11.7	25.2	105
HILL STREET BLUES	N	8590	6671	11.0	77.7	103	2892	11.1	33.7	105	1748	11.3	20.3	107	2031	10.5	23.6	99
HOTEL	A	14085	10342	17.0	73.4	98	4542	17.5	32.2	101	2652	17.1	18.8	99	3148	16.2	22.4	93
JEFFERSONS	C	9360	6801	11.2	72.7	97	2797	10.8	29.9	93	1777	11.5	19.0	99	2227	11.5	23.8	99
JENNIFER SLEPT HERE	N	5841	4398	7.2	75.3	100	1805	6.9	30.9	96	1211	7.8	20.7	109	1381	7.1	23.6	99
KATE & ALLIE	C	9206	7041	11.6	76.5	102	3063	11.8	33.3	104	1765	11.4	19.2	100	2212	11.4	24.0	100
KNIGHT RIDER	N	7076	5385	8.8	76.1	101	2280	8.8	32.2	100	1324	8.6	18.7	98	1780	9.2	25.2	105
LOVE BOAT	A	12219	8946	14.7	73.2	97	3733	14.4	30.6	95	2374	15.3	19.4	102	2839	14.6	23.2	97
MAGNUM PI	C	11199	8420	13.8	75.2	100	3452	13.3	30.8	96	2296	14.8	20.5	107	2672	13.8	23.9	99
MAMA'S FAMILY	N	6057	4457	7.3	73.6	98	1849	7.1	30.5	95	1108	7.2	18.3	96	1501	7.7	24.8	103
MASTER, THE	N	3598	2656	4.4	73.8	98	1206	4.6	33.5	104	650	4.2	18.1	95	800	4.1	22.2	93
MATT HOUSTON	A	6344	4776	7.8	75.3	100	2081	8.0	32.8	102	1217	7.9	19.2	100	1478	7.6	23.3	97
NBC MONDAY NIGHT MOVIE	N	11994	9002	14.8	75.1	100	4034	15.5	33.6	105	2249	14.5	18.8	98	2719	14.0	22.7	94
NBC NIGHTLY NEWS	N	5132	3854	6.3	75.1	100	1661	6.4	32.4	101	993	6.4	19.3	101	1201	6.2	23.4	98
NBC NIGHTLY NEWS-SAT	N	3375	2438	4.0	72.2	96	1059	4.1	31.4	98	578	3.7	17.1	90	802	4.1	23.8	99
NBC NIGHTLY NEWS-SUN	N	3130	2282	3.7	72.9	97	971	3.7	31.0	97	601	3.9	19.2	100	709	3.6	22.7	94
NBC SUNDAY NIGHT MOVIE	N	8284	6202	10.2	74.9	100	2869	11.0	34.6	108	1434	9.3	17.3	91	1899	9.8	22.9	96
NEWHART	C	9240	7144	11.7	77.3	103	3066	11.8	33.2	103	1804	11.7	19.5	102	2274	11.7	24.6	103
ONE DAY AT A TIME	C	7288	5503	9.0	75.5	100	2288	8.8	31.4	98	1466	9.5	20.1	105	1749	9.0	24.0	100
PEOPLE ARE FUNNY	N	4855	3573	5.9	73.6	98	1351	5.2	27.8	87	1041	6.7	21.4	112	1181	6.1	24.3	101
REAL PEOPLE	N	8869	6692	11.0	75.5	100	2973	11.4	33.5	104	1739	11.2	19.6	103	1980	10.2	22.3	93
REMINGTON STEELE	N	7743	5851	9.6	75.6	101	2398	9.2	31.0	97	1450	9.4	18.7	98	2004	10.3	25.9	108
RIPLEY'S BELIEVE IT - NOT	A	5345	4099	6.7	76.7	102	1642	6.3	30.7	96	1138	7.4	21.3	111	1318	6.8	24.7	103
RIPTIDE	N	6988	5510	9.0	78.8	105	2410	9.3	34.5	107	1319	8.5	18.9	99	1781	9.2	25.5	106
SCARECROW & MRS. KING	C	10002	7464	12.3	74.6	99	3096	11.9	31.0	96	1835	11.9	18.3	96	2533	13.0	25.3	106
SIMON & SIMON	C	10638	7990	13.1	75.1	100	3410	13.1	32.1	100	2037	13.2	19.1	100	2543	13.1	23.9	100
60 MINUTES	C	13293	9955	16.3	74.9	100	4088	15.7	30.8	96	2600	16.8	19.6	102	3267	16.8	24.6	102
ST. ELSEWHERE	N	7017	5413	8.9	77.1	103	2241	8.6										

LIQUID PREPARED SALAD DRESSING - TYPES AND FLAVORS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	REGULAR				LOW CALORIE/DIET				BUTTERMILK RANCH STYLE				CAESAR			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	51823	100.0	64.0	100	18091	100.0	22.3	100	14767	100.0	18.2	100	4074	100.0	5.0	100
18 - 24	9282	5658	10.9	61.0	95	1962	10.8	21.1	95	1730	11.7	18.6	102	*323	7.9	3.5	69
25 - 34	19072	13278	25.6	69.6	109	4092	22.6	21.5	96	3958	26.8	20.8	114	992	24.3	5.2	103
35 - 44	14591	10421	20.1	71.4	112	3530	19.5	24.2	108	3005	20.3	20.6	113	799	19.6	5.5	109
45 - 54	11345	7944	15.3	70.0	109	3124	17.3	27.5	123	2277	15.4	20.1	110	748	18.4	6.6	131
55 - 64	11635	7038	13.6	60.5	95	2840	15.7	24.4	109	2018	13.7	17.3	95	681	16.7	5.9	116
65 OR OLDER	15061	7485	14.4	49.7	78	2544	14.1	16.9	76	1779	12.0	11.8	65	531	13.0	3.5	70
18 - 34	28354	18935	36.5	66.8	104	6054	33.5	21.4	96	5688	38.5	20.1	110	1316	32.3	4.6	92
18 - 49	48339	33312	64.3	68.9	108	10975	60.7	22.7	102	9993	67.7	20.7	113	2537	62.3	5.2	104
25 - 54	45008	31643	61.1	70.3	110	10745	59.4	23.9	107	9240	62.6	20.5	113	2539	62.3	5.6	112
35 - 49	19985	14376	27.7	71.9	112	4921	27.2	24.6	110	4305	29.2	21.5	118	1221	30.0	6.1	121
50 OR OLDER	32647	18512	35.7	56.7	89	7116	39.3	21.8	98	4774	32.3	14.6	80	1537	37.7	4.7	94
GRADUATED COLLEGE	11155	7483	14.4	67.1	105	3361	18.6	30.1	135	2742	18.6	24.6	135	991	24.3	8.9	177
ATTENDED COLLEGE	13682	9538	18.4	69.7	109	3940	21.8	28.8	129	3030	20.5	22.1	121	750	18.4	5.5	109
GRADUATED HIGH SCHOOL	33880	23026	44.4	68.0	106	7399	40.9	21.8	98	6346	43.0	18.7	103	1708	41.9	5.0	100
DID NOT GRADUATE HIGH SCHOOL	22270	11776	22.7	52.9	83	3391	18.7	15.2	68	2648	17.9	11.9	65	625	15.3	2.8	56
EMPLOYED	40306	27781	53.6	68.9	108	10394	57.5	25.8	115	8129	55.0	20.2	111	2219	54.5	5.5	109
EMPLOYED FULL-TIME	32850	22599	43.6	68.8	108	8423	46.6	25.6	115	6703	45.4	20.4	112	1870	45.9	5.7	113
EMPLOYED PART-TIME	7456	5182	10.0	69.5	109	1970	10.9	26.4	118	1426	9.7	19.1	105	*349	8.6	4.7	93
NOT EMPLOYED	40680	24042	46.4	59.1	92	7697	42.5	18.9	85	6638	45.0	16.3	89	1855	45.5	4.6	91
PROFESSIONAL/MANAGER	10392	7356	14.2	70.8	111	3327	18.4	32.0	143	2330	15.8	22.4	123	802	19.7	7.7	153
TECH/CLERICAL/SALES	17574	12409	23.9	70.6	110	4817	26.6	27.4	123	4011	27.2	22.8	125	989	24.3	5.6	112
PRECISION/CRAFT	985	652	1.3	66.2	103	*269	1.5	27.3	122	**177	1.2	18.0	99	**29	0.7	2.9	59
OTHER EMPLOYED	11354	7364	14.2	64.9	101	1981	11.0	17.4	78	1612	10.9	14.2	78	*399	9.8	3.5	70
SINGLE	9863	5678	11.0	57.6	90	2271	12.6	23.0	103	1584	10.7	16.1	88	659	16.2	6.7	133
MARRIED	51375	35356	68.2	68.8	108	12194	67.4	23.7	106	10118	68.5	19.7	108	2551	62.6	5.0	99
DIVORCED/SEPARATED/WIDOWED	19748	10790	20.8	54.6	85	3626	20.0	18.4	82	3065	20.8	15.5	85	865	21.2	4.4	87
PARENTS	32590	22964	44.3	70.5	110	6698	37.0	20.6	92	6323	42.8	19.4	106	1478	36.3	4.5	90
WHITE	70416	46371	89.5	65.9	103	16495	91.2	23.4	105	13685	92.7	19.4	107	3610	88.6	5.1	102
BLACK	8778	4668	9.0	53.2	83	1237	6.8	14.1	63	779	5.3	8.9	49	*423	10.4	4.8	96
OTHER	1791	*785	1.5	43.8	68	**359	2.0	20.0	90	**303	2.1	16.9	93	**41	1.0	2.3	46
NORTHEAST-CENSUS	17786	11882	22.9	66.8	104	3620	20.0	20.4	91	1605	10.9	9.0	49	1430	35.1	8.0	160
NORTH CENTRAL	20741	14504	28.0	69.9	109	5012	27.7	24.2	108	4039	27.4	19.5	107	712	17.5	3.4	68
SOUTH	27775	16629	32.1	59.9	94	5941	32.8	21.4	96	4550	30.8	16.4	90	1124	27.6	4.0	80
WEST	14683	8808	17.0	60.0	94	3518	19.4	24.0	107	4573	31.0	31.1	171	807	19.8	5.5	109
NORTHEAST-MKTG.	17961	11758	22.7	65.5	102	3888	21.5	21.6	97	1285	8.7	7.2	39	1549	38.0	8.6	171
EAST CENTRAL	11885	7965	15.4	67.0	105	2860	15.8	24.1	108	2364	16.0	19.9	109	*331	8.1	2.8	55
WEST CENTRAL	14090	10009	19.3	71.0	111	3257	18.0	23.1	103	2832	19.2	20.1	110	502	12.3	3.6	71
SOUTH	24081	14514	28.0	60.3	94	4944	27.3	20.5	92	4319	29.2	17.9	98	922	22.6	3.9	78
PACIFIC	12969	7578	14.6	58.4	91	3143	17.4	24.2	108	3967	26.9	30.6	168	770	18.9	5.9	116
COUNTY SIZE A	32439	20445	39.5	63.0	98	7212	39.9	22.2	100	5461	37.0	16.8	92	2006	49.2	6.2	123
COUNTY SIZE B	24915	15998	30.9	64.2	100	5952	32.9	23.9	107	4967	33.6	19.9	109	1302	32.0	5.2	104
COUNTY SIZE C	12930	8718	16.8	67.4	105	2959	16.4	22.9	102	2474	16.8	19.1	105	*481	11.8	3.7	74
COUNTY SIZE D	10703	6663	12.9	62.3	97	1968	10.9	18.4	82	1865	12.6	17.4	96	*285	7.0	2.7	53
METRO CENTRAL CITY	24518	14995	28.9	61.2	96	4975	27.5	20.3	91	4545	30.8	18.5	102	1462	35.9	6.0	119
METRO SUBURBAN	35919	24106	46.5	67.1	105	9098	50.3	25.3	113	6916	46.8	19.3	106	1879	46.1	5.2	104
NON METRO	20549	12722	24.5	61.9	97	4018	22.2	19.6	88	3306	22.4	16.1	88	734	18.0	3.6	71
TOP 5 ADI'S	18341	11513	22.2	62.8	98	3932	21.7	21.4	96	2781	18.8	15.2	83	1362	33.4	7.4	148
TOP 10 ADI'S	25378	16060	31.0	63.3	99	5765	31.9	22.7	102	3848	26.1	15.2	83	1820	44.7	7.2	143
TOP 20 ADI'S	36488	23171	44.7	63.5	99	7837	43.3	21.5	96	6063	41.1	16.6	91	2276	55.9	6.2	124
HSHLD INC. \$50,000 OR MORE	6612	4992	9.6	75.5	118	2106	11.6	31.9	143	1623	11.0	24.5	135	*533	13.1	8.1	160
\$40,000 OR MORE	12659	9350	18.0	73.9	115	3822	21.1	30.2	135	2953	20.0	23.3	128	890	21.8	7.0	140
\$30,000 OR MORE	24698	18083	34.9	73.2	114	7148	39.5	28.9	130	5834	39.5	23.6	130	1750	43.0	7.1	141
\$25,000 OR MORE	32077	23385	45.1	72.9	114	8891	49.1	27.7	124	7461	50.5	23.3	128	2047	50.2	6.4	127
\$20,000 - \$24,999	9144	6214	12.0	68.0	106	2182	12.1	23.9	107	1524	10.3	16.7	91	519	12.7	5.7	113
\$15,000 - \$19,999	8728	5654	10.9	64.8	101	1834	10.1	21.0	94	1699	11.5	19.5	107	536	13.2	6.1	122
\$10,000 - \$14,999	12562	7628	14.7	60.7	95	2629	14.5	20.9	94	1896	12.8	15.1	83	*343	8.4	2.7	54
UNDER \$10,000	18475	8943	17.3	48.4	76	2556	14.1	13.8	62	2186	14.8	11.8	65	630	15.5	3.4	68
HOUSEHOLD OF 1 PERSON	11987	5984	11.5	49.9	78	2303	12.7	19.2	86	1587	10.7	13.2	73	594	14.6	5.0	99
2 PEOPLE	26577	16061	31.0	60.4	94	6201	34.3	23.3	104	4931	33.4	18.6	102	1342	32.9	5.0	100
3 OR 4 PEOPLE	30617	21406	41.3	69.9	109	7157	39.6	23.4	105	5984	40.5	19.5	107	1532	37.6	5.0	99
5 OR MORE PEOPLE	11804	8373	16.2	70.9	111	2430	13.4	20.6	92	2265	15.3	19.2	105	*606	14.9	5.1	102
NO CHILD IN HSHLD	46165	27406	52.9	59.4	93	10897	60.2	23.6	106	8061	54.6	17.5	96	2446	60.0	5.3	105
CHILD(REN) UNDER 2 YRS	5325	3653	7.0	68.6	107	972	5.4	18.3	82	1081	7.3	20.3	111	**162	4.0	3.0	60
2 - 5 YEARS	14221	9357	18.1	65.8	103	2656	14.7	18.7	84	2730	18.5	19.2	105	*578	14.2	4.1	81
6 - 11 YEARS	15117	10384	20.0	68.7	107	2886	16.0	19.1	85	2734	18.5	18.1	99	696	17.1	4.6	92
12 - 17 YEARS	16611	12130	23.4	73.0	114	3640	20.1	21.9	98	3164	21.4	19.0	104	908	22.3	5.5	109
RESIDENCE OWNED	55884	37441	72.2	67.4	105	13789	76.2	24.7	110	10941	74.1	19.6	107	2883	70.8	5.2	103
VALUE: \$50,000 OR MORE	31744	22019	42.5	69.0	108	8731	48.3	27.5	123	6617	44.8	20.8	114	2209	54.2	7.0	138
VALUE: UNDER \$50,000	24140	15421	29.8	63.9	100	5058	28.0	21.0	94	4324	29.3	17.9	98	674	16.5	2.8	56

		TOTAL U.S. '000	A '000	REGULAR B % DOWN	C ACROSS %	D INDX	A '000	LOW B % DOWN	CALORIE/DIET C ACROSS %	D INDX	A '000	BUTTERMILK RANCH STYLE B % DOWN	C ACROSS %	D INDX	A '000	CAESAR B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS		80986	51823	100.0	64.0	100	18091	100.0	22.3	100	14767	100.0	18.2	100	4074	100.0	5.0	100
MAGAZINES	QUINTILE 1	15799	10899	21.0	69.0	108	4591	25.4	29.1	130	3951	26.8	25.0	137	934	22.9	5.9	118
	QUINTILE 2	17259	11840	22.8	68.6	107	4667	25.8	27.0	121	3598	24.4	20.8	114	975	23.9	5.6	112
	QUINTILE 3	13545	9162	17.7	67.6	106	2791	15.4	20.6	92	2350	15.9	17.3	95	902	22.1	6.7	132
	QUINTILE 4	15133	9635	18.6	63.7	99	2887	16.0	19.1	85	2472	16.7	16.3	90	736	18.1	4.9	97
	QUINTILE 5	19250	10288	19.9	53.4	84	3156	17.4	16.4	73	2397	16.2	12.5	68	527	12.9	2.7	54
NEWSPAPERS	QUINTILE 1	12413	8692	16.8	70.0	109	3126	17.3	25.2	113	2389	16.2	19.2	106	798	19.6	6.4	128
	QUINTILE 2	24116	16037	30.9	66.5	104	6058	33.5	25.1	112	4809	32.6	19.9	109	1429	35.1	5.9	111
	QUINTILE 3	11261	7591	14.6	67.4	105	2771	15.3	24.6	110	2061	14.0	18.3	100	*475	11.7	4.2	84
	QUINTILE 4	20255	12878	24.8	63.6	99	4059	22.4	20.0	90	3636	24.6	18.0	98	1042	25.6	5.1	102
	QUINTILE 5	12940	6625	12.8	51.2	80	2077	11.5	16.1	72	1872	12.7	14.5	79	*331	8.1	2.6	51
OUTDOOR	QUINTILE 1	14852	10016	19.3	67.4	105	3727	20.6	25.1	112	2990	20.2	20.1	110	758	18.6	5.1	101
	QUINTILE 2	15725	10385	20.0	66.0	103	3319	18.3	21.1	94	2842	19.2	18.1	99	978	24.0	6.2	124
	QUINTILE 3	16330	10853	20.9	66.5	104	3445	19.0	21.1	94	2993	20.3	18.3	101	687	16.9	4.2	84
	QUINTILE 4	16744	10289	19.9	61.4	96	3833	21.2	22.9	102	2891	19.6	17.3	95	768	18.9	4.6	91
	QUINTILE 5	17334	10281	19.8	59.3	93	3768	20.8	21.7	97	3050	20.7	17.6	96	883	21.7	5.1	101
RADIO-DRIVE TIME	QUINTILE 1	15911	10465	20.2	65.8	103	4378	24.2	27.5	123	3315	22.4	20.8	114	969	23.8	6.1	121
	QUINTILE 2	14837	9952	19.2	67.1	105	3491	19.3	23.5	105	2709	18.3	18.3	100	792	19.4	5.3	106
	QUINTILE 3	15339	10244	19.8	66.8	104	3219	17.8	21.0	94	2712	18.4	17.7	97	777	19.1	5.1	101
	QUINTILE 4	16723	10575	20.4	63.2	99	3354	18.5	20.1	90	2990	20.2	17.9	98	805	19.8	4.8	96
	QUINTILE 5	18176	10588	20.4	58.3	91	3649	20.2	20.1	90	3042	20.6	16.7	92	732	18.0	4.0	80
RADIO-MID- DAY	TERCILE 1	21020	13979	27.0	66.5	104	5104	28.2	24.3	109	4235	28.7	20.1	110	1090	26.8	5.2	103
	TERCILE 2	21610	14126	27.3	65.4	102	4774	26.4	22.1	99	3845	26.0	17.8	98	1052	25.8	4.9	97
	TERCILE 3	38355	23719	45.8	61.8	97	8213	45.4	21.4	96	6687	45.3	17.4	96	1932	47.4	5.0	100
RADIO-TOTAL	QUINTILE 1	15988	10500	20.3	65.7	103	4245	23.5	26.6	119	3438	23.3	21.5	118	888	21.8	5.6	110
	QUINTILE 2	15626	10381	20.0	66.4	104	3488	19.3	22.3	100	2633	17.8	16.9	92	888	21.8	5.7	113
	QUINTILE 3	16723	11174	21.6	66.8	104	3672	20.3	22.0	98	2971	20.1	17.8	97	971	23.8	5.8	115
	QUINTILE 4	16342	10664	20.6	65.3	102	3615	20.0	22.1	99	3214	21.8	19.7	108	726	17.8	4.4	88
	QUINTILE 5	16306	9104	17.6	55.8	87	3071	17.0	18.8	84	2511	17.0	15.4	84	601	14.8	3.7	73
TV-PRIME TIME	QUINTILE 1	15953	9929	19.2	62.2	97	3466	19.2	21.7	97	2722	18.4	17.1	94	787	19.3	4.9	98
	QUINTILE 2	16137	10657	20.6	66.0	103	3685	20.4	22.8	102	2732	18.5	16.9	93	822	20.2	5.1	101
	QUINTILE 3	16420	10540	20.3	64.2	100	3470	19.2	21.1	95	3024	20.5	18.4	101	750	18.4	4.6	91
	QUINTILE 4	16687	10925	21.1	65.5	102	4163	23.0	24.9	112	3109	21.1	18.6	102	808	19.8	4.8	96
	QUINTILE 5	15789	9772	18.9	61.9	97	3307	18.3	20.9	94	3180	21.5	20.1	110	907	22.3	5.7	111
TV-DAYTIME	TERCILE 1	27736	16800	32.4	60.6	95	5789	32.0	20.9	93	4535	30.7	16.4	90	1393	34.2	5.0	100
	TERCILE 2	26489	17545	33.9	66.2	104	5915	32.7	22.3	100	4769	32.3	18.0	99	1126	27.6	4.3	85
	TERCILE 3	26761	17479	33.7	65.3	102	6387	35.3	23.9	107	5463	37.0	20.4	112	1556	38.2	5.8	116
TV-TOTAL	QUINTILE 1	16345	9567	18.5	58.5	91	3169	17.5	19.4	87	2707	18.3	16.6	91	723	17.7	4.4	88
	QUINTILE 2	16447	10593	20.4	64.4	101	3468	19.2	21.1	94	2736	18.5	16.6	91	928	22.8	5.6	112
	QUINTILE 3	15980	10675	20.6	66.8	104	3740	20.7	23.4	105	2871	19.4	18.0	99	757	18.6	4.7	94
	QUINTILE 4	15887	10525	20.3	66.2	104	4015	22.2	25.3	113	3190	21.6	20.1	110	811	19.9	5.1	101
	QUINTILE 5	16326	10464	20.2	64.1	100	3700	20.5	22.7	101	3263	22.1	20.0	110	855	21.0	5.2	104
MAGAZINES-NEWSPAPERS: DUAL		20721	14346	27.7	69.2	108	6062	33.5	29.3	131	4682	31.7	22.6	124	1184	29.1	5.7	114
MAGAZINE IMPERATIVE		19186	12886	24.9	67.2	105	4640	25.6	24.2	108	4166	28.2	21.7	119	1087	26.7	5.7	113
NEWSPAPER IMPERATIVE		21899	14378	27.7	65.7	103	4478	24.8	20.4	92	3505	23.7	16.0	88	1257	30.9	5.7	114
MAGAZINES-OUTDOOR: DUAL		15451	11108	21.4	71.9	112	4251	23.5	27.5	123	3667	24.8	23.7	130	948	23.3	6.1	122
MAGAZINE IMPERATIVE		25953	17094	33.0	65.9	103	6643	36.7	25.6	115	5320	36.0	20.5	112	1497	36.7	5.8	115
OUTDOOR IMPERATIVE		24400	15204	29.3	62.3	97	4340	24.0	17.8	80	3598	24.4	14.7	81	1141	28.0	4.7	93
MAGAZINES-RADIO: DUAL		18049	12389	23.9	68.6	107	5159	28.5	28.6	128	4066	27.5	22.5	124	1152	28.3	6.4	127
MAGAZINE IMPERATIVE		23571	16081	31.0	68.2	107	5737	31.7	24.3	109	5025	34.0	21.3	117	1319	32.4	5.6	111
RADIO IMPERATIVE		23278	14838	28.6	63.7	100	4466	24.7	19.2	86	3533	23.9	15.2	83	1162	28.5	5.0	99
MAGAZINES-TELEVISION: DUAL		15459	10299	19.9	66.6	104	3664	20.3	23.7	106	3165	21.4	20.5	112	807	19.8	5.2	104
MAGAZINE IMPERATIVE		25829	18119	35.0	70.1	110	7266	40.2	28.1	126	5917	40.1	22.9	126	1576	38.7	6.1	121
TELEVISION IMPERATIVE		26039	15344	29.6	58.9	92	4835	26.7	18.6	83	3713	25.1	14.3	78	1174	28.8	4.5	90
NEWSPAPERS-OUTDOOR: DUAL		16605	11688	22.6	70.4	110	4168	23.0	25.1	112	3091	20.9	18.6	102	1011	24.8	6.1	121
NEWSPAPER IMPERATIVE		26834	17684	34.1	65.9	103	6670	36.9	24.9	111	5183	35.1	19.3	106	1432	35.1	5.3	106
OUTDOOR IMPERATIVE		23346	14826	28.6	63.5	99	4629	25.6	19.8	89	4293	29.1	18.4	101	1068	26.2	4.6	91
NEWSPAPERS-RADIO: DUAL		17133	11944	23.0	69.7	109	4563	25.2	26.6	119	3493	23.7	20.4	112	1187	29.1	6.9	138
NEWSPAPER IMPERATIVE		25892	17142	33.1	66.2	103	6038	33.4	23.3	104	4813	32.6	18.6	102	1371	33.7	5.3	105
RADIO IMPERATIVE		23167	14613	28.2	63.1	99	4942	27.3	21.3	95	4111	27.8	17.7	97	1030	25.3	4.4	88
NEWSPAPERS-TELEVISION: DUAL		17159	11482	22.2	66.9	105	3938	21.8	23.0	103	3372	22.8	19.7	108	1167	28.6	6.8	135
NEWSPAPER IMPERATIVE		26214	17873	34.5	68.2	107	7156	39.6	27.3	122	5290	35.8	20.2	111	1399	34.3	5.3	106
TELEVISION IMPERATIVE		23412	13700	26.4	58.5	91	4278	23.6	18.3	82	3496	23.7	14.9	82	843	20.7	3.6	72
OUTDOOR-RADIO: DUAL		15303	10621	20.5	69.4	108	3775	20.9	24.7	110	3029	20.5	19.8	109	855	21.0	5.6	111

	TOTAL U.S. '000	REGULAR				LOW CALORIE/DIET				BUTTERMILK RANCH STYLE				CAESAR			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	51823	100.0	64.0	100	18091	100.0	22.3	100	14767	100.0	18.2	100	4074	100.0	5.0	100
ATLANTIC MONTHLY	415	236	0.5	56.9	89	**137	0.8	33.0	148	**124	0.8	29.9	164	**11	0.3	2.7	53
BARRON'S	453	*211	0.4	46.6	73	**147	0.8	32.5	145	**51	0.3	11.3	62	**10	0.2	2.2	44
BETTER HOMES & GARDENS	16256	11233	21.7	69.1	108	4459	24.6	27.4	123	3249	22.0	20.0	110	955	23.4	5.9	117
BON APPETIT	2535	1687	3.3	66.5	104	685	3.8	27.0	121	515	3.5	20.3	111	*150	3.7	5.9	118
BUSINESS WEEK	1278	806	1.6	63.1	99	296	1.6	23.2	104	300	2.0	23.5	129	**63	1.5	4.9	98
CAR AND DRIVER	378	*276	0.5	73.0	114	**84	0.5	22.2	99	**43	0.3	11.4	62	**0	0.0	0.0	0
CBS MAGAZINE NETWORK (GROSS)	1498	1107	2.1	73.9	115	466	2.6	31.1	139	308	2.1	20.6	113	**55	1.4	3.7	73
CHANGING TIMES	1505	876	1.7	58.2	91	413	2.3	27.4	123	353	2.4	23.5	129	**115	2.8	7.6	152
CONALD HOMES	1231	779	1.5	63.3	99	360	2.0	29.2	131	272	1.8	22.1	121	**90	2.2	7.3	145
CONDE NAST MAG. PKG. (GROSS)	14146	9433	18.2	66.7	104	3844	21.2	27.2	122	3019	20.4	21.3	117	792	19.4	5.6	111
CONSUMERS DIGEST	1323	904	1.7	68.3	107	376	2.1	28.4	127	324	2.2	24.5	134	**45	1.1	3.4	68
COSMOPOLITAN	7102	4946	9.5	69.6	109	1657	9.2	23.3	104	1521	10.3	21.4	117	452	11.1	6.4	127
COUNTRY LIVING	2481	1833	3.5	73.9	115	740	4.1	29.8	134	636	4.3	25.6	141	*194	4.8	7.8	155
CUISINE	1472	935	1.8	63.5	99	415	2.3	28.2	126	255	1.7	17.3	95	*109	2.7	7.4	147
CYCLE WORLD	425	*326	0.6	76.7	120	**135	0.7	31.8	142	**52	0.4	12.2	67	**4	0.1	0.9	19
DCI:CREATIVE IDEAS FOR LIV	2510	1836	3.5	73.1	114	681	3.8	27.1	121	617	4.2	24.6	135	*253	6.2	10.1	200
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4699	9.1	70.2	110	1971	10.9	29.4	132	1722	11.7	25.7	141	500	12.3	7.5	148
DISCOVER	894	654	1.3	73.2	114	241	1.3	27.0	121	*232	1.6	26.0	142	**60	1.5	6.7	133
EBONY	3507	2137	4.1	60.9	95	619	3.4	17.7	79	465	3.1	13.3	73	210	5.2	6.0	119
ESQUIRE	1083	650	1.3	60.0	94	*126	0.7	11.6	52	*208	1.4	19.2	105	**33	0.8	3.0	61
ESSENCE	1830	1174	2.3	64.2	100	250	1.4	13.7	61	250	1.7	13.7	75	**88	2.2	4.8	96
FAMILY CIRCLE	15930	11373	21.9	71.4	112	4462	24.7	28.0	125	3541	24.0	22.2	122	880	21.6	5.5	110
THE FAMILY HANDYMAN	1126	821	1.6	72.9	114	416	2.3	36.9	165	*255	1.7	22.6	124	**67	1.6	6.0	118
FAMILY WEEKLY	11468	7804	15.1	68.1	106	2618	14.5	22.8	102	2443	16.5	21.3	117	518	12.7	4.5	90
FIELD & STREAM	2234	1562	3.0	69.9	109	514	2.8	23.0	103	560	3.8	25.1	137	*103	2.5	4.6	92
FOOD & WINE	579	339	0.7	58.5	91	*207	1.1	35.8	160	**117	0.8	20.2	111	**35	0.9	6.0	120
FORBES	728	460	0.9	63.2	99	*212	1.2	29.1	130	*138	0.9	19.0	104	**57	1.4	7.8	156
FORTUNE	906	644	1.2	71.1	111	*272	1.5	30.0	134	*239	1.6	26.4	145	**53	1.3	5.8	116
GENTLEMEN'S QUARTERLY	791	509	1.0	64.3	101	*196	1.1	24.8	111	*180	1.2	22.8	125	**34	0.8	4.3	85
GLAMOUR	5265	3614	7.0	68.6	107	1527	8.4	29.0	130	1194	8.1	22.7	124	243	6.0	4.6	92
GOLF DIGEST	636	460	0.9	72.3	113	*275	1.5	43.2	194	*179	1.2	28.1	154	**49	1.2	7.7	153
GOLF DIGEST/TENNIS (GROSS)	1186	780	1.5	65.8	103	392	2.2	33.1	148	322	2.2	27.2	149	**76	1.9	6.4	127
GOLF MAGAZINE	441	317	0.6	71.9	112	*202	1.1	45.8	205	**108	0.7	24.5	134	**59	1.4	13.4	266
GOLF MAGAZINE/SKI (GROSS)	922	613	1.2	66.5	104	314	1.7	34.1	152	*233	1.6	25.3	139	**64	1.6	6.9	138
GOOD HOUSEKEEPING	16487	11727	22.6	71.1	111	4429	24.5	26.9	120	3505	23.7	21.3	117	871	21.4	5.3	105
HARPER'S BAZAAR	2423	1640	3.2	67.7	106	602	3.3	24.8	111	419	2.8	17.3	95	*204	5.0	8.4	167
HEALTH	1994	1292	2.5	64.8	101	480	2.7	24.1	108	509	3.4	25.5	140	**140	3.4	7.0	140
HEARST MAG CORP. BUY (GROSS)	44101	30833	59.5	69.9	109	11809	65.3	26.8	120	9565	64.8	21.7	119	2561	62.9	5.8	115
HEARST MAN POWER (GROSS)	1993	1424	2.7	71.5	112	605	3.3	30.4	136	513	3.5	25.7	141	**80	2.0	4.0	80
HEARST WOMAN POWER (GROSS)	31274	22043	42.5	70.5	110	8286	45.8	26.5	119	6690	45.3	21.4	117	1691	41.5	5.4	107
HOUSE BEAUTIFUL	3623	2358	4.6	65.1	102	978	5.4	27.0	121	815	5.5	22.5	123	256	6.3	7.1	140
INC.	283	*215	0.4	76.0	119	**56	0.3	19.8	89	**67	0.5	23.7	130	**38	0.9	13.4	267
JET	2928	1736	3.3	59.3	93	458	2.5	15.6	70	409	2.8	14.0	77	*178	4.4	6.1	121
LADIES' HOME JOURNAL	11918	8360	16.1	70.1	110	3239	17.9	27.2	122	2596	17.6	21.8	119	564	13.8	4.7	94
LHJ FAMILY GRP COMBO(GROSS)	16764	11687	22.6	69.7	109	4533	25.1	27.0	121	3796	25.7	22.6	124	851	20.9	5.1	101
LIFE	4254	*2730	5.3	64.2	100	1181	6.5	27.8	124	984	6.7	23.1	127	*204	5.0	4.8	95
L.A. TIMES HOME MAGAZINE	1145	676	1.3	59.0	92	341	1.9	29.8	133	336	2.3	29.3	161	**108	2.7	9.4	188
MADemoiselle	2884	1983	3.8	68.8	107	763	4.2	26.5	118	538	3.6	18.7	102	*205	5.0	7.1	141
MC CALL'S	13460	9681	18.7	71.9	112	3716	20.5	27.6	124	2891	19.6	21.5	118	*732	18.0	5.4	108
MC CALL'S/MRK MOTHER (GROSS)	14606	10490	20.2	71.8	112	4092	22.6	28.0	125	3148	21.3	21.6	118	776	19.0	5.3	106
MECHANIX ILLUSTRATED	772	600	1.2	77.7	121	*286	1.6	37.0	166	*280	1.9	36.3	199	**53	1.3	6.9	136
METROPOLITAN HOME	967	685	1.3	70.8	111	238	1.3	24.6	110	*204	1.4	21.1	116	**48	1.2	5.0	99
MONEY	1588	1028	2.0	64.7	101	497	2.7	31.3	140	424	2.9	26.7	146	**83	2.0	5.2	104
MOTHER EARTH NEWS	1002	748	1.4	74.7	117	*252	1.4	25.1	113	*242	1.6	24.2	132	**44	1.1	4.4	87
MS.	825	588	1.1	71.3	111	*173	1.0	21.0	94	*220	1.5	26.7	146	**78	1.9	9.5	188
NATIONAL ENQUIRER	10336	6897	13.3	66.7	104	2004	11.1	19.4	87	2068	14.0	20.0	110	406	10.0	3.9	78
NATIONAL GEOGRAPHIC	9597	6553	12.6	68.3	107	2724	15.1	28.4	127	2190	14.8	22.8	125	611	15.0	6.4	127
NATIONAL SUNDAY MAGAZINE PKG	49558	33339	64.3	67.3	105	12091	66.8	24.4	109	9702	65.7	19.6	107	2793	68.6	5.6	112
NATURAL HISTORY	573	369	0.7	64.4	101	*169	0.9	29.5	132	**84	0.6	14.7	80	**36	0.9	6.3	125
NEW WOMAN	1699	1194	2.3	70.3	110	449	2.5	26.4	118	408	2.8	24.0	132	**67	1.6	3.9	78
NEW YORK INCLUDING CUE	443	272	0.5	61.4	96	*137	0.8	30.9	138	**48	0.3	10.8	59	**35	0.9	7.9	157
THE NEW YORKER	1270	761	1.5	59.9	94	418	2.3	32.9	147	192	1.3	15.1	83	*132	3.2	10.4	207
NEWSWEEK	6277	4194	8.1	66.8	104	1858	10.3	29.6	133	1419	9.6	22.6	124	449	11.0	7.2	142
THE N.Y. TIMES DAILY EDITION	1205	811	1.6	67.3	105	370	2.0	30.7	137	**110	0.7	9.1	50	*139	3.4	11.5	229
THE N.Y. TIMES MAGAZINE	2081	1323	2.6	63.6	99	576	3.2	27.7	124	242	1.6	11.6	64	*197	4.8	9.5	188
OMNI	788	524	1.0	66.5	104	*219	1.2	27.8	124	*248	1.7	31.5	173	**41	1.0	5.2	103
ON CABLE	1158	857	1.7	74.0	116	*210	1.2	18.1	81	*331	2.2	28.6	157	**101	2.5	8.7	173
1001 HOME IDEAS	2852	2035	3.9	71.4	112	814	4.5	28.5	128	691	4.7	24.2	133	*147	3.6	5.2	102
ORGANIC GARDENING	1658	1146	2.2	69.1	108	389	2.2	23.5	105	407	2.8	24.5	135	**105	2.6	6.3	126
OUTDOOR LIFE	896	644	1.2	71.9	112	*151	0.8	16.9	75	*189	1.3	21.1	116	**47	1.2	5.2	104
PARADE MAGAZINE	24275	16163	31.2	66.6	104	6081	33.6	25.1	112	4785	32.4	19.7	108	1485	36.5	6.1	122

	TOTAL U.S. '000	REGULAR				LOW CALORIE/DIET				BUTTERMILK RANCH STYLE				CAESAR			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	51823	100.0	64.0	100	18091	100.0	22.3	100	14767	100.0	18.2	100	4074	100.0	5.0	100
PARENTS	3845	2683	5.2	69.8	109	971	5.4	25.3	113	1010	6.8	26.3	144	*212	5.2	5.5	110
PENTHOUSE	831	614	1.2	73.9	115	*162	0.9	19.5	87	*190	1.3	22.9	125	*50	1.2	6.0	120
PEOPLE	11645	7980	15.4	68.5	107	3000	16.6	25.8	115	2523	17.1	21.7	119	770	18.9	6.6	131
PLAYBOY	2006	1310	2.5	65.3	102	451	2.5	22.5	101	381	2.6	19.0	104	*181	4.4	9.0	179
POPULAR HOT RODDING	297	*225	0.4	75.8	118	*38	0.2	12.8	57	*78	0.5	26.3	144	*13	0.3	4.4	87
POPULAR MECHANICS	1018	740	1.4	72.7	114	*407	2.2	40.0	175	*346	2.3	34.0	186	*339	1.0	3.8	76
POPULAR SCIENCE	878	564	1.1	64.2	100	*304	1.7	34.6	159	*159	1.1	18.1	99	*43	1.1	4.9	97
PREVENTION	3913	2517	4.9	64.3	101	1076	5.9	27.5	123	833	5.6	21.3	117	*276	6.8	7.1	140
PSYCHOLOGY TODAY	1710	1203	2.3	70.4	110	617	3.4	36.1	162	414	2.8	24.2	133	*275	1.8	4.4	87
READER'S DIGEST	22204	14726	28.4	66.3	104	5786	32.0	26.1	117	4587	31.1	20.7	113	1214	29.8	5.5	109
REDBOOK	7684	5370	10.4	69.9	109	2200	12.2	28.6	128	1664	11.3	21.7	119	368	9.0	4.8	95
ROAD & TRACK	410	342	0.7	83.4	130	**126	0.7	30.7	138	**108	0.7	26.3	144	*21	0.5	5.1	102
ROLLING STONE	969	691	1.3	71.3	111	230	1.3	23.7	106	178	1.2	18.4	101	*73	1.8	7.5	150
RUNNER'S WORLD	298	*222	0.4	74.5	116	*97	0.5	32.6	146	*110	0.7	36.9	202	*11	0.3	3.7	73
SATURDAY EVENING POST	1169	762	1.5	65.2	102	323	1.8	27.6	124	244	1.7	20.9	114	*61	1.5	5.2	104
SCIENCE 84	587	397	0.8	67.6	106	*280	1.5	47.7	214	*225	1.5	38.3	210	*38	0.9	6.5	129
SCIENCE DIGEST	482	358	0.7	74.3	116	**122	0.7	25.3	113	*78	0.5	16.2	89	*28	0.7	5.8	115
SCIENTIFIC AMERICAN	594	430	0.8	72.4	113	*244	1.3	41.1	184	*162	1.1	27.3	150	*41	1.0	6.9	137
SELF	2089	1380	2.7	66.1	103	631	3.5	30.2	135	501	3.4	24.0	132	*122	3.0	5.9	116
SEVENTEEN	2411	1656	3.2	68.7	107	595	3.3	24.7	110	484	3.3	20.1	110	*221	5.4	9.2	182
SKI	480	297	0.6	61.9	97	**113	0.6	23.5	105	*124	0.8	25.8	142	*6	0.1	1.3	25
SMITHSONIAN	2760	1875	3.6	67.9	106	773	4.3	28.0	125	671	4.5	24.3	133	*307	7.5	11.1	221
SOAP OPERA DIGEST	3013	2012	3.9	66.8	104	517	2.9	17.2	77	669	4.5	22.2	122	*66	1.6	2.2	44
SOUTHERN LIVING	4184	2864	5.5	68.5	107	1291	7.1	30.9	138	1105	7.5	26.4	145	*248	6.1	5.9	118
SPORT	559	399	0.8	71.4	112	*117	0.6	20.9	94	*205	1.4	36.7	201	*29	0.7	5.2	103
THE SPORTING NEWS	436	*368	0.7	84.4	132	*173	1.0	39.7	178	*110	0.7	25.2	138	*15	0.4	3.4	68
SPORTS ILLUSTRATED	493	327	0.6	66.3	104	*76	0.4	15.4	69	*89	0.6	18.1	99	*13	0.3	2.6	52
SPORTS AFFLUENT	2758	1967	3.8	71.3	111	801	4.4	29.0	130	641	4.3	23.2	127	*127	3.1	4.6	92
STAR	7456	4922	9.5	66.0	103	1533	8.5	20.6	92	1522	10.3	20.4	112	309	7.6	4.1	82
SUNDAY	24936	16863	32.5	67.6	106	5904	32.6	23.7	106	4489	30.4	18.0	99	1507	37.0	6.0	120
SUNSET	2124	1414	2.7	66.6	104	698	3.9	32.9	147	643	4.4	30.3	166	*183	4.5	8.6	171
TV GUIDE	21661	14518	28.0	67.0	105	4881	27.0	22.5	101	4358	29.5	20.1	110	1193	29.3	5.5	109
TENNIS	550	320	0.6	58.2	91	*116	0.6	21.1	94	*143	1.0	26.0	143	*27	0.7	4.9	98
TIME	8880	5927	11.4	66.7	104	2498	13.8	28.1	126	1931	13.1	21.7	119	624	15.3	7.0	140
TOWN & COUNTRY	917	627	1.2	68.4	107	*206	1.1	22.5	101	*191	1.3	20.8	114	*34	0.8	3.7	74
TRAVEL & LEISURE	972	640	1.2	65.8	103	265	1.5	27.3	122	*180	1.2	18.5	102	*102	2.5	10.5	209
TRUE STORY	3356	2171	4.2	64.7	101	588	3.3	17.5	78	650	4.4	19.4	106	*151	3.7	4.5	89
U.S. NEWS & WORLD REPORT	3410	2277	4.4	66.8	104	1147	6.3	33.6	151	786	5.3	23.0	126	*214	5.3	6.3	125
USA TODAY	1759	1155	2.2	65.7	103	524	2.9	29.8	133	482	3.3	27.4	150	*152	3.7	8.6	172
US	1873	1306	2.5	69.7	109	517	2.9	27.6	124	421	2.9	22.5	123	*78	1.9	4.2	83
VOGUE	3909	2457	4.7	62.9	98	922	5.1	23.6	106	786	5.3	20.1	110	222	5.4	5.7	113
WALL STREET JOURNAL	1886	1370	2.6	72.6	114	445	2.5	23.6	106	444	3.0	23.5	129	*165	4.1	8.7	174
WEIGHT WATCHERS	2120	1424	2.7	67.2	105	793	4.4	37.4	167	382	2.6	18.0	99	*99	2.4	4.7	93
WOMAN'S DAY	14172	10048	19.4	70.9	111	3905	21.6	27.6	123	2983	20.2	21.0	115	882	21.6	6.2	124
WORKING MOTHER	1146	809	1.6	70.6	110	376	2.1	32.8	147	*257	1.7	22.4	123	*44	1.1	3.8	76
WORKING WOMAN	1322	900	1.7	68.1	106	399	2.2	30.2	135	375	2.5	28.4	156	*65	1.6	4.9	98
WORLD TENNIS	*163	*103	0.2	63.2	99	*22	0.1	13.5	60	*22	0.1	13.5	74	*5	0.1	3.1	61
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1813	3.5	71.6	112	811	4.5	32.0	143	658	4.5	26.0	143	*150	3.7	5.9	118
BLAIR INSERTS	43657	29178	56.3	66.8	104	10774	59.6	24.7	110	8355	56.6	19.1	105	2599	63.8	6.0	118
DAILY NEWSPAPERS																	
READ ANY	51633	34527	66.6	66.9	105	12462	68.9	24.1	108	9741	66.0	18.9	103	2921	71.7	5.7	112
READ ONE	43463	28802	55.6	66.3	104	10216	56.5	23.5	105	8298	56.2	19.1	105	2395	58.8	5.5	110
READ TWO OR MORE	8170	5726	11.0	70.1	110	2246	12.4	27.5	123	1443	9.8	17.7	97	526	12.9	6.4	128
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	35445	68.4	67.3	105	12815	70.8	24.3	109	10230	69.3	19.4	107	2980	73.1	5.7	112
READ ONE	46126	30785	59.4	66.7	104	11162	61.7	24.2	108	8876	60.1	19.2	106	2552	62.6	5.5	110
READ TWO OR MORE	6552	4660	9.0	71.1	111	1653	9.1	25.2	113	1354	9.2	20.7	113	428	10.5	6.5	130
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	28.32				29.40				29.74				29.55			
30 DAY REACH	71455	46222	89.2	64.7	101	15884	87.8	22.2	100	12919	87.5	18.1	99	3625	89.0	5.1	101
50 SHMG - 30 DAY AV FREQ	14.56	14.89				15.33				15.59				15.69			
30 DAY REACH	67742	44058	85.0	65.0	102	15256	84.3	22.5	101	12356	83.7	18.2	100	3438	84.4	5.1	101
25 SHMG - 30 DAY AV FREQ	7.94	8.09				8.39				8.42				8.59			
30 DAY REACH	62117	40488	78.1	65.2	102	13945	77.1	22.4	100	11478	77.7	18.5	101	3128	76.8	5.0	100
CABLE TV: HOME WIRED	32077	22142	42.7	69.0	108	7903	43.7	24.6	110	6689	45.3	20.9	114	1859	45.6	5.8	115
HOME NOT WIRED	48909	29681	57.3	60.7	95	10188	56.3	20.8	93	8078	54.7	16.5	91	2215	54.4	4.5	90
HAVE PAY CABLE	15935	11363	21.9	71.3	111	4330	23.9	27.2	122	3554	24.1	22.3	122	974	23.9	6.1	122

	TOTAL U.S. '000	REGULAR				LOW CALORIE/DIET				BUTTERMILK RANCH STYLE				CAESAR			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	51823	100.0	64.0	100	18091	100.0	22.3	100	14767	100.0	18.2	100	4074	100.0	5.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	29260	56.5	66.6	104	10737	59.3	24.4	109	8686	58.8	19.8	108	2442	59.9	5.6	111
10:00 AM - 3:00 PM	30659	20416	39.4	66.6	104	7021	38.8	22.9	103	5980	40.5	19.5	107	1571	38.6	5.1	102
3:00 PM - 7:00 PM	31045	20872	40.3	67.2	105	7779	43.0	25.1	112	6122	41.5	19.7	108	1635	40.1	5.3	105
7:00 PM - MIDNIGHT	15767	10337	19.9	65.6	102	3758	20.8	23.8	107	3066	20.8	19.4	107	788	19.3	5.0	99
MIDNIGHT - 6:00 AM	9120	6090	11.8	66.8	104	2541	14.0	27.9	125	1916	13.0	21.0	115	450	11.0	4.9	98
6:00 AM - MIDNIGHT	58527	38926	75.1	66.5	104	13692	75.7	23.4	105	11434	77.4	19.5	107	3140	77.1	5.4	107
ENTIRE DAY	59311	39419	76.1	66.5	104	13958	77.2	23.5	105	11584	78.4	19.5	107	3167	77.7	5.3	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	10987	21.2	67.9	106	4021	22.2	24.9	111	3009	20.4	18.6	102	857	21.0	5.3	105
ALL NEWS	2256	1482	2.9	65.7	103	498	2.8	22.1	99	366	2.5	16.2	89	*244	6.0	10.8	215
AOR/PROGRESSIVE	3874	2602	5.0	67.2	105	835	4.6	21.6	96	882	6.0	22.8	125	274	6.7	7.1	141
BEAUTIFUL MUSIC	5660	3914	7.6	69.2	108	1416	7.8	25.0	112	1131	7.7	20.0	110	321	7.9	5.7	113
BLACK	2204	1457	2.8	66.1	103	292	1.6	13.2	59	231	1.6	10.5	57	**84	2.1	3.8	76
CLASSICAL	1418	890	1.7	62.8	98	412	2.3	29.1	130	*276	1.9	19.5	107	*174	4.3	12.3	244
CHR/ROCK	9538	6605	12.7	69.2	108	2360	13.0	24.7	111	1847	12.5	19.4	106	404	9.9	4.2	84
COUNTRY	12648	8603	16.6	68.0	106	2792	15.4	22.1	99	2825	19.1	22.3	122	491	12.1	3.9	77
GOLDEN OLDIES	1191	714	1.4	59.9	94	*237	1.3	19.9	89	*163	1.1	13.7	75	*61	1.5	5.1	102
MOR/NOSTALGIA	4757	3053	5.9	64.2	100	1313	7.3	27.6	124	891	6.0	18.7	103	*302	7.4	6.3	126
NEWS/TALK	3863	2493	4.8	64.5	101	1033	5.7	26.7	120	891	6.0	23.1	126	272	6.7	7.0	140
RELIGIOUS	3084	1850	3.6	60.0	94	731	4.0	23.7	106	560	3.8	18.2	100	**117	2.9	3.8	75
SOFT ROCK	521	321	0.6	61.6	96	**126	0.7	24.2	108	**71	0.5	13.6	75	**40	1.0	7.7	153
URBAN CONTEMPORARY	1585	911	1.8	57.5	90	258	1.4	16.3	73	*172	1.2	10.9	60	**106	2.6	6.7	133
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2170	4.2	66.5	104	743	4.1	22.8	102	463	3.1	14.2	78	**146	3.6	4.5	89
ABC DIRECTION	2316	1511	2.9	65.2	102	458	2.5	19.8	89	353	2.4	15.2	84	*161	4.0	7.0	138
ABC ENTERTAINMENT	4834	3175	6.1	65.7	103	1068	5.9	22.1	99	847	5.7	17.5	96	*227	5.6	4.7	93
ABC FM	2202	1527	2.9	69.3	108	459	2.5	20.8	93	386	2.6	17.5	96	**111	2.7	5.0	100
ABC INFORMATION	5425	3591	6.9	66.2	103	1604	8.9	29.6	132	1132	7.7	20.9	114	204	5.0	3.8	75
ABC ROCK	1677	1159	2.2	69.1	108	332	1.8	19.8	89	340	2.3	20.3	111	**143	3.5	8.5	170
CBS	4430	2969	5.7	67.0	105	1096	6.1	24.7	111	946	6.4	21.4	117	296	7.3	6.7	133
MUTUAL	4992	3335	6.4	66.8	104	1313	7.3	26.3	118	878	5.9	17.6	96	*277	6.8	5.5	110
NBC	4679	3373	6.5	72.1	113	1229	6.8	26.3	118	1051	7.1	22.5	123	288	7.1	6.2	122
RADIORADIO	1994	1419	2.7	71.2	111	545	3.0	27.3	122	330	2.2	16.5	91	**140	3.4	7.0	140
RKO ONE	2298	1516	2.9	66.0	103	465	2.6	20.2	91	449	3.0	19.5	107	**88	2.2	3.8	76
RKO TWO	3311	2238	4.3	67.6	106	731	4.0	22.1	99	661	4.5	20.0	109	*135	3.3	4.1	81
THE SOURCE	2114	1433	2.8	67.8	106	398	2.2	18.8	84	466	3.2	22.0	121	**98	2.4	4.6	92
NON-WIRED: BLAIR	8654	5770	11.1	66.7	104	2359	13.0	27.3	122	1814	12.3	21.0	115	430	10.6	5.0	99
INTERNET	12025	8007	15.5	66.6	104	2718	15.0	22.6	101	2574	17.4	21.4	117	736	18.1	6.1	122
KATZ RADIO GROUP	15359	10513	20.3	68.4	107	3716	20.5	24.2	108	2958	20.0	19.3	106	865	21.2	5.6	112
SUPERNET	10628	7080	13.7	66.6	104	2386	13.2	22.5	101	2085	14.1	19.6	108	559	13.7	5.3	105
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	5256	10.1	60.7	95	1765	9.8	20.4	91	1510	10.2	17.4	96	529	13.0	6.1	121
MKDAY 9:00 AM - 1:00 PM	12163	7283	14.1	59.9	94	2333	12.9	19.2	86	2027	13.7	16.7	91	586	14.4	4.8	96
MKDAY 1:00 PM - 4:30 PM	16150	9771	18.9	60.5	95	3351	18.5	20.7	93	2664	18.0	16.5	90	771	18.9	4.8	95
MKDAY 4:30 PM - 7:30 PM	22463	13758	26.5	61.2	96	4825	26.7	21.5	96	3809	25.8	17.0	93	1110	27.2	4.9	98
MKDAY 7:30 PM - 8:00 PM	31795	19845	38.3	62.4	98	6951	38.4	21.9	98	5493	37.2	17.3	95	1576	38.7	5.0	99
MKDAY 11:00 PM - 11:30 PM	23977	15562	30.0	64.9	101	5149	28.5	21.5	96	4247	28.8	17.7	97	1098	27.0	4.6	91
MKDAY 11:30 PM - 1:00 AM	7703	4980	9.6	64.7	101	1610	8.9	20.9	94	1395	9.4	18.1	99	394	9.7	5.1	102
M-SAT 8-11 PM-SUN 7-11 PM	33800	21643	41.8	64.0	100	7549	41.7	22.3	100	5942	40.2	17.6	96	1668	40.9	4.9	98
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4098	7.9	62.7	98	1270	7.0	19.4	87	966	6.5	14.8	81	342	8.4	5.2	104
ANOTHER WORLD	N 4620	2757	5.3	59.7	93	1012	5.6	21.9	98	777	5.3	16.8	92	250	6.1	5.4	108
AS THE WORLD TURNS	C 5614	3408	6.6	60.7	95	1260	7.0	22.4	100	998	6.8	17.8	97	286	7.0	5.1	101
CAPITOL	C 3396	2000	3.9	58.9	92	696	3.8	20.5	92	626	4.2	18.4	101	211	5.2	6.2	124
CBS MORN. NEWS 1	C 1446	787	1.5	54.4	85	280	1.5	19.4	87	269	1.8	18.6	102	*59	1.4	4.1	81
CBS MORN. NEWS 2	C 1207	648	1.3	53.7	84	220	1.2	18.2	82	204	1.4	16.9	93	**34	0.8	2.8	56
DAYS OF OUR LIVES	N 5877	3679	7.1	62.6	98	1386	7.7	23.6	106	1033	7.0	17.6	96	295	7.2	5.0	100
FACTS OF LIFE - DAYTIME	N 2290	1321	2.5	57.7	90	375	2.1	16.4	73	370	2.5	16.2	89	*104	2.6	4.5	90
FAMILY FEUD	A 3023	1769	3.4	58.5	91	479	2.6	15.8	71	510	3.5	16.9	93	143	3.5	4.7	94
GENERAL HOSPITAL	A 6097	3691	7.1	60.5	95	1090	6.0	17.9	80	904	6.1	14.8	81	230	5.6	3.8	75
GOOD MORNING, AMERICA-730	A 3515	2336	4.5	66.5	104	682	3.8	19.4	87	678	4.6	19.3	106	271	6.7	7.7	153
GOOD MORNING, AMERICA-830	A 2818	1801	3.5	63.9	100	606	3.3	21.5	96	498	3.4	17.7	97	210	5.2	7.5	148
GUIDING LIGHT	C 5339	3201	6.2	60.0	94	1235	6.8	23.1	104	907	6.1	17.0	93	262	6.4	4.9	98
ONE LIFE TO LIVE	A 4478	2676	5.2	59.8	93	844	4.7	18.8	84	653	4.4	14.6	80	141	3.5	3.1	63
PRESS YOUR LUCK	C 2244	1430	2.8	63.7	100	416	2.3	18.5	83	370	2.5	16.5	90	*109	2.7	4.9	

LIQUID PREPARED SALAD DRESSING - TYPES AND FLAVORS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	REGULAR				LOW CALORIE/DIET				BUTTERMILK RANCH STYLE				CAESAR							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
		'000	%	DOWN	ACROSS	%	DOWN	ACROSS	%	DOWN	ACROSS	%	DOWN	ACROSS	%	DOWN	ACROSS	%	DOWN	ACROSS	%	DOWN
TOTAL FEMALE HOMEOWNERS		80986	51823	100.0	64.0	100	18091	100.0	22.3	100	14767	100.0	18.2	100	4074	100.0	5.0	100				
MKDAY LOCAL EVENING TV NEWS																						
NETWORK AFFILIATES - EARLY		26063	15894	30.7	61.0	95	5741	31.7	22.0	99	4496	30.4	17.3	95	1267	31.1	4.9	97				
NETWORK AFFILIATES - LATE		20261	13057	25.2	64.4	101	4440	24.5	21.9	98	3587	24.3	17.7	97	894	21.9	4.4	88				
INDEPENDENTS - LATE		2076	1310	2.5	63.1	99	564	3.1	27.2	122	383	2.6	18.4	101	171	4.2	8.2	164				
TV EVENING NTWK 6 PM - 2 AM																						
A TEAM		M 10453	6793	13.1	65.0	102	2424	13.4	23.2	104	1775	12.0	17.0	93	399	9.8	3.8	76				
ABC MONDAY NIGHT MOVIE		A 6412	4120	8.0	64.3	100	1457	8.1	22.7	102	1274	8.6	19.9	109	380	9.3	5.9	118				
ABC SUNDAY NIGHT MOVIE		A 12407	7963	15.4	64.2	100	2960	16.4	23.9	107	2289	15.5	18.4	101	517	12.7	4.2	83				
ABC WORLD NEWS TONIGHT		A 6176	3988	7.7	64.6	101	1432	7.9	23.2	104	1045	7.1	16.9	93	299	7.3	4.8	96				
AFTERMASH		C 5863	3623	7.0	61.8	97	1194	6.6	20.4	91	1137	7.7	19.4	106	*289	7.1	4.9	98				
ALICE		C 9594	5978	11.5	62.3	97	2187	12.1	22.8	102	1696	11.5	17.7	97	582	14.3	6.1	121				
AMERICAN PARADE		C 6622	3843	7.4	58.0	91	1488	8.2	22.5	101	1074	7.3	16.2	89	311	7.6	4.7	93				
BENSON		A 10886	6841	13.2	62.8	98	2385	13.2	21.9	98	1878	12.7	17.3	95	507	12.4	4.7	93				
BLUE THUNDER		A 5036	3296	6.4	65.4	102	1118	6.2	22.2	99	889	6.0	17.7	97	*209	5.1	4.2	82				
CAGNEY & LACEY		C 9965	6673	12.9	67.0	105	2301	12.7	23.1	103	1873	12.7	18.8	103	506	12.4	5.1	101				
CBS EVENING NEWS-DEAN		C 3491	2113	4.1	60.5	95	852	4.7	24.4	109	540	3.7	15.5	85	*153	3.8	4.4	87				
CBS EVENING NEWS-RATHER		C 7123	4137	8.0	58.1	91	1612	8.9	22.6	101	1222	8.3	17.2	94	346	8.5	4.9	97				
CBS SAT. NEWS-SCHIEFFER		C 3621	2177	4.2	60.1	94	836	4.6	23.1	103	597	4.0	16.5	90	169	4.1	4.7	93				
CBS SATURDAY NIGHT MOVIE		C 5436	3474	6.7	63.9	100	1328	7.3	24.4	109	980	6.6	18.0	99	266	6.5	4.9	97				
CBS WEDNESDAY NIGHT MOVIE		C 6100	3770	7.3	61.8	97	1298	7.2	21.3	95	1149	7.8	18.8	103	325	8.0	5.3	106				
CHEERS		N 8889	6037	11.6	67.9	106	1939	10.7	21.8	98	1674	11.3	18.8	103	544	13.4	6.1	122				
DALLAS		C 22109	14018	27.0	63.4	99	4760	26.3	21.5	96	3818	25.9	17.3	95	1180	29.0	5.3	106				
DIFF'RENT STROKES		N 6940	4259	8.2	61.4	96	1279	7.1	18.4	83	1170	7.9	16.9	92	313	7.7	4.5	90				
DOUBLE TROUBLE		N 7223	4712	9.1	65.2	102	1382	7.6	19.1	86	1381	9.4	19.1	105	343	8.4	4.7	94				
DUCK FACTORY		N 5595	3680	7.1	65.8	103	1316	7.3	23.5	105	890	6.0	15.9	87	265	6.5	4.7	94				
DUKES OF HAZZARD		C 5768	3499	6.8	60.7	95	1205	6.7	20.9	94	958	6.5	16.6	91	*236	5.8	4.1	81				
DYNASTY		A 20053	12606	24.3	62.9	98	4179	23.1	20.8	93	3361	22.8	16.8	92	976	24.0	4.9	97				
FACTS OF LIFE		N 8087	5131	9.9	63.4	99	1717	9.5	21.2	95	1279	8.7	15.8	87	331	8.1	4.1	81				
FALCON CREST		C 20046	12641	24.4	63.1	99	4251	23.5	21.2	95	3292	22.3	16.4	90	1057	25.9	5.3	105				
FALL GUY		A 9084	5755	11.1	63.4	99	1988	11.0	21.9	98	1560	10.6	17.2	94	251	6.2	2.8	55				
FAMILY TIES		N 7964	5400	10.4	67.8	106	1521	8.4	19.1	85	1348	9.1	16.9	93	416	10.2	5.2	104				
FANTASY ISLAND		A 7687	4714	9.1	61.3	96	1448	8.0	18.8	84	1207	8.2	15.7	86	396	9.7	5.2	102				
FOULUPS, BLEEPS & BLUNDERS		A 8861	5751	11.1	64.9	101	2050	11.3	23.1	104	1588	10.8	17.9	98	429	10.5	4.8	96				
FOUR SEASONS		C 5095	3234	6.2	63.5	99	1051	5.8	20.6	92	920	6.2	18.1	99	*297	7.3	5.8	116				
GIMME A BREAK		N 8838	5596	10.8	63.3	99	1676	9.3	19.0	85	1358	9.2	15.4	84	426	10.5	4.8	96				
HART TO HART		A 8978	5545	10.7	61.8	97	1991	11.0	22.2	99	1658	11.2	18.5	101	399	9.8	4.4	88				
HILL STREET BLUES		N 8590	5827	11.2	67.8	106	2025	11.2	23.6	106	1598	10.8	18.6	102	440	10.8	5.1	102				
HOTEL		A 14085	8623	16.6	61.2	96	3094	17.1	22.0	98	2264	15.3	16.1	88	660	16.2	4.7	93				
JEFFERSONS		C 9360	5670	10.9	60.6	95	1912	10.6	20.4	91	1501	10.2	16.0	88	488	12.0	5.2	104				
JENNIFER SLEPT HERE		N 5841	3790	7.3	64.9	101	1164	6.4	19.9	89	956	6.5	16.4	90	272	6.7	4.7	93				
KATE & ALLIE		C 9206	6005	11.6	65.2	102	2116	11.7	23.0	103	1577	10.7	17.1	94	483	11.9	5.2	104				
KNIGHT RIDER		N 7076	4612	8.9	65.2	102	1582	8.7	22.4	100	1322	9.0	18.7	102	357	8.8	5.0	100				
LOVE BOAT		A 12219	7387	14.3	60.5	94	2446	13.5	20.0	90	2027	13.7	16.6	91	591	14.5	4.8	96				
MAGNUM PI		C 11199	7121	13.7	63.6	99	2630	14.5	23.5	105	2178	14.7	19.4	107	506	12.4	4.5	90				
MAMA'S FAMILY		N 6057	3806	7.3	62.8	98	1192	6.6	19.7	88	1220	8.3	20.1	110	300	7.4	5.0	98				
MASTER, THE		N 3598	2329	4.5	64.7	101	707	3.9	19.6	88	608	4.1	16.9	93	*142	3.5	3.9	78				
MATT HOUSTON		A 6344	4082	7.9	64.3	101	1379	7.6	21.7	97	1080	7.3	17.0	93	266	6.5	4.2	83				
NBC MONDAY NIGHT MOVIE		N 11994	8035	15.5	67.0	105	2389	13.2	19.9	89	1971	13.3	16.4	90	493	12.1	4.1	82				
NBC NIGHTLY NEWS		N 5132	3221	6.2	62.8	98	1167	6.5	22.7	102	1034	7.0	20.1	110	293	7.2	5.7	113				
NBC NIGHTLY NEWS-SAT		N 3375	2022	3.9	59.9	94	692	3.8	20.5	92	530	3.6	15.7	86	*163	4.0	4.8	96				
NBC NIGHTLY NEWS-SUN		N 3130	1865	3.6	59.6	93	849	4.7	27.1	121	563	3.8	18.0	99	*130	3.2	4.2	83				
NBC SUNDAY NIGHT MOVIE		N 8284	5552	10.7	67.0	105	1582	8.7	19.1	85	1491	10.1	18.0	99	392	9.6	4.7	94				
NEWHART		C 9240	6092	11.8	65.9	103	2076	11.5	22.5	101	1613	10.9	17.5	96	515	12.6	5.6	111				
ONE DAY AT A TIME		C 7288	4735	9.1	65.0	102	1703	9.4	23.4	105	1401	9.5	19.2	105	453	11.1	6.2	124				
PEOPLE ARE FUNNY		N 4855	3053	5.9	62.9	98	1050	5.8	21.6	97	826	5.6	17.0	93	*209	5.1	4.3	86				
REAL PEOPLE		N 8869	5652	10.9	63.7	100	1848	10.2	20.8	93	1394	9.4	15.7	86	375	9.2	4.2	84				
REMINGTON STEELE		N 7743	5051	9.7	65.2	102	1622	9.0	20.9	94	1212	8.2	15.7	86	359	8.8	4.6	92				
RIPLEY'S BELIEVE IT - NOT		A 5345	3619	7.0	67.7	106	1179	6.5	22.1	99	1036	7.0	19.4	106	249	6.1						

LIQUID PREPARED SALAD DRESSING - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CREAMY BACON				CREAMY CUCUMBER				FRENCH				GREEN GODDESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	8131	100.0	10.0	100	14463	100.0	17.9	100	27987	100.0	34.6	100	4762	100.0	5.9	100
18 - 24	9282	1157	14.2	12.5	124	1500	10.4	16.2	90	3034	10.8	32.7	95	*630	13.2	6.8	115
25 - 34	19072	2096	25.8	11.0	109	3351	23.2	17.6	98	7253	25.9	38.0	110	932	19.6	4.9	83
35 - 44	14591	1354	16.7	9.3	92	2718	18.8	18.6	104	5625	20.1	38.6	112	747	15.7	5.1	87
45 - 54	11345	1319	16.2	11.6	116	2359	16.3	20.8	116	4310	15.4	38.0	110	659	13.8	5.8	99
55 - 64	11635	1166	14.3	10.0	100	2339	16.2	20.1	113	3658	13.1	31.4	91	907	19.0	7.8	133
65 OR OLDER	15061	1039	12.8	6.9	69	2195	15.2	14.6	82	4107	14.7	27.3	79	887	18.6	5.9	100
18 - 34	28354	3253	40.0	11.5	114	4851	33.5	17.1	96	10287	36.8	36.3	105	1562	32.8	5.5	94
18 - 49	48339	5246	64.5	10.9	108	8822	61.0	18.3	102	18093	64.6	37.4	108	2649	55.6	5.5	93
25 - 54	45008	4769	58.7	10.6	106	8429	58.3	18.7	105	17188	61.4	38.2	111	2339	49.1	5.2	88
35 - 49	19985	1992	24.5	10.0	99	3971	27.5	19.9	111	7806	27.9	39.1	113	1087	22.8	5.4	93
50 OR OLDER	32647	2885	35.5	8.8	88	5641	39.0	17.3	97	9895	35.4	30.3	88	2114	44.4	6.5	110
GRADUATED COLLEGE	11155	1065	13.1	9.5	95	2222	15.4	19.9	112	3596	12.8	32.2	93	703	14.8	6.3	107
ATTENDED COLLEGE	13682	1473	18.1	10.8	107	2726	18.8	19.9	112	4933	17.6	36.1	104	780	16.4	5.7	97
GRADUATED HIGH SCHOOL	33880	3951	48.6	11.7	116	6450	44.6	19.0	107	13150	47.0	38.8	112	2224	46.7	6.6	112
DID NOT GRADUATE HIGH SCHOOL	22270	1642	20.2	7.4	73	3065	21.2	13.8	77	6309	22.5	28.3	82	1055	22.2	4.7	81
EMPLOYED	40306	4181	51.4	10.4	103	7365	50.9	18.3	102	14503	51.8	36.0	104	2492	52.3	6.2	105
EMPLOYED FULL-TIME	32850	3556	43.7	10.8	108	5813	40.2	17.7	99	11628	41.5	35.4	102	2129	44.7	6.5	110
EMPLOYED PART-TIME	7456	625	7.7	8.4	83	1552	10.7	20.8	117	2875	10.3	38.6	112	*364	7.6	4.9	83
NOT EMPLOYED	40680	3950	48.6	9.7	97	7098	49.1	17.4	98	13484	48.2	33.1	96	2270	47.7	5.6	95
PROFESSIONAL/MANAGER	10392	993	12.2	9.6	95	2102	14.5	20.2	113	3454	12.3	33.2	96	638	13.4	6.1	104
TECH/CLERICAL/SALES	17574	2010	24.7	11.4	114	3231	22.3	18.4	103	6921	24.7	39.4	114	1268	26.6	7.2	123
PRECISION/CRAFT	985	**116	1.4	11.8	117	**204	1.4	20.7	116	*269	1.0	27.3	79	**116	2.4	11.8	200
OTHER EMPLOYED	11354	1063	13.1	9.4	93	1828	12.6	16.1	90	3860	13.8	34.0	98	*470	9.9	4.1	70
SINGLE	9863	1027	12.6	10.4	104	1746	12.1	17.7	99	2790	10.0	28.3	82	752	15.8	7.6	130
MARRIED	51375	5365	66.0	10.4	104	9459	65.4	18.4	103	19952	71.3	38.8	112	2844	59.7	5.5	94
DIVORCED/SEPARATED/MIDWONED	19748	1739	21.4	8.8	88	3259	22.5	16.5	92	5245	18.7	26.6	77	1166	24.5	5.9	100
PARENTS	32590	3597	44.2	11.0	110	5889	40.7	18.1	101	12883	46.0	39.5	114	1444	30.3	4.4	75
WHITE	70416	7248	89.1	10.3	103	13461	93.1	19.1	107	24734	88.4	35.1	102	4257	89.4	6.0	103
BLACK	8778	724	8.9	8.2	82	834	5.8	9.5	53	2795	10.0	31.8	92	405	8.5	4.6	78
OTHER	1791	**159	2.0	8.9	88	**168	1.2	9.4	53	**459	1.6	25.6	74	**101	2.1	5.6	96
NORTHEAST-CENSUS	17786	1707	21.0	9.6	96	2989	20.7	16.8	94	6689	23.9	37.6	109	896	18.8	5.0	86
NORTH CENTRAL	20741	2702	33.2	13.0	130	4281	29.6	20.6	116	8934	31.9	43.1	125	1284	27.0	6.2	105
SOUTH	27775	2631	32.4	9.5	94	4351	30.1	15.7	88	9105	32.5	32.8	95	1731	36.4	6.2	106
WEST	14683	1091	13.4	7.4	74	2842	19.7	19.4	108	3260	11.6	22.2	64	852	17.9	5.8	99
NORTHEAST-MKTG.	17961	1708	21.0	9.5	95	2995	20.7	16.7	93	6715	24.0	37.4	108	1050	22.0	5.8	99
EAST CENTRAL	11885	1593	19.6	13.4	134	2376	16.4	20.0	112	4617	16.5	38.8	112	550	11.5	4.6	79
WEST CENTRAL	14090	1661	20.4	11.8	117	2949	20.4	20.9	117	6206	22.2	44.0	127	922	19.4	6.5	111
SOUTH	24081	2254	27.7	9.4	93	3728	25.8	15.5	87	7779	27.8	32.3	93	1500	31.5	6.2	106
PACIFIC	12969	915	11.3	7.1	70	2415	16.7	18.6	104	2670	9.5	20.6	60	740	15.5	5.7	97
COUNTY SIZE A	32439	3379	41.6	10.4	104	5755	39.8	17.7	99	10622	38.0	32.7	95	2237	47.0	6.9	117
COUNTY SIZE B	24915	2246	27.6	9.0	90	4307	29.8	17.3	97	8259	29.5	33.1	96	1402	29.4	5.6	96
COUNTY SIZE C	12930	1404	17.3	10.9	108	2425	16.8	18.8	105	4921	17.6	38.1	110	566	11.9	4.4	74
COUNTY SIZE D	10703	1103	13.6	10.3	103	1976	13.7	18.5	103	4186	15.0	39.1	113	558	11.7	5.2	89
METRO CENTRAL CITY	24518	2267	27.9	9.2	92	4153	28.7	16.9	95	7425	26.5	30.3	88	1768	37.1	7.2	123
METRO SUBURBAN	35919	3787	46.6	10.5	105	6734	46.6	18.7	105	12885	46.0	35.9	104	1914	40.2	5.3	91
NON METRO	20549	2077	25.5	10.1	101	3577	24.7	17.4	97	7678	27.4	37.4	108	1081	22.7	5.3	89
TOP 5 ADI'S	18341	1648	20.3	9.0	89	2887	20.0	15.7	88	6061	21.7	33.0	96	1153	24.2	6.3	107
TOP 10 ADI'S	25378	2565	31.5	10.1	101	4255	29.4	16.8	94	8496	30.4	33.5	97	1700	35.7	6.7	114
TOP 20 ADI'S	36488	3645	44.8	10.0	99	6288	43.5	17.2	96	12050	43.1	33.0	96	2339	49.1	6.4	109
HSGLD INC. \$50,000 OR MORE	6612	566	7.0	8.6	85	1415	9.8	21.4	120	2686	9.6	40.6	118	*561	11.8	8.5	144
\$40,000 OR MORE	12659	1189	14.6	9.4	94	2613	18.1	20.6	116	4780	17.1	37.8	109	870	18.3	6.9	117
\$30,000 OR MORE	24698	2531	31.1	10.2	102	4874	33.7	19.7	111	9678	34.6	39.2	113	1656	34.8	6.7	114
\$25,000 OR MORE	32077	3266	40.2	10.2	101	6305	43.6	19.7	110	12379	44.2	38.6	112	2192	46.0	6.8	116
\$20,000 - \$24,999	9144	933	11.5	10.2	102	1771	12.2	19.4	108	3337	11.9	36.5	106	629	13.2	6.9	117
\$15,000 - \$19,999	8728	1144	14.1	13.1	131	1562	10.8	17.9	100	3101	11.1	35.5	103	548	11.5	6.3	107
\$10,000 - \$14,999	12562	1294	15.9	10.3	103	2230	15.4	17.8	99	4327	15.5	34.4	100	456	9.6	3.6	62
UNDER \$10,000	18475	1494	18.4	8.1	81	2597	18.0	14.1	79	4843	17.3	26.2	76	938	19.7	5.1	86
HOUSEHOLD OF 1 PERSON	11987	909	11.2	7.6	76	1787	12.4	14.9	83	2776	9.9	23.2	67	783	16.4	6.5	111
2 PEOPLE	26577	2534	31.2	9.5	95	4844	33.5	18.2	102	8281	29.6	31.2	90	1767	37.1	6.6	113
3 OR 4 PEOPLE	30617	3390	41.7	11.1	110	5542	38.3	18.1	101	11507	41.1	37.6	109	1628	34.2	5.3	90
5 OR MORE PEOPLE	11804	1298	16.0	11.0	110	2290	15.8	19.4	109	5423	19.4	45.9	133	*585	12.3	5.0	84
NO CHILD IN HSHLD	46165	4303	52.9	9.3	93	8118	56.1	17.6	98	14122	50.5	30.6	89	3210	67.4	7.0	118
CHILD(REN) UNDER 2 YRS	5325	536	6.6	10.1	100	1013	7.0	19.0	107	1933	6.9	36.3	105	**146	3.1	2.7	47
2 - 5 YEARS	14221	1359	16.7	9.6	95	2265	15.7	15.9	89	5409	19.3	38.0	110	590	12.4	4.1	71
6 - 11 YEARS	15117	1745	21.5	11.5	115	2788	19.3	18.4	103	6066	21.7	40.1	116	621	13.0	4.1	70
12 - 17 YEARS	16611	1822	22.4	11.0	109	3279	22.7	19.7	111	6856	24.5	41.3	119	691	14.5	4.2	71
RESIDENCE OWNED	55884	5661	69.6	10.1	101	10517	72.7	18.8	105	20740	74.1	37.1	107	3345	70.2	6.0	102
VALUE: \$50,000 OR MORE	31744	2994	36.8	9.4	94	6107	42.2	19.2	108	11593	41.4	36.5	106	2091	43.9	6.6	112
VALUE: UNDER \$50,000	24140	2667	32.8	11.0	110	4409	30.5	18.3	102	9147	32.7	37.9	110	1255	26.4	5.2	88

		TOTAL U.S. '000	CREAMY BACON				CREAMY CUCUMBER				FRENCH				GREEN GODDESS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	8131	100.0	10.0	100	14463	100.0	17.9	100	27987	100.0	34.6	100	4762	100.0	5.9	100
MAGAZINES	QUINTILE 1	15799	1832	22.5	11.6	115	3215	22.2	20.3	114	6000	21.4	38.0	110	918	19.3	5.8	99
	QUINTILE 2	17259	1991	24.5	11.5	115	3404	23.5	19.7	110	6445	23.0	37.3	108	1199	25.2	6.9	118
	QUINTILE 3	13545	1568	19.3	11.6	115	2342	16.2	17.3	97	4956	17.7	36.6	106	967	20.3	7.1	121
	QUINTILE 4	15133	1379	17.0	9.1	91	2764	19.1	18.3	102	4934	17.6	32.6	94	880	18.5	5.8	99
	QUINTILE 5	19250	1361	16.7	7.1	70	2738	18.9	14.2	80	5652	20.2	29.4	85	799	16.8	4.2	71
NEWSPAPERS	QUINTILE 1	12413	1213	14.9	9.8	97	2326	16.1	18.7	105	4668	16.7	37.6	109	785	16.5	6.3	108
	QUINTILE 2	24116	2646	32.5	11.0	109	4381	30.3	18.2	102	8391	30.0	34.8	101	1753	36.8	7.3	124
	QUINTILE 3	11261	1207	14.8	10.7	107	2432	16.8	21.6	121	4233	15.1	37.6	109	801	16.8	7.1	121
	QUINTILE 4	20255	1950	24.0	9.6	96	3531	24.4	17.4	98	7126	25.5	35.2	102	892	18.7	4.4	75
	QUINTILE 5	12940	1116	13.7	8.6	86	1793	12.4	13.9	78	3570	12.8	27.6	80	531	11.2	4.1	70
OUTDOOR	QUINTILE 1	14852	1713	21.1	11.5	115	2840	19.6	19.1	107	5162	18.4	34.8	101	813	17.1	5.5	93
	QUINTILE 2	15725	1490	18.3	9.5	94	2942	20.3	18.7	105	5733	20.5	36.5	105	994	20.9	6.3	108
	QUINTILE 3	16330	1884	23.2	11.5	115	3105	21.5	19.0	106	5558	19.9	34.0	98	1066	22.4	6.5	111
	QUINTILE 4	16744	1719	21.1	10.3	102	2937	20.3	17.5	98	5842	20.9	34.9	101	913	19.2	5.5	93
	QUINTILE 5	17334	1324	16.3	7.6	76	2639	18.2	15.2	85	5693	20.3	32.8	95	976	20.5	5.6	96
RADIO-DRIVE TIME	QUINTILE 1	15911	1855	22.8	11.7	116	3145	21.7	19.8	111	5910	21.1	37.1	107	1011	21.2	6.4	108
	QUINTILE 2	14837	1668	20.5	11.2	112	2827	19.5	19.1	107	5536	19.8	37.3	108	930	19.5	6.3	107
	QUINTILE 3	15339	1704	21.0	11.1	111	2716	18.8	17.7	99	5394	19.3	35.2	102	992	20.8	6.5	110
	QUINTILE 4	16723	1431	17.6	8.6	85	2830	19.6	16.9	95	5689	20.3	34.0	98	784	16.5	4.7	80
	QUINTILE 5	18176	1473	18.1	8.1	81	2945	20.4	16.2	91	5458	19.5	30.0	87	1045	21.9	5.7	98
RADIO-MID- DAY	QUINTILE 1	21020	2396	29.5	11.4	114	4163	28.8	19.8	111	7807	27.9	37.1	107	1366	28.7	6.5	111
	QUINTILE 2	21610	2230	27.4	10.3	103	3984	27.5	18.4	103	8233	29.4	38.1	110	1141	24.0	5.3	90
	QUINTILE 3	38355	3505	43.1	9.1	91	6316	43.7	16.5	92	11947	42.7	31.1	90	2256	47.4	5.9	100
	QUINTILE 4	15988	1908	23.5	11.9	119	3286	22.7	20.6	115	5761	20.6	36.0	104	1093	23.0	6.8	116
	QUINTILE 5	15626	1557	19.1	10.0	99	2798	19.3	17.9	100	5920	21.2	37.9	110	962	20.2	6.2	105
RADIO-TOTAL	QUINTILE 1	16723	1876	23.1	11.2	112	3045	21.1	18.2	102	6061	21.7	36.2	105	865	18.2	5.2	88
	QUINTILE 2	16342	1523	18.7	9.3	93	2942	20.3	18.0	101	5565	19.9	34.1	99	949	19.9	5.8	99
	QUINTILE 3	16306	1267	15.6	7.8	77	2393	16.5	14.7	82	4680	16.7	28.7	83	893	18.8	5.5	93
	QUINTILE 4	15953	1633	20.1	10.2	102	2858	19.8	17.9	100	5556	19.9	34.8	101	1029	21.6	6.5	110
	QUINTILE 5	16137	1769	21.8	11.0	109	3120	21.6	19.3	108	6015	21.5	37.3	108	937	19.7	5.8	99
TV-PRIME TIME	QUINTILE 1	16420	1647	20.3	10.0	100	2876	19.9	17.5	98	5881	21.0	35.8	104	1056	22.2	6.4	109
	QUINTILE 2	16687	1802	22.2	10.8	108	3102	21.4	18.6	104	5948	21.3	35.6	103	966	20.3	5.8	98
	QUINTILE 3	15789	1280	15.7	8.1	81	2507	17.3	15.9	89	4588	16.4	29.1	84	774	16.3	4.9	83
	QUINTILE 4	27736	2879	35.4	10.4	103	4926	34.1	17.8	99	9569	34.2	34.5	100	1601	33.6	5.8	98
	QUINTILE 5	26489	2723	33.5	10.3	102	4877	33.7	18.4	103	9844	35.2	37.2	108	1584	33.3	6.0	102
TV-DAYTIME	QUINTILE 1	26761	2529	31.1	9.5	94	4660	32.2	17.4	98	8575	30.6	32.0	93	1577	33.1	5.9	100
	QUINTILE 2	16345	1643	20.2	10.1	100	2744	19.0	16.8	94	5340	19.1	32.7	95	1004	21.1	6.1	104
	QUINTILE 3	16447	1548	19.0	9.4	94	3022	20.9	18.4	103	5971	21.3	36.3	105	1036	21.8	6.3	107
	QUINTILE 4	15980	1811	22.3	11.3	113	2859	19.8	17.9	100	5803	20.7	36.3	105	868	18.2	5.4	92
	QUINTILE 5	15887	1829	22.5	11.5	115	3338	23.1	21.0	118	5863	20.9	36.9	107	1017	21.4	6.4	109
TV-TOTAL	QUINTILE 1	16326	1301	16.0	8.0	79	2500	17.3	15.3	86	5011	17.9	30.7	89	837	17.6	5.1	87
	QUINTILE 2	15953	1633	20.1	10.2	102	2858	19.8	17.9	100	5556	19.9	34.8	101	1029	21.6	6.5	110
	QUINTILE 3	16137	1769	21.8	11.0	109	3120	21.6	19.3	108	6015	21.5	37.3	108	937	19.7	5.8	99
	QUINTILE 4	16420	1647	20.3	10.0	100	2876	19.9	17.5	98	5881	21.0	35.8	104	1056	22.2	6.4	109
	QUINTILE 5	16687	1802	22.2	10.8	108	3102	21.4	18.6	104	5948	21.3	35.6	103	966	20.3	5.8	98
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 1	15789	1280	15.7	8.1	81	2507	17.3	15.9	89	4588	16.4	29.1	84	774	16.3	4.9	83
	QUINTILE 2	27736	2879	35.4	10.4	103	4926	34.1	17.8	99	9569	34.2	34.5	100	1601	33.6	5.8	98
	QUINTILE 3	26489	2723	33.5	10.3	102	4877	33.7	18.4	103	9844	35.2	37.2	108	1584	33.3	6.0	102
	QUINTILE 4	26761	2529	31.1	9.5	94	4660	32.2	17.4	98	8575	30.6	32.0	93	1577	33.1	5.9	100
	QUINTILE 5	16345	1643	20.2	10.1	100	2744	19.0	16.8	94	5340	19.1	32.7	95	1004	21.1	6.1	104
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	16447	1548	19.0	9.4	94	3022	20.9	18.4	103	5971	21.3	36.3	105	1036	21.8	6.3	107
	QUINTILE 2	15980	1811	22.3	11.3	113	2859	19.8	17.9	100	5803	20.7	36.3	105	868	18.2	5.4	92
	QUINTILE 3	15887	1829	22.5	11.5	115	3338	23.1	21.0	118	5863	20.9	36.9	107	1017	21.4	6.4	109
	QUINTILE 4	16326	1301	16.0	8.0	79	2500	17.3	15.3	86	5011	17.9	30.7	89	837	17.6	5.1	87
	QUINTILE 5	15953	1633	20.1	10.2	102	2858	19.8	17.9	100	5556	19.9	34.8	101	1029	21.6	6.5	110
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	16137	1769	21.8	11.0	109	3120	21.6	19.3	108	6015	21.5	37.3	108	937	19.7	5.8	99
	QUINTILE 2	16420	1647	20.3	10.0	100	2876	19.9	17.5	98	5881	21.0	35.8	104	1056	22.2	6.4	109
	QUINTILE 3	16687	1802	22.2	10.8	108	3102	21.4	18.6	104	5948	21.3	35.6	103	966	20.3	5.8	98
	QUINTILE 4	15789	1280	15.7	8.1	81	2507	17.3	15.9	89	4588	16.4	29.1	84	774	16.3	4.9	83
	QUINTILE 5	27736	2879	35.4	10.4	103	4926	34.1	17.8	99	9569	34.2	34.5	100	1601	33.6	5.8	98
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	26489	2723	33.5	10.3	102	4877	33.7	18.4	103	9844	35.2	37.2	108	1584	33.3	6.0	102
	QUINTILE 2	26761	2529	31.1	9.5	94	4660	32.2	17.4	98	8575	30.6	32.0	93	1577	33.1	5.9	100
	QUINTILE 3	16345	1643	20.2	10.1	100	2744	19.0	16.8	94	5340	19.1	32.7	95	1004	21.1	6.1	104
	QUINTILE 4	16447	1548	19.0	9.4	94	3022	20.9	18.4	103	5971	21.3	36.3	105	1036	21.8	6.3	107
	QUINTILE 5	15980	1811	22.3	11.3	11												

LIQUID PREPARED SALAD DRESSING - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CREAMY BACON				CREAMY CUCUMBER				FRENCH				GREEN GODDESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	8131	100.0	10.0	100	14463	100.0	17.9	100	27987	100.0	34.6	100	4762	100.0	5.9	100
ATLANTIC MONTHLY	415	**40	0.5	9.6	96	**67	0.5	16.1	90	**137	0.5	33.0	96	**23	0.5	5.5	94
BARRON'S	453	**14	0.2	3.1	31	**58	0.4	12.8	72	*143	0.5	31.6	91	**7	0.1	1.5	26
BETTER HOMES & GARDENS	16256	1972	24.3	12.1	121	3165	21.9	19.5	109	6506	23.2	40.0	116	1224	25.7	7.5	128
BON APPETIT	2535	*238	2.9	9.4	94	596	4.1	23.5	132	814	2.9	32.1	93	*146	3.1	5.8	98
BUSINESS WEEK	1278	*160	2.0	12.5	125	*203	1.4	15.9	89	467	1.7	36.5	106	**71	1.5	5.6	94
CAR AND DRIVER	378	**38	0.5	10.1	100	**59	0.4	15.6	87	*183	0.7	48.4	140	**14	0.3	3.7	63
CBS MAGAZINE NETWORK (GROSS)	1498	*238	2.9	15.9	158	366	2.5	24.4	137	610	2.2	40.7	118	**37	0.8	2.5	42
CHANGING TIMES	1505	*218	2.7	14.5	144	298	2.1	19.8	111	469	1.7	31.2	90	**100	2.1	6.6	113
COLONIAL HOMES	1231	*183	2.3	14.9	148	288	2.0	23.4	131	534	1.9	43.4	126	**62	1.3	5.0	86
CONDE NAST MAG. PKG. (GROSS)	14146	1635	20.1	11.6	115	2692	18.6	19.0	107	5310	19.0	37.5	109	1027	21.6	7.3	123
CONSUMERS DIGEST	1323	*169	2.1	12.8	127	*229	1.6	17.3	97	529	1.9	40.0	116	**93	2.0	7.0	120
COSMOPOLITAN	7102	879	10.8	12.4	123	1294	8.9	18.2	102	2531	9.0	35.6	103	533	11.2	7.5	128
COUNTRY LIVING	2481	230	2.8	9.3	92	479	3.3	19.3	108	1064	3.8	42.9	124	*203	4.3	8.2	139
CUISINE	1472	*147	1.8	10.0	99	291	2.0	19.8	111	515	1.8	35.0	101	*131	2.8	8.9	151
CYCLE WORLD	425	**44	0.5	10.4	103	**139	1.0	32.7	183	*167	0.6	39.3	114	**18	0.4	4.2	72
DCI:CREATIVE IDEAS FOR LIV	2510	380	4.7	15.1	151	588	4.1	23.4	131	1072	3.8	42.7	124	*197	4.1	7.8	133
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	964	11.9	14.4	143	1451	10.0	21.7	121	2589	9.3	38.7	112	564	11.8	8.4	143
DISCOVER	894	*191	2.3	21.4	213	*238	1.6	26.6	149	263	0.9	29.4	85	**70	1.5	7.8	133
EBONY	3507	417	5.1	11.9	118	517	3.6	14.7	83	1327	4.7	37.8	109	186	3.9	5.3	90
ESQUIRE	1083	*94	1.2	8.7	86	*123	0.9	11.4	64	367	1.3	33.9	98	**64	1.3	5.9	101
ESSENCE	1830	199	2.4	10.9	108	255	1.8	13.9	78	675	2.4	36.9	107	*115	2.4	6.3	107
FAMILY CIRCLE	15930	1859	22.9	11.7	116	3142	21.7	19.7	110	6289	22.5	39.5	114	1017	21.4	6.4	109
THE FAMILY HANDYMAN	1126	*210	2.6	18.7	186	243	1.7	21.6	121	524	1.9	46.5	135	**92	1.9	8.2	139
FAMILY WEEKLY	11468	1091	13.4	9.5	95	2444	16.9	21.3	119	4063	14.5	35.4	103	660	13.9	5.8	98
FIELD & STREAM	2234	347	4.3	15.5	155	404	2.8	18.1	101	960	3.4	43.0	124	**90	1.9	4.0	69
FOOD & WINE	579	**30	0.4	5.2	52	*168	1.2	29.0	162	*174	0.6	30.1	87	**42	0.9	7.3	123
FORBES	728	**110	1.4	15.1	150	**106	0.7	14.6	82	*245	0.9	33.7	97	**65	1.4	8.9	152
FORTUNE	906	*126	1.5	13.9	139	*177	1.2	19.5	109	317	1.1	35.0	101	**76	1.6	8.4	143
GENTLEMEN'S QUARTERLY	791	*165	2.0	20.9	208	*220	1.5	27.8	156	275	1.0	34.8	101	**80	1.7	10.1	172
GLAMOUR	5265	617	7.6	11.7	117	986	6.8	18.7	105	2006	7.2	38.1	110	338	7.1	6.4	109
GOLF DIGEST	636	**60	0.7	9.4	94	*197	1.4	31.0	173	*207	0.7	32.5	94	**68	1.4	10.7	182
GOLF DIGEST/TENNIS (GROSS)	1186	*123	1.5	10.4	103	278	1.9	23.4	131	378	1.4	31.9	92	**92	1.9	7.8	132
GOLF MAGAZINE	441	**51	0.6	11.6	115	**132	0.9	29.9	168	*160	0.6	36.3	105	**23	0.5	5.2	89
GOLF MAGAZINE/SKI (GROSS)	922	**93	1.1	10.1	100	*224	1.5	24.3	136	294	1.1	31.9	92	**48	1.0	5.2	89
GOOD HOUSEKEEPING	16487	1825	22.4	11.1	110	3288	22.7	19.9	112	6543	23.4	39.7	115	1027	21.6	6.2	106
HARPER'S BAZAAR	2423	280	3.4	11.6	115	453	3.1	18.7	105	822	2.9	33.9	98	*149	3.1	6.1	105
HEALTH	1994	*202	2.5	10.1	101	297	2.1	14.9	83	598	2.1	30.0	87	*994	2.0	4.7	80
HEARST MAG CORP. BUY (GROSS)	44101	5233	64.4	11.9	118	8815	60.9	20.0	112	17051	60.9	38.7	112	2959	62.1	6.7	114
HEARST MAN POWER (GROSS)	1993	*316	3.9	15.9	158	393	2.7	19.7	110	953	3.4	47.8	138	*155	3.3	7.8	132
HEARST WOMAN POWER (GROSS)	31274	3697	45.5	11.8	118	6149	42.5	19.7	110	12063	43.1	38.6	112	1994	41.9	6.4	108
HOUSE BEAUTIFUL	3623	447	5.5	12.3	123	808	5.6	22.3	125	1239	4.4	34.2	99	304	6.4	8.4	143
INC.	283	**34	0.4	12.0	120	**50	0.3	17.7	99	*1110	0.4	38.9	112	*3	0.1	1.1	18
JET	2928	303	3.7	10.3	103	428	3.0	14.6	82	1010	3.6	34.5	100	*200	4.2	6.8	116
LADIES' HOME JOURNAL	11918	1378	16.9	11.6	115	2445	16.9	20.5	115	4503	16.1	37.8	109	730	15.3	6.1	104
LHJ FAMILY GRP COMBO(GROSS)	16764	1867	23.0	11.1	111	3426	23.7	20.4	114	6123	21.9	36.5	106	931	19.6	5.6	94
LIFE	4254	503	6.2	11.8	118	679	4.7	16.0	89	1523	5.4	35.8	104	*184	3.9	4.3	74
L.A. TIMES HOME MAGAZINE	1145	**74	0.9	6.5	64	*162	1.1	14.1	79	*190	0.7	16.6	48	*71	1.5	6.2	105
MADEMOISELLE	2884	364	4.5	12.6	126	573	4.0	19.9	111	1145	4.1	39.7	115	*179	3.8	6.2	106
MC CALL'S	13460	1788	22.0	13.3	132	2792	19.3	20.7	116	5474	19.6	40.7	118	895	18.8	6.6	113
MC CALL'S/WRK MOTHER (GROSS)	14606	1958	24.1	13.4	134	3038	21.0	20.8	116	5989	21.4	41.0	119	954	20.0	6.5	111
MECHANIX ILLUSTRATED	772	**167	2.1	21.6	215	**136	0.9	17.6	99	315	1.1	40.8	118	**140	2.9	18.1	308
METROPOLITAN HOME	967	**85	1.0	8.8	88	*181	1.3	18.7	105	335	1.2	34.6	100	**104	2.2	10.8	183
MONEY	1588	*193	2.4	12.2	121	267	1.8	16.8	94	549	2.0	34.6	100	**93	2.0	5.9	100
MOTHER EARTH NEWS	1002	*80	1.0	8.0	80	*161	1.1	16.1	90	381	1.4	38.0	110	*45	0.9	4.5	76
MS.	825	*84	1.0	10.2	101	191	1.3	23.2	130	331	1.2	40.1	116	*38	0.8	4.6	78
NATIONAL ENQUIRER	10336	1109	13.6	10.7	107	1904	13.2	18.4	103	3630	13.0	35.1	102	532	11.2	5.1	88
NATIONAL GEOGRAPHIC	9597	1098	13.5	11.4	114	2083	14.4	21.7	122	3501	12.5	36.5	106	716	15.0	7.5	127
NATIONAL SUNDAY MAGAZINE PKG	49558	5159	63.4	10.4	104	9267	64.1	18.7	105	17606	62.9	35.5	103	3192	67.0	6.4	110
NATURAL HISTORY	573	**43	0.5	7.5	75	*142	1.0	24.8	139	*230	0.8	40.1	116	*3	0.1	0.5	9
NEW WOMAN	1699	*169	2.1	9.9	99	381	2.6	22.4	126	628	2.2	37.0	107	*136	2.9	8.0	136
NEW YORK INCLUDING CUE	443	**8	0.1	1.8	18	**67	0.5	15.1	85	*125	0.4	28.2	82	*19	0.4	4.3	73
THE NEW YORKER	1270	*155	1.9	12.2	122	*243	1.7	19.1	107	468	1.7	36.9	107	*80	1.7	6.3	107
NEWSWEEK	6277	700	8.6	11.2	111	1316	9.1	21.0	117	2373	8.5	37.8	109	402	8.4	6.4	109
THE N.Y. TIMES DAILY EDITION	1205	**56	0.7	4.6	46	*151	1.0	12.5	70	419	1.5	34.8	101	*104	2.2	8.6	147
THE N.Y. TIMES MAGAZINE	2081	*134	1.6	6.4	64	258	1.8	12.4	69	650	2.3	31.2	90	*123	2.6	5.9	101
OMNI	788	*167	2.1	21.2	211	*157	1.1	19.9	112	*196	0.7	24.9	72	*57	1.2	7.2	123
ON CABLE	1158	**74	0.9	6.4	64	*202	1.4	17.4	98	375	1.3	32.4	94	*56	1.2	4.8	82
1001 HOME IDEAS	2852	286	3.5	10.0	100	685	4.7	24.0	134	1023	3.7	35.9	104	*108	2.3	3.8	64
ORGANIC GARDENING	1658	*252	3.1	15.2	151	346	2.4	20.9	117	580	2.1	35.0	101	*82	1.7	4.9	84
OUTDOOR LIFE	896	*100	1.2	11.2	111	*169	1.2	18.9	106	474	1.7	52.9	153	*65	1.4	7.3	123
PARADE MAGAZINE	24275	2610	32.1	10.8	107	4300	29.7	17.7	99	8627	30.8	35.5	103	1681	35.3	6.9	118

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LIQUID PREPARED SALAD DRESSING - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CREAMY BACON				CREAMY CUCUMBER				FRENCH				GREEN GODDESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	8131	100.0	10.0	100	14463	100.0	17.9	100	27987	100.0	34.6	100	4762	100.0	5.9	100
PARENTS	3845	**98	6.1	13.0	129	804	5.6	20.9	117	1637	5.8	42.6	123	**219	4.6	5.7	97
PENTHOUSE	831	**86	1.1	10.3	103	*152	1.1	18.3	102	311	1.1	37.4	108	**42	0.9	5.1	86
PEOPLE	11645	1385	17.0	11.9	118	2376	16.4	20.4	114	4102	14.7	35.2	102	786	16.5	6.7	115
PLAYBOY	2006	*244	3.0	12.2	121	401	2.8	20.0	112	605	2.2	30.2	87	**160	3.4	8.0	136
POPULAR HOT RODDING	297	**69	0.8	23.2	243	**81	0.6	27.3	153	**116	0.4	39.1	113	**48	1.0	16.2	275
POPULAR MECHANICS	1018	*248	3.1	24.4	243	*187	1.3	18.4	103	482	1.7	47.3	137	**108	2.3	10.6	180
POPULAR SCIENCE	878	**114	1.4	13.0	129	*187	1.3	21.3	119	390	1.4	44.4	129	**34	0.7	3.9	66
PREVENTION	3913	524	6.4	13.4	133	760	5.3	19.4	109	1271	4.5	32.5	94	266	5.6	6.8	116
PSYCHOLOGY TODAY	1710	223	2.7	13.0	130	413	2.9	24.2	135	725	2.6	42.4	123	**70	1.5	4.1	70
READER'S DIGEST	22204	2473	30.4	11.1	111	4464	30.9	20.1	113	8234	29.4	37.1	107	1552	32.6	7.0	119
REDBOOK	7684	994	12.2	12.9	129	1566	10.8	20.4	114	2988	10.7	38.9	113	434	9.1	5.6	96
ROAD & TRACK	410	**44	0.5	10.7	107	**125	0.9	30.5	171	**164	0.6	40.0	116	**3	0.1	0.7	12
ROLLING STONE	969	*128	1.6	13.2	132	276	1.9	28.5	159	353	1.3	36.4	105	**123	2.6	12.7	216
RUNNER'S WORLD	298	**68	0.8	22.8	227	**64	0.4	21.5	120	**96	0.3	32.2	93	**12	0.3	4.0	68
SATURDAY EVENING POST	1169	*112	1.4	9.6	95	195	1.3	16.7	93	477	1.7	40.8	118	**58	1.2	5.0	84
SCIENCE 84	587	**125	1.5	21.3	212	*138	1.0	23.5	132	*194	0.7	33.0	96	**94	2.0	16.0	272
SCIENCE DIGEST	482	*37	0.5	7.7	76	**100	0.7	20.7	116	*227	0.8	47.1	136	**34	0.7	7.1	120
SCIENTIFIC AMERICAN	594	**102	1.3	17.2	171	*142	1.0	23.9	134	*206	0.7	34.7	100	**30	0.6	5.1	86
SELF	2089	*283	3.5	13.5	135	426	2.9	20.4	114	853	3.0	40.8	118	*183	3.8	8.8	149
SEVENTEEN	2411	*299	3.7	12.4	124	618	4.3	25.6	144	1025	3.7	42.5	123	**195	4.1	8.1	138
SKI	480	**42	0.5	8.8	87	**92	0.6	19.2	107	*134	0.5	27.9	81	**25	0.5	5.2	89
SMITHSONIAN	2760	*293	3.6	10.6	106	587	4.1	21.3	119	877	3.1	31.8	92	*222	4.7	8.0	137
SOAP OPERA DIGEST	3013	*359	4.4	11.9	119	483	3.3	16.0	90	1270	4.5	42.2	122	**145	3.0	4.8	82
SOUTHERN LIVING	4184	584	7.2	14.0	139	863	6.0	20.6	115	1517	5.4	36.3	105	367	7.7	8.8	149
SPORT	559	**58	0.7	10.4	103	**135	0.9	24.2	135	*165	0.6	29.5	85	**36	0.8	6.4	110
THE SPORTING NEWS	436	**69	0.8	15.8	158	**111	0.8	25.5	143	*252	0.9	57.8	167	**88	1.8	20.2	343
SPORTS AFIELD	493	**31	0.4	6.3	63	**106	0.7	21.5	120	*244	0.9	49.5	143	**13	0.3	2.6	45
SPORTS ILLUSTRATED	2758	371	4.6	13.5	134	599	4.1	21.7	122	1145	4.1	41.5	120	*209	4.4	7.6	129
STAR	7456	837	10.3	11.2	112	1552	10.7	20.8	117	2588	9.2	34.7	100	381	8.0	5.1	87
SUNDAY	24936	7835	34.9	11.4	113	4644	32.1	18.6	104	8906	31.8	35.7	103	1722	36.2	6.9	117
SUNSET	2124	*138	1.7	6.5	65	506	3.5	23.8	133	555	2.0	26.1	76	*138	2.9	6.5	110
TV GUIDE	21661	2365	29.1	10.9	109	3940	27.2	18.2	102	7946	28.4	36.7	106	1231	25.9	5.7	97
TENNIS	550	**63	0.8	11.5	114	**81	0.6	14.7	82	*171	0.6	31.1	90	**24	0.5	4.4	74
TIME	8880	997	12.3	11.2	112	1808	12.5	20.4	114	3438	12.3	38.7	112	558	11.7	6.3	107
TOWN & COUNTRY	917	*72	0.9	7.9	78	*206	1.4	22.5	126	308	1.1	33.6	97	*77	1.6	8.4	143
TRAVEL & LEISURE	972	**48	0.6	4.9	49	185	1.3	19.0	107	323	1.2	33.2	96	**85	1.8	8.7	149
TRUE STORY	3356	567	7.0	16.9	168	562	3.9	16.7	94	1307	4.7	38.9	113	*187	3.9	5.6	95
U.S. NEWS & WORLD REPORT	3410	405	5.0	11.9	118	730	5.0	21.4	120	1495	5.3	43.8	127	*214	4.5	6.3	107
USA TODAY	1759	*259	3.2	14.7	147	393	2.7	22.3	125	712	2.5	40.5	117	*119	2.5	6.8	115
WE	1873	*302	3.7	16.1	161	356	2.5	19.0	106	676	2.4	36.1	104	*214	4.5	11.4	194
VOGUE	3909	371	4.6	9.5	95	707	4.9	18.1	101	1307	4.7	33.4	97	326	6.8	8.3	142
HALL STREET JOURNAL	1886	*215	2.6	11.4	114	363	2.5	19.2	108	684	2.4	36.3	105	*211	4.4	11.2	190
WEIGHT WATCHERS	2120	270	3.3	12.7	127	424	2.9	20.0	112	946	3.4	44.6	129	**86	1.8	4.1	69
WOMAN'S DAY	14172	1627	20.0	11.5	114	2795	19.3	19.7	110	5657	20.2	39.9	116	869	18.2	6.1	104
WORKING MOTHER	1146	*171	2.1	14.9	149	*247	1.7	21.6	121	514	1.8	44.9	130	**58	1.2	5.1	86
WORKING WOMAN	1322	*152	1.9	11.5	115	217	1.5	16.4	92	463	1.7	35.0	101	**75	1.6	5.7	96
WORLD TENNIS	*163	*1	0.0	0.6	6	*14	0.1	8.6	48	*49	0.2	30.1	87	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	344	4.2	13.6	135	502	3.5	19.8	111	1084	3.9	42.8	124	*117	2.5	4.6	79
BLAIR INSERTS	43657	4497	55.3	10.3	103	7913	54.7	18.1	101	15503	55.4	35.5	103	2888	60.6	6.6	113
DAILY NEWSPAPERS																	
READ ANY	51633	5482	67.4	10.6	106	9829	68.0	19.0	107	18590	66.4	36.0	104	3419	71.8	6.6	113
READ ONE	43463	4822	59.3	11.1	111	8395	58.0	19.3	108	15532	55.5	35.7	103	2893	60.8	6.7	113
READ TWO OR MORE	8170	660	8.1	8.1	80	1434	9.9	17.6	98	3058	10.9	37.4	108	526	11.0	6.4	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5419	66.6	10.3	102	9693	67.0	18.4	103	18929	67.6	35.9	104	3390	71.2	6.4	109
READ ONE	46126	4688	57.7	10.2	101	8428	58.3	18.3	102	16543	59.1	35.9	104	2940	62.8	6.5	110
READ TWO OR MORE	6552	731	9.0	11.2	111	1265	8.7	19.3	108	2386	8.5	36.4	105	400	8.4	6.1	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.51				28.14				27.91				27.90			
30 DAY REACH	71455	7302	89.8	10.2	102	13105	90.6	18.3	103	24776	88.5	34.7	100	4235	88.9	5.9	101
50 SHWG - 30 DAY AV FREQ	14.56	14.84				14.92				14.66				14.67			
30 DAY REACH	67742	7036	86.5	10.4	103	12394	85.7	18.3	102	23611	84.4	34.9	101	4042	84.9	6.0	101
25 SHWG - 30 DAY AV FREQ	7.94	7.83				8.03				7.95				7.95			
30 DAY REACH	62117	6653	81.8	10.7	107	11462	79.3	18.5	103	21750	77.7	35.0	101	3717	78.1	6.0	102
CABLE TV: HOME WIRED	32077	3587	44.1	11.2	111	6565	45.4	20.5	115	11929	42.6	37.2	108	1717	36.1	5.4	91
HOME NOT WIRED	48909	4544	55.9	9.3	93	7898	54.6	16.1	90	16058	57.4	32.8	95	3046	64.0	6.2	106
HAVE PAY CABLE	15935	1648	20.3	10.3	103	3251	22.5	20.4	114	6307	22.5	39.6	115	835	17.5	5.2	89

	TOTAL U.S. '000	CREAMY BACON				CREAMY CUCUMBER				FRENCH				GREEN GODDESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	8131	100.0	10.0	100	14463	100.0	17.9	100	27987	100.0	34.6	100	4762	100.0	5.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4893	60.2	11.1	111	8316	57.5	18.9	106	15962	57.0	36.3	105	2590	54.4	5.9	100
10:00 AM - 3:00 PM	30659	3400	41.8	11.1	110	5842	40.4	19.1	107	11572	41.3	37.7	109	1838	38.6	6.0	102
3:00 PM - 7:00 PM	31045	3723	45.8	12.0	119	5888	40.7	19.0	106	11259	40.2	36.3	105	1909	40.1	6.1	105
7:00 PM - MIDNIGHT	15767	1729	21.3	11.0	109	2981	20.6	18.9	106	5564	19.9	35.3	102	1035	21.7	6.6	112
MIDNIGHT - 6:00 AM	9120	1238	15.2	13.6	135	1837	12.7	20.1	113	3411	12.2	37.4	108	581	12.2	6.4	108
6:00 AM - MIDNIGHT	58527	6285	77.3	10.7	107	10961	75.8	18.7	105	21169	75.6	36.2	105	3432	72.1	5.9	100
ENTIRE DAY	59311	6420	79.0	10.8	108	11110	76.8	18.7	105	21432	76.6	36.1	105	3496	73.4	5.9	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1793	22.1	11.1	110	3100	21.4	19.2	107	6383	22.8	39.5	114	1042	21.9	6.4	110
ALL NEWS	2256	*196	2.4	8.7	87	561	3.9	24.9	139	685	2.4	30.4	88	*204	4.3	9.0	154
AOR/PROGRESSIVE	3874	488	6.0	12.6	125	729	5.0	18.8	105	1243	4.4	32.1	93	319	6.7	8.2	140
BEAUTIFUL MUSIC	5660	544	6.7	9.6	96	1160	8.0	20.5	115	1911	6.8	33.8	98	335	7.0	5.9	101
BLACK	2204	238	2.9	10.8	108	273	1.9	12.4	69	848	3.0	38.5	111	*94	2.0	4.3	73
CLASSICAL	1418	*124	1.5	8.7	87	*262	1.8	18.5	103	523	1.9	36.9	107	*58	1.2	4.1	70
CHR/ROCK	9538	1047	12.9	11.0	109	1796	12.4	18.8	105	3686	13.2	38.6	112	556	11.7	5.8	99
COUNTRY	12648	1608	19.8	12.7	127	2475	17.1	19.6	110	4759	17.0	37.6	109	676	14.2	5.3	91
GOLDEN OLDIES	1191	*128	1.6	10.7	107	*188	1.3	15.8	88	410	1.5	34.4	100	*55	1.2	4.6	79
MOR/NOSTALGIA	4757	490	6.0	10.3	103	999	6.9	21.0	118	1487	5.3	31.3	90	245	5.1	5.2	88
NEWS/TALK	3863	361	4.4	9.3	93	642	4.4	16.6	93	1121	4.0	29.0	84	227	4.8	5.9	100
RELIGIOUS	3084	329	4.0	10.7	106	635	4.4	20.6	115	948	3.4	30.7	89	*162	3.4	5.3	89
SOFT ROCK	521	*87	1.1	16.7	166	*83	0.6	15.9	89	*209	0.7	40.1	116	*16	0.3	3.1	52
URBAN CONTEMPORARY	1585	*179	2.2	11.3	112	*171	1.2	10.8	60	528	1.9	33.3	96	*101	2.1	6.4	108
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	361	4.4	11.1	110	591	4.1	18.1	101	1272	4.5	39.0	113	*172	3.6	5.3	90
ABC DIRECTION	2316	283	3.5	12.2	122	434	3.0	18.7	105	863	3.1	37.3	108	*160	3.4	6.9	117
ABC ENTERTAINMENT	4834	417	5.1	8.6	86	800	5.5	16.5	93	1796	6.4	37.2	108	*265	5.6	5.5	93
ABC FM	2202	293	3.6	13.3	133	338	2.3	15.3	86	898	3.2	40.8	118	*138	2.9	6.3	107
ABC INFORMATION	5425	738	9.1	13.6	135	1104	7.6	20.4	114	1950	7.0	35.9	104	285	6.0	5.3	89
ABC ROCK	1677	*248	3.1	14.8	147	*339	2.3	20.2	113	604	2.2	36.0	104	*187	3.9	11.2	190
CBS	4430	377	4.6	8.5	85	1089	7.5	24.6	138	1557	5.6	35.1	102	339	7.1	7.7	130
MUTUAL	4992	563	6.9	11.3	112	1065	7.4	21.3	119	1797	6.4	36.0	104	314	6.6	6.3	107
NBC	4679	583	7.2	12.5	124	890	6.2	19.0	107	1789	6.4	38.2	111	*279	5.9	6.0	101
RADIORADIO	1994	*197	2.4	9.9	98	400	2.8	20.1	112	763	2.7	38.3	111	*99	2.1	5.0	84
RKO ONE	2298	248	3.1	10.8	107	444	3.1	19.3	108	760	2.7	33.1	96	*99	2.1	4.3	73
RKO TWO	3311	384	4.7	11.6	116	636	4.4	19.2	108	1273	4.5	38.4	111	*129	2.7	3.9	66
THE SOURCE	2114	280	3.4	13.2	132	430	3.0	20.3	114	740	2.6	35.0	101	*161	3.4	7.6	130
NON-WIRED : BLAIR	8654	1070	13.2	12.4	123	1555	10.8	18.0	101	3378	12.1	39.0	113	601	12.6	6.9	118
INTERNET	12025	1255	15.4	10.4	104	2308	16.0	19.2	107	4246	15.2	35.3	102	609	12.8	5.1	86
KATZ RADIO GROUP	15359	1791	22.0	11.7	116	2744	19.0	17.9	100	5318	19.0	34.6	100	1068	22.4	7.0	118
SUPERNET	10628	1243	15.3	11.7	116	1999	13.8	18.8	105	3716	13.3	35.0	101	625	13.1	5.9	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	834	10.3	9.6	96	1498	10.4	17.3	97	2686	9.6	31.0	90	529	11.1	6.1	104
WKDAY 9:00 AM - 1:00 PM	12163	1202	14.8	9.9	98	2119	14.7	17.4	98	4101	14.7	33.7	98	624	13.1	5.1	87
WKDAY 1:00 PM - 4:30 PM	16150	1620	19.9	10.0	100	2715	18.8	16.8	94	5605	20.0	34.7	100	903	19.0	5.6	95
WKDAY 4:30 PM - 7:30 PM	22463	2263	27.8	10.1	100	4062	28.1	18.1	101	7430	26.5	33.1	96	1362	28.6	6.1	103
WKDAY 7:30 PM - 8:00 PM	31795	3211	39.5	10.1	101	5706	39.5	17.9	100	11048	39.5	34.7	101	2040	42.8	6.4	109
WKDAY 11:00 PM - 11:30 PM	23977	2627	32.3	11.0	109	4365	30.2	18.2	102	8772	31.3	36.6	106	1464	30.7	6.1	104
WKDAY 11:30 PM - 1:00 AM	7703	812	10.0	10.5	105	1382	9.6	17.9	100	2628	9.4	34.1	99	475	10.0	6.2	105
M-SAT 8-11 PM-SUN 7-11 PM	33800	3525	43.4	10.4	104	6167	42.6	18.2	102	12049	43.1	35.6	103	2104	44.2	6.2	106
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	651	8.0	10.0	99	1211	8.4	18.5	104	2387	8.5	36.5	106	416	8.7	6.4	108
ANOTHER WORLD	N 4620	494	6.1	10.7	107	724	5.0	15.7	88	1744	6.2	37.7	109	267	5.6	5.8	98
AS THE WORLD TURNS	C 5614	577	7.1	10.3	102	1010	7.0	18.0	101	1941	6.9	34.6	100	338	7.1	6.0	102
CAPITOL	C 3396	386	4.7	11.4	113	591	4.1	17.4	97	1180	4.2	34.7	101	162	3.4	4.8	81
CBS MORN. NEWS 1	C 1446	129	1.6	8.9	89	269	1.9	18.6	104	364	1.3	25.2	73	*94	2.0	6.5	111
CBS MORN. NEWS 2	C 1207	115	1.4	9.5	95	198	1.4	16.4	92	312	1.1	25.8	75	*56	1.2	4.6	79
DAYS OF OUR LIVES	N 5877	488	6.0	8.3	83	854	5.9	14.5	81	2125	7.6	36.2	105	257	5.4	4.4	74
FACTS OF LIFE - DAYTIME	N 2290	222	2.7	9.7	97	352	2.4	15.4	86	767	2.7	33.5	97	*84	1.8	3.7	62
FAMILY FEUD	A 3023	269	3.3	8.9	89	503	3.5	16.6	93	1006	3.6	33.3	96	147	3.1	4.9	83
GENERAL HOSPITAL	A 6097	533	6.6	8.7	87	1017	7.0	16.7	93	1935	6.9	31.7	92	373	7.8	6.1	104
GOOD MORNING, AMERICA-730 A	A 3515	255	3.1	7.3	72	534	3.7	15.2	85	1241	4.4	35.3	102	253	5.3	7.2	122
GOOD MORNING, AMERICA-830 A	A 2818	265	3.3	9.4	94	546	3.8	19.4	108	983	3.5	34.9	101	141	3.0	5.0	85
GUIDING LIGHT	C 5339	549	6.8	10.3	102	929	6.4	17.4	97	1916	6.8	35.9	104	314	6.6	5.9	100
ONE LIFE TO LIVE	A 4478	428	5.3	9.6	95	725	5.0	16.2	91	1496	5.3	33.4	97	239	5.0	5.3	91
PRESS YOUR LUCK	C 2244	316	3.9	14.1	140	411	2.8	18.3	103	825	2.9	36.8	106	*75	1.6	3.3	57

	TOTAL U.S. '000	CREAMY BACON				CREAMY CUCUMBER				FRENCH				GREEN GODDESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	8131	100.0	10.0	100	14463	100.0	17.9	100	27987	100.0	34.6	100	4762	100.0	5.9	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	2501	30.8	9.6	96	4789	33.1	18.4	103	8445	30.2	32.4	94	1675	35.2	6.4	109
NETWORK AFFILIATES - LATE	20261	2162	26.6	10.7	106	3687	25.5	18.2	102	7313	26.1	36.1	104	1212	25.5	6.0	102
INDEPENDENTS - LATE	2076	235	2.9	11.3	113	387	2.7	18.6	104	684	2.4	32.9	95	182	3.8	8.8	149
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	966	11.9	9.2	92	1934	13.4	18.5	104	3931	14.0	37.6	109	614	12.9	5.9	100
ABC MONDAY NIGHT MOVIE	A 6412	679	8.4	10.6	105	1215	8.4	18.9	106	2132	7.6	33.3	96	409	8.6	6.4	108
ABC SUNDAY NIGHT MOVIE	A 12407	1303	16.0	10.5	105	2191	15.1	17.7	99	4475	16.0	36.1	104	853	17.9	6.9	117
ABC WORLD NEWS TONIGHT	A 6176	682	8.4	11.0	110	1279	8.8	20.7	116	2163	7.7	35.0	101	378	7.9	6.1	104
AFTERMASH	C 5863	664	8.2	11.3	113	1166	8.1	19.9	111	1963	7.0	33.5	97	*384	8.1	6.5	111
ALICE	C 9594	1091	13.4	11.4	113	1951	13.5	20.3	114	3079	11.0	32.1	93	653	13.7	6.8	116
AMERICAN PARADE	C 6622	752	9.2	11.4	113	1257	8.7	19.0	106	2201	7.9	33.2	96	424	8.9	6.4	109
BENSON	A 10886	1101	13.5	10.1	101	1912	13.2	17.6	98	3561	12.7	32.7	95	594	12.5	5.5	93
BLUE THUNDER	A 5036	621	7.6	12.3	123	977	6.8	19.4	109	1748	6.2	34.7	100	259	5.4	5.1	87
CAGNEY & LACEY	C 9965	1113	13.7	11.2	111	2070	14.3	20.8	116	3886	13.9	39.0	113	547	11.5	5.5	93
CBS EVENING NEWS-DEAN	C 3491	321	3.9	9.2	92	589	4.1	16.9	94	1069	3.8	30.6	89	308	6.5	8.8	150
CBS EVENING NEWS-RATHER	C 7123	726	8.9	10.2	102	1423	9.8	20.0	112	2244	8.0	31.5	91	467	9.8	6.6	111
CBS SAT. NEWS-SCHIEFFER	C 3621	301	3.7	8.3	83	590	4.1	16.3	91	1124	4.0	31.0	90	287	6.0	7.9	135
CBS SATURDAY NIGHT MOVIE	C 5436	608	7.5	11.2	111	1070	7.4	19.7	110	2029	7.2	37.3	108	317	6.7	5.8	99
CBS WEDNESDAY NIGHT MOVIE	C 6100	719	8.8	11.8	117	1198	8.3	19.6	110	2055	7.3	33.7	97	430	9.0	7.0	120
CHEERS	N 8889	808	9.9	9.1	91	1662	11.5	18.7	105	3303	11.8	37.2	108	534	11.2	6.0	102
DALLAS	C 22109	2032	25.0	9.2	92	3853	26.6	17.4	98	7729	27.6	35.0	101	1420	29.8	6.4	109
DIFF'RENT STROKES	N 6940	694	8.5	10.0	100	1061	7.3	15.3	86	2384	8.5	34.4	99	354	7.4	5.1	87
DOUBLE TROUBLE	N 7223	659	8.1	9.1	91	1243	8.6	17.2	96	2467	8.8	34.2	99	440	9.2	6.1	104
DUCK FACTORY	N 5595	475	5.8	8.5	85	995	6.9	17.8	100	2114	7.6	37.8	109	*273	5.7	4.9	83
DUKES OF HAZZARD	C 5768	615	7.6	10.7	106	1166	8.1	20.2	113	1949	7.0	33.8	98	338	7.1	5.9	100
DYNASTY	A 20053	1848	22.7	9.2	92	3340	23.1	16.7	93	6982	24.9	34.8	101	1285	27.0	6.4	109
FACTS OF LIFE	N 8087	682	8.4	8.4	84	1335	9.2	16.5	92	2813	10.1	34.8	101	526	11.0	6.5	111
FALCON CREST	C 20046	1858	22.9	9.3	92	3579	24.7	17.9	100	7224	25.8	36.0	104	1245	26.1	6.2	106
FALL GUY	A 9084	840	10.3	9.2	92	1617	11.2	17.8	100	3305	11.8	36.4	105	574	12.1	6.3	107
FAMILY TIES	N 7964	695	8.5	8.7	87	1471	10.2	18.5	103	2983	10.7	37.5	108	585	12.3	7.3	125
FANTASY ISLAND	A 7687	670	8.2	8.7	87	1308	9.0	17.0	95	2663	9.5	34.6	100	443	9.3	5.8	98
FOULUPS, BLEEPES & BLUNDERS	A 8861	891	11.0	10.1	100	1460	10.1	16.5	92	2857	10.2	32.2	93	530	11.1	6.0	102
FOUR SEASONS	C 5095	556	6.8	10.9	109	1038	7.2	20.4	114	1792	6.4	35.2	102	*341	7.2	6.7	114
GIMME A BREAK	N 8838	834	10.3	9.4	94	1472	10.2	16.7	93	3162	11.3	35.8	104	537	11.3	6.1	103
HART TO HART	A 8978	1007	12.4	11.2	112	1637	11.3	18.2	102	2967	10.6	33.0	96	457	9.6	5.1	87
HILL STREET BLUES	N 8590	975	12.0	11.4	113	1519	10.5	17.7	99	3093	11.1	36.0	104	391	8.2	4.6	77
HOTEL	A 14085	1259	15.5	8.9	89	2274	15.7	16.1	90	4957	17.7	35.2	102	752	15.8	5.3	91
JEFFERSONS	C 9360	1027	12.6	11.0	109	1790	12.4	19.1	107	3021	10.8	32.3	93	601	12.6	6.4	109
JENNIFER SLEPT HERE	N 5841	566	7.0	9.7	97	1063	7.3	18.2	102	2027	7.2	34.7	100	306	6.4	5.2	89
KATE & ALLIE	C 9206	1097	13.5	11.9	119	1705	11.8	18.5	104	3371	12.0	36.6	106	529	11.1	5.7	98
KNIGHT RIDER	N 7076	717	8.8	10.1	101	1255	8.7	17.7	99	2587	9.2	36.6	106	399	8.4	5.6	96
LOVE BOAT	A 12219	1134	13.9	9.3	92	2176	15.0	17.8	100	4058	14.5	33.2	96	666	14.0	5.5	93
MAGNUM PI	C 11199	1129	13.9	10.1	100	2000	13.8	17.9	100	3820	13.6	34.1	99	621	13.0	5.5	94
MAMA'S FAMILY	N 6057	615	7.6	10.2	101	1126	7.8	18.6	104	2173	7.8	35.9	104	384	8.1	6.3	108
MASTER, THE	N 3598	375	4.6	10.4	104	624	4.3	17.3	97	1210	4.3	33.6	97	*204	4.3	5.7	96
MATT HOUSTON	A 6344	668	8.2	10.5	105	1162	8.0	18.3	103	2201	7.9	34.7	100	370	7.8	5.8	99
NBC MONDAY NIGHT MOVIE	N 11994	1266	15.6	10.6	105	2113	14.6	17.6	99	4356	15.6	36.3	105	590	12.4	4.9	84
NBC NIGHTLY NEWS	N 5132	502	6.2	9.8	97	864	6.0	16.8	94	1602	5.7	31.2	90	379	8.0	7.4	126
NBC NIGHTLY NEWS-SAT	N 3375	381	4.7	11.3	112	551	3.8	16.3	91	1082	3.9	32.1	93	*170	3.6	5.0	86
NBC NIGHTLY NEWS-SUN	N 3130	331	4.1	10.6	105	625	4.3	20.0	112	941	3.4	30.1	87	*169	3.5	5.4	92
NBC SUNDAY NIGHT MOVIE	N 8284	925	11.4	11.2	111	1408	9.7	17.0	95	3131	11.2	37.8	109	*364	7.6	4.4	75
NEMHART	C 9240	1018	12.5	11.0	110	1722	11.9	18.6	104	3406	12.2	36.9	107	550	11.5	6.0	101
ONE DAY AT A TIME	C 7288	757	9.3	10.4	103	1345	9.3	18.5	103	2454	8.8	33.7	97	497	10.4	6.8	116
PEOPLE ARE FUNNY	N 4855	490	6.0	10.1	101	869	6.0	17.9	100	1670	6.0	34.4	100	299	6.3	6.2	105
REAL PEOPLE	N 8869	886	10.9	10.0	100	1492	10.3	16.8	94	3129	11.2	35.3	102	497	10.4	5.6	95
REMINGTON STEELE	N 7743	844	10.4	10.9	109	1234	8.5	15.9	89	2729	9.8	35.2	102	455	9.6	5.9	100
RIPLEY'S BELIEVE IT - NOT	A 5345	601	7.4	11.2	112	1117	7.7	20.9	117	1892	6.8	35.4	102	355	7.5	6.6	113
RIPTIDE	N 6988	874	10.7	12.5	125	1322	9.1	18.9	106	2805	10.0	40.1	116	363	7.6	5.2	88
SCARECROW & MRS. KING	C 10002	956	11.8	9.6	95	1749	12.1	17.5	98	3160	11.3	31.6	91	471	9.9	4.7	80
SIMON & SIMON	C 10638	1011	12.4	9.5	95	1822	12.6	17.1	96	3861	13.8	36.3	105	564	11.8	5.3	90
60 MINUTES	C 13293	1325	16.3	10.0	99	2444	16.9	18.4	103	4274	15.3	32.2	93	962	20.2	7.2	123
ST. ELSEWHERE	N 7017	741	9.1	10.6	105	1288	8.9	18.4	103	2478	8.9	35.3	102	388	8.1	5.5	94
THREE'S COMPANY	A 10917	1212	14.9	11.1	111	2203	15.2	20.2	113	4003	14.3	36.7	106	779	16.4	7.1	121
T.J. HOOKER	A 9204	834	10.3	9													

LIQUID PREPARED SALAD DRESSING - FLAVORS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ITALIAN-CREAMY				ITALIAN-OIL & VINEGAR				ROQUEFORT/BLUE CHEESE				THOUSAND ISLAND/ RUSSIAN			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	13530	100.0	16.7	100	21214	100.0	26.2	100	13041	100.0	16.1	100	27525	100.0	34.0	100
18 - 24	9282	1346	9.9	14.5	87	2086	9.8	22.5	86	1234	9.5	13.3	83	3028	11.0	32.6	96
25 - 34	19072	3825	28.3	20.1	120	5420	25.5	28.4	108	3217	24.7	16.9	105	7048	25.6	37.0	109
35 - 44	14591	2815	20.8	19.3	115	4387	20.7	30.1	115	2549	19.5	17.5	108	5586	20.3	38.3	113
45 - 54	11345	2081	15.4	18.3	110	3282	15.5	28.9	110	2167	16.6	19.1	119	3911	14.2	34.5	101
55 - 64	11635	1680	12.4	14.4	86	3272	15.4	28.1	107	1986	15.2	17.1	106	3630	13.2	31.2	92
65 OR OLDER	15061	1784	13.2	11.8	71	2768	13.0	18.4	70	1887	14.5	12.5	78	4323	15.7	28.7	84
18 - 34	28354	5171	38.2	18.2	109	7506	35.4	26.5	101	4451	34.1	15.7	97	10075	36.6	35.5	105
18 - 49	48339	9118	67.4	18.9	113	13585	64.0	28.1	107	8049	61.7	16.7	103	17727	64.4	36.7	108
25 - 54	45008	8721	64.5	19.4	116	13088	61.7	29.1	111	7934	60.8	17.6	109	16545	60.1	36.8	108
35 - 49	19985	3947	29.2	19.7	118	6079	28.7	30.4	116	3598	27.6	18.0	112	7652	27.8	38.3	113
50 OR OLDER	32647	4413	32.6	13.5	81	7629	36.0	23.4	89	4992	38.3	15.3	95	9798	35.6	30.0	88
GRADUATED COLLEGE	11155	2110	15.6	18.9	113	3749	17.7	33.6	128	2658	20.4	23.8	148	4150	15.1	37.2	109
ATTENDED COLLEGE	13682	2426	17.9	17.7	106	4338	20.4	31.7	121	2948	22.6	21.5	134	5220	19.0	38.2	112
GRADUATED HIGH SCHOOL	33880	6461	47.8	19.1	114	9013	42.5	26.6	102	5290	40.6	15.6	97	11959	43.4	35.3	104
DID NOT GRADUATE HIGH SCHOOL	22270	2534	18.7	11.4	68	4114	19.4	18.5	71	2146	16.5	9.6	60	6196	22.5	27.8	82
EMPLOYED	40306	7797	57.6	19.3	116	11551	54.4	28.7	109	7427	57.0	18.4	114	14761	53.6	36.6	108
EMPLOYED FULL-TIME	32850	6430	47.5	19.6	117	9337	44.0	28.4	109	6016	46.1	18.3	114	12179	44.2	37.1	109
EMPLOYED PART-TIME	7456	1367	10.1	18.3	110	2215	10.4	29.7	113	1411	10.8	18.9	118	2582	9.4	34.6	102
NOT EMPLOYED	40680	5733	42.4	14.1	84	9663	45.6	23.8	91	5614	43.0	13.8	86	12765	46.4	31.4	92
PROFESSIONAL/MANAGER	10392	1916	14.2	18.4	110	3556	16.8	34.2	131	2400	18.4	23.1	143	3916	14.2	37.7	111
TECH/CLERICAL/SALES	17574	4061	30.0	23.1	138	5178	24.4	29.5	112	3244	24.9	18.5	115	6728	24.4	38.3	113
PRECISION/CRAFT	985	**146	1.1	14.8	89	*265	1.2	26.9	103	**152	1.2	15.4	96	*374	1.4	38.0	112
OTHER EMPLOYED	11354	1674	12.4	14.7	88	2553	12.0	22.5	86	1632	12.5	14.4	89	3742	13.6	33.0	97
SINGLE	9863	1457	10.8	14.8	88	2533	11.9	25.7	98	1631	12.5	16.5	103	3008	10.9	30.5	90
MARRIED	51375	9364	69.2	18.2	109	14223	67.0	27.7	106	8838	67.8	17.2	107	19268	70.0	37.5	110
DIVORCED/SEPARATED/WIDOWED	19748	2709	20.0	13.7	82	4459	21.0	22.6	86	2572	19.7	13.0	81	5249	19.1	26.6	78
PARENTS	32590	6007	44.4	18.4	110	9062	42.7	27.8	106	5020	38.5	15.4	96	12206	44.3	37.5	110
WHITE	70416	12237	90.4	17.4	104	19386	91.4	27.5	105	12275	94.1	17.4	108	24645	89.5	35.0	103
BLACK	8778	1006	7.4	11.5	69	1463	6.9	16.7	64	607	4.7	6.9	43	2344	8.5	26.7	79
OTHER	1791	**287	2.1	16.0	96	**365	1.7	20.4	78	**160	1.2	8.9	55	*537	2.0	30.0	88
NORTHEAST-CENSUS	17786	4439	32.8	25.0	149	6474	30.5	36.4	139	3103	23.8	17.4	108	4911	17.8	27.6	81
NORTH CENTRAL	20741	3638	26.9	17.5	105	5077	23.9	24.5	93	3018	23.1	14.6	90	7172	26.1	34.6	102
SOUTH	27775	3881	28.7	14.0	84	5219	24.6	18.8	72	3474	26.6	12.5	78	10629	38.6	38.3	113
WEST	14683	1572	11.6	10.7	64	4444	20.9	30.3	116	3446	26.4	23.5	146	4813	17.5	32.8	96
NORTHEAST-MKTG.	17961	4408	32.6	24.5	147	6004	28.3	33.4	128	3264	25.0	18.2	113	5082	18.5	28.3	83
EAST CENTRAL	11885	2488	18.4	20.9	125	3242	15.3	27.3	104	1549	11.9	13.0	81	3965	14.4	33.4	98
WEST CENTRAL	14090	2130	15.7	15.1	90	3302	15.6	23.4	89	2278	17.5	16.2	100	4933	17.9	35.0	103
SOUTH	24081	3213	23.7	13.3	80	4679	22.1	19.4	74	2874	22.0	11.9	74	9444	34.3	39.2	115
PACIFIC	12969	1291	9.5	10.0	60	3988	18.8	30.8	117	3078	23.6	23.7	147	4101	14.9	31.6	93
COUNTY SIZE A	32439	6004	44.4	18.5	111	9883	46.6	30.5	116	6124	47.0	18.9	117	10515	38.2	32.4	95
COUNTY SIZE B	24915	4481	33.1	18.0	108	6647	31.3	26.7	102	3650	28.0	14.6	91	8454	30.7	33.9	100
COUNTY SIZE C	12930	1829	13.5	14.1	85	3245	15.3	25.1	96	2180	16.7	16.9	105	4987	18.1	38.6	113
COUNTY SIZE D	10703	1216	9.0	11.4	68	1440	6.8	13.5	51	1088	8.3	10.2	63	3570	13.0	33.4	98
METRO CENTRAL CITY	24518	3722	27.5	15.2	91	6452	30.4	26.3	100	3464	26.6	14.1	88	7283	26.5	29.7	87
METRO SUBURBAN	35919	7100	52.5	19.8	118	10866	51.2	30.3	115	6961	53.4	19.4	120	13625	49.5	37.9	112
NON METRO	20549	2708	20.0	13.2	79	3897	18.4	19.0	72	2617	20.1	12.7	79	6617	24.0	32.2	95
TOP 5 ADI'S	18341	3101	22.9	16.9	101	5681	26.8	31.0	118	3581	27.5	19.5	121	5484	19.9	29.9	88
TOP 10 ADI'S	25378	4668	34.5	18.4	110	7890	37.2	31.1	119	4607	35.3	18.2	113	8066	29.3	31.8	94
TOP 20 ADI'S	36488	6531	48.3	17.9	107	10945	51.6	30.0	115	6649	51.0	18.2	113	12007	43.6	32.9	97
HSHLD INC. \$50,000 OR MORE	6612	1424	10.5	21.5	129	2856	13.5	43.2	165	1957	15.0	29.6	184	2693	9.8	40.7	120
\$40,000 OR MORE	12659	2553	18.9	20.2	121	4878	23.0	38.5	147	3194	24.5	25.2	157	4988	18.1	39.4	116
\$30,000 OR MORE	24698	4872	36.0	19.7	118	8427	39.7	34.1	130	5493	42.1	22.2	138	9914	36.0	40.1	118
\$25,000 OR MORE	32077	6430	47.5	20.0	120	10853	51.2	33.8	129	7126	54.6	22.2	138	12612	45.8	39.3	116
\$20,000 - \$24,999	9144	1919	14.2	21.0	126	2462	11.6	26.9	103	1584	12.1	17.3	108	3448	12.5	37.7	111
\$15,000 - \$19,999	8728	1585	11.7	18.2	109	2139	10.1	24.5	94	1222	9.4	14.0	87	2952	10.7	33.8	100
\$10,000 - \$14,999	12562	1974	14.6	15.7	94	2679	12.6	21.3	81	1563	12.0	12.4	77	3889	14.1	31.0	91
UNDER \$10,000	18475	1622	12.0	8.8	53	3081	14.5	16.7	64	1547	11.9	8.4	52	4625	16.8	25.0	74
HOUSEHOLD OF 1 PERSON	11987	1371	10.1	11.4	68	2494	11.8	20.8	79	1517	11.6	12.7	79	2994	10.9	25.0	73
2 PEOPLE	26577	4477	33.1	16.8	101	6690	31.5	25.2	96	4524	34.7	17.0	106	8725	31.7	32.8	97
3 OR 4 PEOPLE	30617	5568	41.2	18.2	109	8583	40.5	28.0	107	5341	41.0	17.4	108	11432	41.5	37.3	110
5 OR MORE PEOPLE	11804	2114	15.6	17.9	107	3448	16.3	29.2	112	1660	12.7	14.1	87	4375	15.9	37.1	109
NO CHILD IN HSHLD	46165	7212	53.3	15.6	94	11462	54.0	24.8	95	7800	59.8	16.9	105	14512	52.7	31.4	92
CHILD(REN) UNDER 2 YRS	5325	809	6.0	15.2	91	1182	5.6	22.2	85	702	5.4	13.2	82	2021	7.3	38.0	112
2 - 5 YEARS	14221	2297	17.0	16.2	97	3937	18.6	27.7	106	1714	13.1	12.1	75	5212	18.9	36.7	108
6 - 11 YEARS	15117	2830	20.9	18.7	112	4143	19.5	27.4	105	2005	14.5	13.3	82	5544	20.1	36.7	108
12 - 17 YEARS	16611	3229	23.9	19.4	116	4926	23.2	29.7	113	2867	22.0	17.3	107	6219	22.6	37.4	110
RESIDENCE OWNED	55884	9778	72.3	17.5	105	15106	71.2	27.0	103	9565	73.3	17.1	106	20808	75.6	37.2	110
VALUE: \$50,000 OR MORE	31744	6021	44.5	19.0	114	9683	45.6	30.5	116	6525	50.0	20.6	128	12003	43.6	37.8	111
VALUE: UNDER \$50,000	24140	3758	27.8	15.6	93	5423	25.6	22.5	86	3040	23.3	12.6	78	8806	32.0	36.5	107

LIQUID PREPARED SALAD DRESSING - FLAVORS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ITALIAN-CREAMY				ITALIAN-OIL & VINEGAR				ROQUEFORT/BLUE CHEESE				THOUSAND ISLAND/ RUSSIAN			
			A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX	A '000	B DOWN	C ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS		80986	13530	100.0	16.7	100	21214	100.0	26.2	100	13041	100.0	16.1	100	27525	100.0	34.0	100
MAGAZINES	QUINTILE 1	15799	3073	22.7	19.5	116	5174	24.4	32.7	125	3362	25.8	21.3	132	5805	21.1	36.7	108
	QUINTILE 2	17259	3341	24.7	19.4	116	5249	24.7	30.4	116	3137	24.1	18.2	113	6449	23.4	37.4	110
	QUINTILE 3	13545	2343	17.3	17.3	104	3909	18.4	28.9	110	2243	17.2	16.6	103	4400	16.0	32.5	96
	QUINTILE 4	15133	2382	17.6	15.7	94	3671	17.3	24.3	93	2105	16.1	13.9	86	5204	18.9	34.4	101
	QUINTILE 5	19250	2392	17.7	12.4	74	3213	15.1	16.7	64	2194	16.8	11.4	71	5668	20.6	29.4	87
NEWSPAPERS	QUINTILE 1	12413	2508	18.5	20.2	121	4065	19.2	32.7	125	2368	18.2	19.1	118	4249	15.4	34.2	101
	QUINTILE 2	24116	4456	32.9	18.5	111	7081	33.4	29.4	112	4380	33.6	18.2	113	8542	31.0	35.4	104
	QUINTILE 3	11261	2065	15.3	18.3	110	3006	14.2	26.7	102	2169	16.6	19.3	120	4375	15.9	38.9	114
	QUINTILE 4	20255	3265	24.1	16.1	96	4811	22.7	23.8	91	2740	21.0	13.5	84	6766	24.6	33.4	98
	QUINTILE 5	12940	1236	9.1	9.6	57	2251	10.6	17.4	66	1385	10.6	10.7	66	3593	13.1	27.8	82
OUTDOOR	QUINTILE 1	14852	2872	21.2	19.3	116	4512	21.3	30.4	116	2617	20.1	17.6	109	5498	20.0	37.0	109
	QUINTILE 2	15725	2636	19.5	16.8	100	4317	20.3	27.5	105	2814	21.6	17.9	111	5586	20.3	35.5	105
	QUINTILE 3	16330	2778	20.5	17.0	102	4420	20.8	27.1	103	2670	20.5	16.4	102	5367	19.5	32.9	97
	QUINTILE 4	16744	2620	19.4	15.6	94	3957	18.7	23.6	90	2729	20.9	16.3	101	5538	20.1	33.1	97
	QUINTILE 5	17334	2624	19.4	15.1	91	4008	18.9	23.1	88	2212	17.0	12.8	79	5538	20.1	31.9	94
RADIO-DRIVE TIME	QUINTILE 1	15911	2811	20.8	17.7	106	4355	20.5	27.4	104	2708	20.8	17.0	106	5649	20.5	35.5	104
	QUINTILE 2	14837	2776	20.5	18.7	112	3735	17.6	25.2	96	2644	20.3	17.8	111	5103	18.5	34.4	101
	QUINTILE 3	15339	2724	20.1	17.8	106	3860	18.2	25.2	96	2386	18.3	15.6	97	5541	20.1	36.1	106
	QUINTILE 4	16723	2587	19.1	15.5	93	4392	20.7	26.3	100	2540	19.5	15.2	94	5574	20.3	33.3	98
	QUINTILE 5	18176	2633	19.5	14.5	87	4873	23.0	26.8	102	2764	21.2	15.2	94	5659	20.6	31.1	92
RADIO-MID- DAY	TERCILE 1	21020	3727	27.5	17.7	106	5665	26.7	27.0	103	3585	27.5	17.1	106	7544	27.4	35.9	106
	TERCILE 2	21610	3682	27.2	17.0	102	5637	26.6	26.1	100	3663	28.1	17.0	105	7479	27.2	34.6	102
	TERCILE 3	38355	6122	45.2	16.0	96	9913	46.7	25.8	99	5794	44.4	15.1	94	12503	45.4	32.6	96
	QUINTILE 1	15988	2786	20.6	17.4	104	4138	19.5	25.9	99	2718	20.8	17.0	106	5679	20.6	35.5	105
	QUINTILE 2	15626	2905	21.5	18.6	111	4184	19.7	26.8	102	2717	20.8	17.4	108	5398	19.6	34.5	102
RADIO-TOTAL	QUINTILE 3	16723	2926	21.6	17.5	105	4424	20.9	26.5	101	2765	21.2	16.5	103	6019	21.9	36.0	106
	QUINTILE 4	16342	2628	19.4	16.1	96	4378	20.6	26.8	102	2772	21.3	17.0	105	5570	20.2	34.1	100
	QUINTILE 5	16306	2285	16.9	14.0	84	4090	19.3	25.1	96	2070	15.9	12.7	79	4859	17.7	29.8	88
	QUINTILE 1	15953	2296	17.0	14.4	86	4200	19.8	26.3	101	2718	20.8	17.0	106	5357	19.5	33.6	99
	QUINTILE 2	16137	2929	21.6	18.2	109	4583	21.6	28.4	108	2455	18.8	15.2	94	5600	20.3	34.7	102
TV-PRIME TIME	QUINTILE 3	16420	3021	22.3	18.4	110	4407	20.8	26.8	102	2611	20.0	15.9	99	5793	21.0	35.3	104
	QUINTILE 4	16687	3031	22.4	18.2	109	4389	20.7	26.3	100	2951	22.6	17.7	110	5959	21.6	35.7	105
	QUINTILE 5	15789	2254	16.7	14.3	85	3636	17.1	23.0	88	2306	17.7	14.6	91	4816	17.5	30.5	90
	TERCILE 1	27736	3986	29.5	14.4	86	6557	30.9	23.6	90	3795	29.1	13.7	85	9279	33.7	33.5	98
	TERCILE 2	26489	4768	35.2	18.0	108	7233	34.1	27.3	104	4042	31.0	15.3	95	9127	33.2	34.5	101
TV-DAYTIME	TERCILE 3	26761	4776	35.3	17.8	107	7425	35.0	27.7	106	5205	39.9	19.4	121	9120	33.1	34.1	100
	QUINTILE 1	16345	1972	14.6	12.1	72	3863	18.2	23.6	90	2166	16.6	13.3	82	5242	19.0	32.1	94
	QUINTILE 2	16447	2821	20.8	17.2	103	4258	20.1	25.9	99	2534	19.4	15.4	96	5725	20.8	34.8	102
	QUINTILE 3	15980	2909	21.5	18.2	109	4540	21.4	28.4	108	2625	20.1	16.4	102	5613	20.4	35.1	103
	QUINTILE 4	15887	3118	23.0	19.6	117	4397	20.7	27.7	106	2780	21.3	17.5	109	5491	19.9	34.6	102
TV-TOTAL	QUINTILE 5	16326	2710	20.0	16.6	99	4157	19.6	25.5	97	2936	22.5	18.0	112	5454	19.8	33.4	98
	QUINTILE 1	15953	2296	17.0	14.4	86	4200	19.8	26.3	101	2718	20.8	17.0	106	5357	19.5	33.6	99
	QUINTILE 2	16137	2929	21.6	18.2	109	4583	21.6	28.4	108	2455	18.8	15.2	94	5600	20.3	34.7	102
	QUINTILE 3	16420	3021	22.3	18.4	110	4407	20.8	26.8	102	2611	20.0	15.9	99	5793	21.0	35.3	104
	QUINTILE 4	16687	3031	22.4	18.2	109	4389	20.7	26.3	100	2951	22.6	17.7	110	5959	21.6	35.7	105
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	15789	2254	16.7	14.3	85	3636	17.1	23.0	88	2306	17.7	14.6	91	4816	17.5	30.5	90
	MAGAZINE IMPERATIVE	17736	3986	29.5	14.4	86	6557	30.9	23.6	90	3795	29.1	13.7	85	9279	33.7	33.5	98
	NEWSPAPER IMPERATIVE	26489	4768	35.2	18.0	108	7233	34.1	27.3	104	4042	31.0	15.3	95	9127	33.2	34.5	101
	QUINTILE 1	26761	4776	35.3	17.8	107	7425	35.0	27.7	106	5205	39.9	19.4	121	9120	33.1	34.1	100
	QUINTILE 2	16345	1972	14.6	12.1	72	3863	18.2	23.6	90	2166	16.6	13.3	82	5242	19.0	32.1	94
MAGAZINE IMPERATIVE	QUINTILE 3	16447	2821	20.8	17.2	103	4258	20.1	25.9	99	2534	19.4	15.4	96	5725	20.8	34.8	102
	QUINTILE 4	15980	2909	21.5	18.2	109	4540	21.4	28.4	108	2625	20.1	16.4	102	5613	20.4	35.1	103
	QUINTILE 5	15887	3118	23.0	19.6	117	4397	20.7	27.7	106	2780	21.3	17.5	109	5491	19.9	34.6	102
	QUINTILE 1	16326	2710	20.0	16.6	99	4157	19.6	25.5	97	2936	22.5	18.0	112	5454	19.8	33.4	98
	QUINTILE 2	15953	2296	17.0	14.4	86	4200	19.8	26.3	101	2718	20.8	17.0	106	5357	19.5	33.6	99
MAGAZINE IMPERATIVE	QUINTILE 3	16137	2929	21.6	18.2	109	4583	21.6	28.4	108	2455	18.8	15.2	94	5600	20.3	34.7	102
	QUINTILE 4	16420	3021	22.3	18.4	110	4407	20.8	26.8	102	2611	20.0	15.9	99	5793	21.0	35.3	104
	QUINTILE 5	16687	3031	22.4	18.2	109	4389	20.7	26.3	100	2951	22.6	17.7	110	5959	21.6	35.7	105
	QUINTILE 1	15789	2254	16.7	14.3	85	3636	17.1	23.0	88	2306	17.7	14.6	91	4816	17.5	30.5	90
	QUINTILE 2	17736	3986	29.5	14.4	86	6557	30.9	23.6	90	3795	29.1	13.7	85	9279	33.7	33.5	98
MAGAZINE IMPERATIVE	QUINTILE 3	26489	4768	35.2	18.0	108	7233	34.1	27.3	104	4042	31.0	15.3	95	9127	33.2	34.5	101
	QUINTILE 4	26761	4776	35.3	17.8	107	7425	35.0	27.7	106	5205	39.9	19.4	121	9120	33.1	34.1	100
	QUINTILE 5	16345	1972	14.6	12.1	72	3863	18.2	23.6	90	2166	16.6	13.3	82	5242	19.0	32.1	94
	QUINTILE 1	16447	2821	20.8	17.2	103	4258	20.1	25.9	99	2534	19.4	15.4	96				

LIQUID PREPARED SALAD DRESSING - FLAVORS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ITALIAN-CREAMY				ITALIAN-OIL & VINEGAR				ROQUEFORT/BLUE CHEESE				THOUSAND ISLAND/ RUSSIAN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	13530	100.0	16.7	100	21214	100.0	26.2	100	13041	100.0	16.1	100	27525	100.0	34.0	100
ATLANTIC MONTHLY	415	**81	0.6	19.5	117	*133	0.6	32.0	122	*155	1.2	37.3	232	**100	0.4	24.1	71
BARRON'S	453	**108	0.8	23.8	143	*161	0.8	35.5	136	**74	0.6	16.3	101	**143	0.5	31.6	93
BETTER HOMES & GARDENS	16256	3122	23.1	19.2	115	4960	23.4	30.5	116	2986	22.9	18.4	114	6110	22.2	37.6	111
BON APPETIT	2535	496	3.7	19.6	117	885	4.2	34.9	133	766	5.9	30.2	188	917	3.3	36.2	106
BUSINESS WEEK	1278	296	2.2	23.2	139	367	1.7	28.7	110	*235	1.8	18.4	114	374	1.4	29.3	86
CAR AND DRIVER	378	**73	0.5	19.3	116	**126	0.6	33.3	127	**60	0.5	15.9	99	**72	0.3	19.0	56
CBS MAGAZINE NETWORK (GROSS)	1498	271	2.0	18.1	108	555	2.6	37.0	141	*233	1.8	15.6	97	534	1.9	35.6	105
CHANGING TIMES	1505	*228	1.7	15.1	91	392	1.8	26.0	99	287	2.2	19.1	118	429	1.6	28.5	84
COLONIAL HOMES	1231	*206	1.5	16.7	100	398	1.9	32.3	123	219	1.7	17.8	110	435	1.6	35.3	104
CONDE NAST MAG. PKG. (GROSS)	14146	3006	22.2	21.2	127	4482	21.1	31.7	121	2548	19.5	18.0	112	4744	17.2	33.5	99
CONSUMERS DIGEST	1323	*260	1.9	19.7	118	416	2.0	31.4	120	*315	2.4	23.8	148	498	1.8	37.6	111
COSMOPOLITAN	7102	1470	10.9	20.7	124	2295	10.8	32.3	123	1440	11.0	20.3	126	2387	8.7	33.6	99
COUNTRY LIVING	2481	484	3.6	19.5	117	855	4.0	34.5	132	449	3.4	18.1	112	928	3.4	37.4	110
CUISINE	1472	241	1.8	16.4	98	479	2.3	32.5	124	363	2.8	24.7	153	418	1.5	28.4	84
CYCLE WORLD	425	**76	0.6	17.9	107	**167	0.8	39.3	150	**60	0.5	14.1	88	**113	0.4	26.6	78
DCI:CREATIVE IDEAS FOR LIV	2510	418	3.1	16.7	100	858	4.0	34.2	130	402	3.1	16.0	99	1008	3.7	40.2	118
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1040	7.7	15.5	93	2132	10.0	31.8	122	1190	9.1	17.8	110	2693	9.8	40.2	118
DISCOVER	894	*183	1.4	20.5	123	287	1.4	32.1	123	*216	1.7	24.2	150	337	1.2	37.7	111
EBONY	3507	430	3.2	12.3	73	692	3.3	19.7	75	272	2.1	7.8	48	1081	3.9	30.8	91
ESQUIRE	1083	*162	1.2	15.0	90	200	0.9	18.5	70	*126	1.0	11.6	72	307	1.1	28.3	83
ESSENCE	1830	240	1.8	13.1	79	371	1.7	20.3	77	*145	1.1	7.9	49	600	2.2	32.8	96
FAMILY CIRCLE	15930	3428	25.3	21.5	129	5032	23.7	31.6	121	2977	22.8	18.7	116	5773	21.0	36.2	107
THE FAMILY HANDYMAN	1126	*165	1.2	14.7	88	374	1.8	33.2	127	*200	1.5	17.8	110	397	1.4	35.3	104
FAMILY WEEKLY	11468	1855	13.7	16.2	97	3361	15.8	29.3	112	1927	14.8	16.8	104	4437	16.1	38.7	114
FIELD & STREAM	2234	409	3.0	18.3	110	597	2.8	26.7	102	427	3.3	19.1	119	832	3.0	37.2	110
FOOD & WINE	579	*126	0.9	21.8	130	*185	0.9	32.0	122	**125	1.0	21.6	134	*201	0.7	34.7	102
FORBES	728	*171	1.3	23.5	141	*225	1.1	30.9	118	*189	1.4	26.0	161	*200	0.7	27.5	81
FORTUNE	906	*159	1.2	17.5	105	354	1.7	39.1	149	*302	2.3	33.3	207	250	0.9	27.6	81
GENTLEMEN'S QUARTERLY	791	*126	0.9	15.9	95	*219	1.0	27.7	106	*143	1.1	18.1	112	*210	0.8	26.5	78
GLAMOUR	5265	1146	8.5	21.8	130	1672	7.9	31.8	121	1025	7.9	19.5	121	1837	6.7	34.9	103
GOLF DIGEST	636	**111	0.8	17.5	104	330	1.6	51.9	198	**169	1.3	26.6	165	323	1.2	50.8	149
GOLF DIGEST/TENNIS (GROSS)	1186	*201	1.5	16.9	101	510	2.4	43.0	164	*235	1.8	19.8	123	447	1.6	37.7	111
GOLF MAGAZINE	441	**88	0.7	20.0	119	*221	1.0	50.1	191	**149	1.1	33.8	210	*244	0.9	55.3	163
GOLF MAGAZINE/SKI (GROSS)	922	*172	1.3	18.7	112	342	1.6	37.1	142	*293	2.2	31.8	197	345	1.3	37.4	110
GOOD HOUSEKEEPING	16487	3046	22.5	18.5	111	5236	24.7	31.8	121	3034	23.3	18.4	114	6197	22.5	37.6	111
HARPER'S BAZAAR	2423	525	3.9	21.7	130	872	4.1	36.0	137	430	3.3	17.7	110	671	2.4	27.7	81
HEALTH	1994	239	1.8	12.0	72	554	2.6	27.8	106	*308	2.4	15.4	96	624	2.3	31.3	92
HEARST MAG CORP. BUY (GROSS)	44101	8685	64.2	19.7	118	14130	66.6	32.0	122	8533	65.4	19.3	120	16089	58.5	36.5	107
HEARST MAN POWER (GROSS)	1993	501	3.7	25.1	150	730	3.4	36.6	140	548	4.2	27.5	171	887	3.2	44.5	131
HEARST WOMAN POWER (GROSS)	31274	6083	45.0	19.5	116	9893	46.6	31.6	121	5957	45.7	19.0	118	11637	42.3	37.2	109
HOUSE BEAUTIFUL	3623	619	4.6	17.1	102	1056	5.0	29.1	111	630	4.8	17.4	108	1223	4.4	33.8	99
INC.	283	**51	0.4	18.0	108	*79	0.4	27.9	107	**92	0.7	32.5	202	**77	0.3	27.2	80
JET	2928	371	2.7	12.7	76	599	2.8	20.5	78	256	2.0	8.7	54	866	3.1	29.6	87
LADIES' HOME JOURNAL	11918	2149	15.9	18.0	108	3567	16.8	29.9	114	2254	17.3	18.9	117	4547	16.5	38.2	112
LHJ FAMILY GRP COMBO(GROSS)	16764	2993	22.1	17.9	107	4891	23.1	29.2	111	3052	23.4	18.2	113	6211	22.6	37.0	109
LIFE	4254	880	6.5	20.7	124	1270	6.0	29.9	114	887	6.8	20.9	129	1589	5.8	37.4	110
L.A. TIMES HOME MAGAZINE	1145	*137	1.0	12.0	72	458	2.2	40.0	153	358	2.7	31.3	194	328	1.2	28.6	84
MADEMOISELLE	2884	653	4.8	22.6	136	978	4.6	33.9	129	436	3.3	15.1	94	1068	3.9	37.0	109
MC CALL'S	13460	2493	18.4	18.5	111	4270	20.1	31.7	121	2619	20.1	19.5	121	5158	18.7	38.3	113
MC CALL'S/WRK MOTHER (GROSS)	14606	2715	20.1	18.6	111	4657	22.0	31.9	122	2768	21.2	19.0	118	5570	20.2	38.1	112
MECHANIX ILLUSTRATED	772	**197	1.5	25.5	153	*288	1.4	37.3	142	*249	1.9	32.3	200	324	1.2	42.0	123
METROPOLITAN HOME	967	*231	1.7	23.9	143	394	1.9	40.7	156	*129	1.0	13.3	83	373	1.4	38.6	113
MONEY	1588	283	2.1	17.8	107	548	2.6	34.5	132	351	2.7	22.1	137	442	1.6	27.8	82
MOTHER EARTH NEWS	1002	*198	1.5	19.8	118	304	1.4	30.3	116	*165	1.3	16.5	102	409	1.5	40.8	120
MS.	825	*175	1.3	21.2	127	242	1.1	29.3	112	*145	1.1	17.6	109	287	1.0	34.8	102
NATIONAL ENQUIRER	10336	1686	12.5	16.3	98	2498	11.8	24.2	92	1665	12.8	16.1	100	3429	12.5	33.2	98
NATIONAL GEOGRAPHIC	9597	1907	14.1	19.9	119	3373	15.9	35.1	134	2368	18.2	24.7	153	3457	12.6	36.0	106
NATIONAL SUNDAY MAGAZINE PKG	49558	9292	68.7	18.7	112	14446	68.1	29.1	111	8916	68.4	18.0	112	17446	63.4	35.2	104
NATURAL HISTORY	573	**70	0.5	12.2	73	*201	0.9	35.1	134	**120	0.9	20.9	130	*141	0.5	24.6	72
NEW WOMAN	1699	369	2.7	21.7	130	503	2.4	29.6	113	393	3.0	23.1	144	583	2.1	34.3	101
NEW YORK INCLUDING CUE	443	*98	0.7	22.1	132	*161	0.8	36.3	139	**91	0.7	20.5	128	*117	0.4	26.4	78
THE NEW YORKER	1270	272	2.0	21.4	128	512	2.4	40.3	154	350	2.7	27.6	171	344	1.2	27.1	80
NEWSWEEK	6277	1376	10.2	21.9	131	1980	9.3	31.5	120	1378	10.6	22.0	136	1987	7.2	31.7	93
THE N.Y. TIMES DAILY EDITION	1205	297	2.2	24.6	148	508	2.4	42.2	161	323	2.5	26.8	166	397	1.4	32.9	97
THE N.Y. TIMES MAGAZINE	2081	518	3.8	24.9	149	743	3.5	35.7	136	523	4.0	25.1	156	681	2.5	32.7	96
OMNI	788	*219	1.6	27.8	166	245	1.2	31.1	119	*226	1.7	28.7	178	*262	1.0	33.2	98
ON CABLE	1158	*283	2.1	24.4	146	444	2.1	38.3	146	**94	0.7	8.1	50	390	1.4	33.7	99
1001 HOME IDEAS	2852	604	4.5	21.2	127	770	3.6	27.0	103	490	3.8	17.2	107	1040	3.8	36.5	107
ORGANIC GARDENING	1658	362	2.7	21.8	131	431	2.0	26.0	99	290	2.2	17.5	109	630	2.3	38.0	112
OUTDOOR LIFE	896	*206	1.5	23.0	138	*196	0.9	21.9	84	*114	0.9	12.7	79	294	1.1	32.8	97
PARADE MAGAZINE	24275	4663	34.5	19.2	115	6774	31.9	27.9	107	4359	33.4	18.0	112	8092	29.4	33.3	98

	TOTAL U.S. '000	ITALIAN-CREAMY				ITALIAN-OIL & VINEGAR				ROQUEFORT/BLUE CHEESE				THOUSAND ISLAND/ RUSSIAN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	13530	100.0	16.7	100	21214	100.0	26.2	100	13041	100.0	16.1	100	27525	100.0	34.0	100
PARENTS	3845	737	5.4	19.2	115	1041	4.9	27.1	103	627	4.8	16.3	101	1566	5.7	40.7	120
PENTHOUSE	831	*150	1.1	18.1	108	*212	1.0	25.5	97	**133	1.0	16.0	99	*322	1.2	38.7	114
PEOPLE	11645	2375	17.6	20.4	122	3549	16.7	30.5	116	2373	18.2	20.4	127	4090	14.9	35.1	103
PLAYBOY	2006	443	3.3	22.1	132	622	2.9	31.0	118	373	2.9	18.6	115	682	2.5	34.0	100
POPULAR HOT RODDING	297	**76	0.6	25.6	153	**100	0.5	33.7	129	**50	0.4	16.8	105	*125	0.5	42.1	124
POPULAR MECHANICS	1018	*241	1.8	23.7	142	*411	1.9	40.4	154	*396	3.0	38.9	242	445	1.6	43.7	129
POPULAR SCIENCE	878	*164	1.2	18.7	112	*328	1.5	37.4	143	*177	1.4	20.2	125	*280	1.0	31.9	94
PREVENTION	3913	635	4.7	16.2	97	1406	6.6	35.9	137	856	6.6	21.9	136	1150	4.2	29.4	86
PSYCHOLOGY TODAY	1710	377	2.8	22.0	132	523	2.5	30.6	117	432	3.3	25.3	157	675	2.5	39.5	116
READER'S DIGEST	22204	3803	28.1	17.1	103	6509	30.7	29.3	112	4283	32.8	19.3	120	8149	29.6	36.7	108
REDBOOK	7684	1567	11.6	20.4	122	2362	11.1	30.7	117	1483	11.4	19.3	120	3052	11.1	39.7	117
ROAD & TRACK	410	**82	0.6	20.0	120	*208	1.0	50.7	194	**109	0.8	26.6	165	*197	0.7	48.0	141
ROLLING STONE	969	235	1.7	24.3	145	407	1.9	42.0	160	*208	1.6	21.5	133	316	1.1	32.6	96
RUNNER'S WORLD	298	**57	0.4	19.1	114	**102	0.5	34.2	131	**101	0.8	33.9	210	**103	0.4	34.6	102
SATURDAY EVENING POST	1169	225	1.7	19.2	115	309	1.5	26.4	101	*211	1.6	18.0	112	323	1.2	27.6	81
SCIENCE 84	587	*144	1.1	24.5	147	*250	1.2	42.6	163	*276	2.1	47.0	292	*191	0.7	32.5	96
SCIENCE DIGEST	482	*124	0.9	25.7	154	*152	0.7	31.5	120	*70	0.5	14.5	90	*229	0.8	47.5	140
SCIENTIFIC AMERICAN	594	**100	0.7	16.8	101	*224	1.1	37.7	144	*226	1.7	38.0	236	*204	0.7	34.3	101
SELF	2089	434	3.2	20.8	124	583	2.7	27.9	107	409	3.1	19.6	122	609	2.2	29.2	86
SEVENTEEN	2411	594	4.4	24.6	147	795	3.7	33.0	126	496	3.8	20.6	128	844	3.1	35.0	103
SKI	480	**83	0.6	17.3	104	**121	0.6	25.2	96	**144	1.1	30.0	186	**100	0.4	20.8	61
SMITHSONIAN	2760	552	4.1	20.0	120	909	4.3	32.9	126	794	6.1	28.8	179	935	3.4	33.9	100
SOAP OPERA DIGEST	3013	480	3.5	15.9	95	657	3.1	21.8	83	361	2.8	12.0	74	1159	4.2	38.5	113
SOUTHERN LIVING	4184	622	4.6	14.9	89	1274	6.0	30.4	116	788	6.0	18.8	117	1685	6.1	40.3	118
SPORT	559	**121	0.9	21.6	130	*112	0.5	20.0	76	**89	0.7	15.9	99	*195	0.7	34.9	103
THE SPORTING NEWS	436	**65	0.5	14.9	89	*87	0.4	20.0	76	**135	1.0	31.0	192	**168	0.6	38.5	113
SPORTS AFIELD	493	*136	1.0	27.6	165	*167	0.8	33.9	129	**82	0.6	16.6	103	*213	0.8	43.2	127
SPORTS ILLUSTRATED	2758	630	4.7	22.8	137	900	4.2	32.6	125	648	5.0	23.5	146	1235	4.5	44.8	132
STAR	7456	1142	8.4	15.3	92	1764	8.3	23.7	90	1009	7.7	13.5	84	2490	9.0	33.4	98
SUNDAY	24936	5103	37.7	20.5	122	7620	35.9	30.6	117	4556	34.9	18.3	113	8470	30.8	34.0	100
SUNSET	2124	*233	1.7	11.0	66	757	3.6	35.6	136	625	4.8	29.4	183	828	3.0	39.0	115
TV GUIDE	21661	3768	27.8	17.4	104	6160	29.0	28.4	109	3569	27.4	16.5	102	1571	27.3	34.7	102
TENNIS	550	**91	0.7	16.5	99	*180	0.8	32.7	125	**67	0.5	12.2	76	*124	0.5	22.5	66
TIME	8880	1727	12.8	19.4	116	3138	14.8	35.3	135	1845	14.1	20.8	129	3149	11.4	35.5	104
TOWN & COUNTRY	917	*239	1.8	26.1	156	273	1.3	29.8	114	251	1.9	27.4	170	243	0.9	26.5	78
TRAVEL & LEISURE	972	*218	1.6	22.4	134	363	1.7	37.3	143	246	1.9	25.3	157	334	1.2	34.4	101
TRUE STORY	3356	490	3.6	14.6	87	588	2.8	17.5	67	365	2.8	10.9	68	1175	4.3	35.0	103
U.S. NEWS & WORLD REPORT	3410	651	4.8	19.1	114	1188	5.6	34.8	133	857	6.6	25.1	156	1192	4.3	35.0	103
USA TODAY	1759	375	2.8	21.3	128	593	2.8	33.7	129	407	3.1	23.1	144	651	2.4	37.0	109
US	1873	479	3.5	25.6	153	565	2.7	30.2	115	304	2.3	16.2	101	799	2.9	42.7	126
VOGUE	3909	773	5.7	19.8	118	1249	5.9	32.0	122	678	5.2	17.3	108	1230	4.5	31.5	93
WALL STREET JOURNAL	1886	388	2.9	20.6	123	690	3.3	36.6	140	448	3.4	23.8	148	661	2.4	34.5	103
WEIGHT WATCHERS	2120	354	2.6	16.7	100	598	2.8	28.2	108	406	3.1	19.2	119	823	3.0	38.8	114
WOMAN'S DAY	14172	2865	21.2	20.2	121	4566	21.5	32.2	123	2788	21.4	19.7	122	5179	18.8	36.5	108
WORKING MOTHER	1146	*223	1.6	19.5	116	387	1.8	33.8	129	*149	1.1	13.0	81	412	1.5	36.0	106
WORKING WOMAN	1322	251	1.9	19.0	114	385	1.8	29.1	111	*205	1.6	15.5	96	369	1.3	27.9	82
WORLD TENNIS	*163	**28	0.2	17.2	103	*71	0.3	43.6	166	**9	0.1	5.5	34	**25	0.1	15.3	45
ZIFF-DAVIS MAG NETWK (GROSS)	2532	530	3.9	20.9	125	894	4.2	35.3	135	614	4.7	24.2	151	935	3.4	36.9	109
BLAIR INSERTS	43657	8446	62.4	19.3	116	12812	60.4	29.3	112	8012	61.4	18.4	114	15014	54.5	34.4	101
DAILY NEWSPAPERS																	
READ ANY	51633	9417	69.6	18.2	109	14638	69.0	28.4	108	9072	69.6	17.6	109	18424	66.9	35.7	105
READ ONE	43463	7757	57.3	17.8	107	11821	55.7	27.2	104	7624	58.5	17.5	109	15633	56.8	36.0	106
READ TWO OR MORE	8170	1661	12.3	20.3	122	2818	13.3	34.5	132	1448	11.1	17.7	110	2792	10.1	34.2	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9862	72.9	18.7	112	15300	72.1	29.0	111	9476	72.7	18.0	112	18515	67.3	35.1	103
READ ONE	46126	8544	63.1	18.5	111	12892	60.8	27.9	107	7967	61.1	17.3	107	16176	58.8	35.1	103
READ TWO OR MORE	6552	1318	9.7	20.1	120	2408	11.4	36.8	140	1508	11.6	23.0	143	2339	8.5	35.7	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.87				30.66				29.08				29.48			
30 DAY REACH	71455	12048	89.0	16.9	101	18968	89.4	26.5	101	11709	89.8	16.4	102	24633	89.5	34.5	101
50 SHWG - 30 DAY AV FREQ	14.56	15.62				16.14				15.17				15.49			
30 DAY REACH	67742	11537	85.3	17.0	102	18075	85.2	26.7	102	11269	86.4	16.6	103	23501	85.4	34.7	102
25 SHWG - 30 DAY AV FREQ	7.94	8.47				8.68				8.09				8.43			
30 DAY REACH	62117	10627	78.5	17.1	102	16789	79.1	27.0	103	10601	81.3	17.1	106	21591	78.4	34.8	102
CABLE TV: HOME WIRED	32077	6227	46.0	19.4	116	9926	46.8	30.9	118	5638	43.2	17.6	109	11730	42.6	36.6	108
HOME NOT WIRED	48909	7303	54.0	14.9	89	11288	53.2	23.1	88	7403	56.8	15.1	94	15796	57.4	32.3	95
HAVE PAY CABLE	15935	3445	25.5	21.6	129	5232	24.7	32.8	125	3080	23.6	19.3	120	6127	22.3	38.4	113

	TOTAL U.S. '000	ITALIAN-CREAMY				ITALIAN-OIL & VINEGAR				ROQUEFORT/BLUE CHEESE				THOUSAND ISLAND/ RUSSIAN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	ACROSS INDX	'000	%	DOWN	ACROSS INDX	'000	%	DOWN	ACROSS INDX	'000	%	DOWN	ACROSS INDX
TOTAL FEMALE HOMEOWNERS	80986	13530	100.0	16.7	100	21214	100.0	26.2	100	13041	100.0	16.1	100	27525	100.0	34.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7811	57.7	17.8	106	11678	55.0	26.6	102	7502	57.5	17.1	106	15547	56.5	35.4	104
10:00 AM - 3:00 PM	30659	5367	39.7	17.5	105	8149	38.4	26.6	101	5148	39.5	16.8	104	10875	39.5	35.5	104
3:00 PM - 7:00 PM	31045	5813	43.0	18.7	112	8439	39.8	27.2	104	5151	39.5	16.6	103	11073	40.2	35.7	105
7:00 PM - MIDNIGHT	15767	2734	20.2	17.3	104	4096	19.3	26.0	99	2569	19.7	16.3	101	5526	20.1	35.0	103
MIDNIGHT - 6:00 AM	9120	1699	12.6	18.6	112	2441	11.5	26.8	102	1742	13.4	19.1	119	3249	11.8	35.6	105
6:00 AM - MIDNIGHT	58527	10373	76.7	17.7	106	15640	73.7	26.7	102	9950	76.3	17.0	106	20615	74.9	35.2	104
ENTIRE DAY	59311	10494	77.6	17.7	106	15854	74.7	26.7	102	10089	77.4	17.0	106	20882	75.9	35.2	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	3097	22.9	19.2	115	4700	22.2	29.1	111	2788	21.4	17.2	107	5511	20.0	34.1	100
ALL NEWS	2256	484	3.6	21.5	128	784	3.7	34.8	133	438	3.4	19.4	121	704	2.6	31.2	92
AOR/PROGRESSIVE	3874	933	6.9	24.1	144	1308	6.2	33.8	129	777	6.0	20.1	125	1293	4.7	33.4	98
BEAUTIFUL MUSIC	5660	969	7.2	17.1	102	1550	7.3	27.4	105	1092	8.4	19.3	120	2082	7.6	36.8	108
BLACK	2204	304	2.2	13.8	83	413	1.9	18.7	72	233	1.8	10.6	66	706	2.6	32.0	94
CLASSICAL	1418	*198	1.5	14.0	84	500	2.4	35.3	135	338	2.6	23.8	148	618	2.2	43.6	128
CHR/ROCK	9538	1960	14.5	20.5	123	2828	13.3	29.6	113	1416	10.9	14.8	92	3431	12.5	36.0	106
COUNTRY	12648	1870	13.8	14.8	88	3064	14.4	24.2	92	2064	15.8	16.3	101	5049	18.3	39.9	117
GOLDEN OLDIES	1191	*202	1.5	17.0	102	*248	1.2	20.8	79	*157	1.2	13.2	82	420	1.5	35.3	104
MOR/ROCK	4757	855	6.3	18.0	108	1274	6.0	26.8	102	848	6.5	17.8	111	1686	6.1	35.4	104
NEWS/TALK	3863	792	5.9	20.5	123	985	4.6	25.5	97	851	6.5	22.0	137	1140	4.1	29.5	87
RELIGIOUS	3084	419	3.1	13.6	81	609	2.9	19.7	75	512	3.9	16.6	103	1089	4.0	35.3	104
SOFT ROCK	521	**105	0.8	20.2	121	**73	0.3	14.0	53	**71	0.5	13.6	85	*165	0.6	31.7	93
URBAN CONTEMPORARY	1585	*198	1.5	12.5	75	315	1.5	19.9	76	*166	1.3	10.5	65	413	1.5	26.1	77
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	620	4.6	19.0	114	1080	5.1	33.1	126	377	2.9	11.6	72	1075	3.9	33.0	97
ABC DIRECTION	2316	412	3.0	17.8	106	685	3.2	29.6	113	412	3.2	17.8	110	731	2.7	31.6	93
ABC ENTERTAINMENT	4834	794	5.9	16.4	98	1251	5.9	25.9	99	855	6.6	17.7	110	1611	5.9	33.3	98
ABC FM	2202	327	2.4	14.9	89	540	2.5	24.5	94	*223	1.7	10.1	63	908	3.3	41.2	121
ABC INFORMATION	5425	992	7.3	18.3	109	1638	7.7	30.2	115	990	7.6	18.2	113	1863	6.8	34.3	101
ABC ROCK	1677	420	3.1	25.0	150	564	2.7	33.6	128	*297	2.3	17.7	110	534	1.9	31.8	94
CBS	4430	808	6.0	18.2	109	1220	5.8	27.5	105	883	6.8	19.9	124	1533	5.6	34.6	102
MUTUAL	4992	985	7.3	19.7	118	1223	5.8	24.5	94	883	6.8	17.7	110	1853	6.7	37.1	109
NBC	4679	1002	7.4	21.4	128	1406	6.6	30.0	115	737	5.7	15.8	98	1778	6.5	38.0	112
RADIORADIO	1994	510	3.8	25.6	153	511	2.4	25.6	98	323	2.5	16.2	101	742	2.7	37.2	109
RKO ONE	2298	377	2.8	16.4	98	549	2.6	23.9	91	338	2.6	14.7	91	857	3.1	37.3	110
RKO TWO	3311	633	4.7	19.1	114	841	4.0	25.4	97	618	4.7	18.7	116	1125	4.1	34.0	100
THE SOURCE	2114	398	2.9	18.8	113	654	3.1	30.9	118	442	3.4	20.9	130	757	2.8	35.8	105
NON-WIRED : BLAIR	8654	1549	11.4	17.9	107	2273	10.7	26.3	100	1424	10.9	16.5	102	3105	11.3	35.9	106
INTERNET	12025	2110	15.6	17.5	105	3370	15.9	28.0	107	2334	17.9	19.4	121	4330	15.7	36.0	106
KATZ RADIO GROUP	15359	3083	22.8	20.1	120	4642	21.9	30.2	115	2907	22.3	18.9	118	5417	19.7	35.3	104
SUPERNET	10628	1903	14.1	17.9	107	2636	12.4	24.8	95	1534	11.8	14.4	90	3736	13.6	35.2	103
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1330	9.8	15.4	92	2188	10.3	25.3	96	1192	9.1	13.8	85	2701	9.8	31.2	92
WKDAY 9:00 AM - 1:00 PM	12163	1654	12.2	13.6	81	2851	13.4	23.4	89	1573	12.1	12.9	80	3975	14.4	32.7	96
WKDAY 1:00 PM - 4:30 PM	16150	2253	16.7	14.0	84	3854	18.2	23.9	91	2020	15.5	12.5	78	5376	19.5	33.3	98
WKDAY 4:30 PM - 7:30 PM	22463	3355	24.8	14.9	89	5675	26.8	25.3	96	3345	25.6	14.9	92	7381	26.8	32.9	97
WKDAY 7:30 PM - 8:00 PM	31795	5112	37.8	16.1	96	8149	38.4	25.6	98	4919	37.7	15.5	96	10562	38.4	33.2	98
WKDAY 11:00 PM - 11:30 PM	23977	4050	29.9	16.9	101	6393	30.1	26.7	102	3773	28.9	15.7	98	8231	29.9	34.3	101
WKDAY 11:30 PM - 1:00 AM	7703	1280	9.5	16.6	99	1961	9.2	25.5	97	1125	8.6	14.6	91	2665	9.7	34.6	102
M-SAT 8-11 PM-SUN 7-11 PM	33800	5624	41.6	16.6	100	9104	42.9	26.9	103	5507	42.2	16.3	101	11613	42.2	34.4	101
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	880	6.5	13.5	81	1637	7.7	25.0	96	761	5.8	11.6	72	2285	8.3	34.9	103
ANOTHER WORLD	N 4620	576	4.3	12.5	75	1043	4.9	22.6	86	520	4.0	11.3	70	1710	6.2	37.0	109
AS THE WORLD TURNS	C 5614	778	5.8	13.9	83	1276	6.0	22.7	87	628	4.8	11.2	69	1689	6.1	30.1	89
CAPITOL	C 3396	445	3.3	13.1	78	804	3.8	23.7	90	360	2.8	10.6	66	984	3.6	29.0	85
CBS MORN. NEWS 1	C 1446	197	1.5	13.6	82	288	1.4	19.9	76	187	1.4	12.9	80	438	1.6	30.3	89
CBS MORN. NEWS 2	C 1207	137	1.0	11.4	68	270	1.3	22.4	85	137	1.1	11.4	70	421	1.5	34.9	103
DAYS OF OUR LIVES	N 5877	763	5.6	13.0	78	1470	6.9	25.0	95	749	5.7	12.7	79	2272	8.3	38.7	114
FACTS OF LIFE - DAYTIME	N 2290	362	2.7	15.8	95	470	2.2	20.5	78	217	1.7	9.5	59	698	2.5	30.5	90
FAMILY FEUD	A 3023	364	2.7	12.0	72	696	3.3	23.0	88	353	2.7	11.7	73	927	3.4	30.7	90
GENERAL HOSPITAL	A 6097	874	6.5	14.3	86	1494	7.0	24.5	94	715	5.5	11.7	73	2002	7.3	32.8	97
GOOD MORNING, AMERICA-730A	A 3515	583	4.3	16.6	99	985	4.6	28.0	107	505	3.9	14.4	89	1183	4.3	33.7	99
GOOD MORNING, AMERICA-830A	A 2818	445	3.3	15.8	95	790	3.7	28.0	107	443	3.4	15.7	98	1014	3.7	36.0	106
GUIDING LIGHT	C 5339	773	5.7	14.5	87	1304	6.1	24.4	93	644	4.9	12.1	75	1599	5.8	29.9	88
ONE LIFE TO LIVE	A 4478	593	4.4	13.2	79	1001	4.7	22.4	85	504	3.9	11.3	70	1548	5.6	34.6	102
PRESS YOUR LUCK	C 2244	306	2.3	13.6	82	548	2.6	24.4	93	379	2.9	16.9	105	807	2.9	36.0	106
PRICE IS RIGHT 1	C 4348	634	4.7	14.6	87	942	4.4	21.7	83	540	4.1						

	TOTAL U.S. '000	ITALIAN-CREAMY				ITALIAN-OIL & VINEGAR				ROQUEFORT/BLUE CHEESE				THOUSAND ISLAND/ RUSSIAN			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	13530	100.0	16.7	100	21214	100.0	26.2	100	13041	100.0	16.1	100	27525	100.0	34.0	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3967	29.3	15.2	91	6238	29.4	23.9	91	3987	30.6	15.3	95	8565	31.1	32.9	97
NETWORK AFFILIATES - LATE	20261	3393	25.1	16.7	100	5352	25.2	26.4	101	3189	24.5	15.7	98	6989	25.4	34.5	101
INDEPENDENTS - LATE	2076	389	2.9	18.7	112	676	3.2	32.6	124	437	3.4	21.1	131	669	2.4	32.2	95
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1833	13.5	17.5	105	2735	12.9	26.2	100	1595	12.2	15.3	95	3514	12.8	33.6	99
ABC MONDAY NIGHT MOVIE	A 6412	1010	7.5	15.8	94	1705	8.0	26.6	102	1046	8.0	16.3	101	2226	8.1	34.7	102
ABC SUNDAY NIGHT MOVIE	A 12407	1950	14.4	15.7	94	3492	16.5	28.1	107	1932	14.8	15.6	97	4320	15.7	34.8	101
ABC WORLD NEWS TONIGHT	A 6176	901	6.7	14.6	87	1484	7.0	24.0	92	895	6.9	14.5	90	2095	7.6	33.9	100
AFTERMASH	C 5863	898	6.6	15.3	92	1348	6.4	23.0	88	1024	7.9	17.5	108	1942	7.1	33.1	97
ALICE	C 9594	1484	11.0	15.5	93	2439	11.5	25.4	97	1626	12.5	16.9	105	3324	12.1	34.6	102
AMERICAN PARADE	C 6622	977	7.2	14.8	88	1498	7.1	22.6	86	1043	8.0	15.8	98	2020	7.3	30.5	90
BENSON	A 10886	1543	11.4	14.2	85	2888	13.6	26.5	101	1728	13.3	15.9	99	3566	13.0	32.8	96
BLUE THUNDER	A 5036	741	5.5	14.7	88	1391	6.6	27.6	105	790	6.1	15.7	97	1810	6.6	35.9	106
CAGNEY & LACEY	C 9965	1658	12.3	16.6	100	2813	13.3	28.2	108	1537	11.8	15.4	96	3599	13.1	36.1	106
CBS EVENING NEWS-DEAN	C 3491	515	3.8	14.8	88	927	4.4	26.6	101	562	4.3	16.1	100	1177	4.3	33.7	99
CBS EVENING NEWS-RATHER	C 7123	1096	8.1	15.4	92	1673	7.9	23.5	90	1020	7.8	14.3	89	2290	8.3	32.1	95
CBS SAT. NEWS-SCHIEFFER	C 3621	473	3.5	13.1	78	853	4.0	23.6	90	549	4.2	15.2	94	1227	4.5	33.9	100
CBS SATURDAY NIGHT MOVIE	C 5436	897	6.6	16.5	99	1454	6.9	26.7	102	861	6.6	15.8	98	1961	7.1	36.1	106
CBS WEDNESDAY NIGHT MOVIE	C 6100	948	7.0	15.5	93	1489	7.0	24.4	93	1041	8.0	17.1	106	1974	7.2	32.4	95
CHEERS	N 8889	1708	12.6	19.2	115	2866	13.5	32.2	123	1666	12.8	18.7	116	3099	11.3	34.9	103
DALLAS	C 22109	3275	24.2	14.8	89	5460	25.7	24.7	94	3599	27.6	16.3	101	7417	26.9	33.5	99
DIFF'RENT STROKES	N 6940	1025	7.6	14.8	88	1548	7.3	22.3	85	1002	7.7	14.4	90	2145	7.8	30.9	91
DOUBLE TROUBLE	N 7223	1199	8.9	16.6	99	1808	8.5	25.0	96	1110	8.5	15.4	95	2462	8.9	34.1	100
DUCK FACTORY	N 5595	1094	8.1	19.6	117	1759	8.3	31.4	120	1014	7.8	18.1	113	1948	7.1	34.8	102
DUKES OF HAZZARD	C 5768	800	5.9	13.9	83	1371	6.5	23.8	91	882	6.8	15.3	95	1986	7.2	34.4	101
DYNASTY	A 20053	3379	25.0	16.9	101	5195	24.5	25.9	99	2927	22.4	14.6	91	6851	24.9	34.2	101
FACTS OF LIFE	N 8087	1363	10.1	16.9	101	2065	9.7	25.5	97	1231	9.4	15.2	95	2856	10.4	35.3	104
FALCON CREST	C 20046	2822	20.9	14.1	84	4867	22.9	24.3	93	3294	25.3	16.4	102	6712	24.4	33.5	99
FALL GUY	A 9084	1373	10.1	15.1	90	2307	10.9	25.4	97	1301	10.0	14.3	89	3164	11.5	34.8	102
FAMILY TIES	N 7964	1394	10.3	17.5	105	2346	11.1	29.5	112	1318	10.1	16.5	103	2811	10.2	35.3	104
FANTASY ISLAND	A 7687	1049	7.8	13.6	82	1855	8.7	24.1	92	1158	8.9	15.1	94	2360	8.6	30.7	90
FOULUPS,BLEEPS & BLUNDERS	A 8861	1573	11.6	17.8	106	2273	10.7	25.7	98	1343	10.3	15.2	94	2978	10.8	33.6	99
FOUR SEASONS	C 5095	858	6.3	16.8	101	1241	5.8	24.4	93	939	7.2	18.4	114	1770	6.4	34.7	102
GIMME A BREAK	N 8838	1411	10.4	16.0	96	2379	11.2	26.9	103	1375	10.5	15.6	97	3023	11.0	34.2	101
HART TO HART	A 8978	1450	10.7	16.2	97	2262	10.7	25.2	96	1348	10.3	15.0	93	3091	11.2	34.4	101
HILL STREET BLUES	N 8590	1636	12.1	19.0	114	2486	11.7	28.9	110	1584	12.1	18.4	115	3148	11.4	36.6	108
HOTEL	A 14085	2179	16.1	15.5	93	3536	16.7	25.1	96	1975	15.1	14.0	87	4811	17.5	34.2	100
JEFFERSONS	C 9360	1403	10.4	15.0	90	2265	10.7	24.2	92	1455	11.2	15.5	97	3051	11.1	32.6	96
JENNIFER SLEPT HERE	N 5841	974	7.2	16.7	100	1421	6.7	24.3	93	886	6.8	15.2	94	1850	6.7	31.7	93
KATE & ALLIE	C 9206	1361	10.1	14.8	88	2463	11.6	26.8	102	1558	11.9	16.9	105	3217	11.7	34.9	103
KNIGHT RIDER	N 7076	1264	9.3	17.9	107	1718	8.1	24.3	93	1212	9.3	17.1	106	2439	8.9	34.5	101
LOVE BOAT	A 12219	1704	12.6	13.9	83	2960	14.0	24.2	92	1841	14.1	15.1	94	3798	13.8	31.1	91
MAGNUM PI	C 11199	1619	12.0	14.5	87	2920	13.8	26.1	100	1741	13.4	15.5	97	3879	14.1	34.6	102
MAMA'S FAMILY	N 6057	1011	7.5	16.7	100	1484	7.0	24.5	94	917	7.0	15.1	94	2043	7.4	33.7	99
MASTER, THE	N 3598	649	4.8	18.0	108	999	4.7	27.8	106	609	4.7	16.9	105	1295	4.7	36.0	106
MATT HOUSTON	A 6344	1168	8.6	18.4	110	1823	8.6	28.7	110	960	7.4	15.1	94	2206	8.0	34.8	102
NBC MONDAY NIGHT MOVIE	N 11994	2124	15.7	17.7	106	3131	14.8	26.1	100	1779	13.6	14.8	92	4064	14.8	33.9	100
NBC NIGHTLY NEWS	N 5132	796	5.9	15.5	93	1419	6.7	27.7	106	924	7.1	18.0	112	1754	6.4	34.2	101
NBC NIGHTLY NEWS-SAT	N 3375	439	3.2	13.0	78	718	3.4	21.3	81	488	3.7	14.5	90	1075	3.9	31.9	94
NBC NIGHTLY NEWS-SUN	N 3130	455	3.4	14.5	87	783	3.7	25.0	96	467	3.6	14.9	93	949	3.4	30.3	89
NBC SUNDAY NIGHT MOVIE	N 8284	1709	12.6	20.6	123	2267	10.7	27.4	104	1325	10.2	16.0	99	2627	9.5	31.7	93
NEWMARKET	C 9240	1479	10.9	16.0	96	2554	12.0	27.6	106	1386	10.6	15.0	93	3285	11.9	35.6	105
ONE DAY AT A TIME	C 7288	1251	9.2	17.2	103	1953	9.2	26.8	102	956	7.3	13.1	81	2518	9.1	34.5	102
PEOPLE ARE FUNNY	N 4855	831	6.1	17.1	102	1168	5.5	24.1	92	786	6.0	16.2	101	1675	6.1	34.5	102
REAL PEOPLE	N 8869	1262	9.3	14.2	85	2149	10.1	24.2	93	1432	11.0	16.1	100	3106	11.3	35.0	103
REMINGTON STEELE	N 7743	1395	10.3	18.0	108	1906	9.0	24.6	94	1163	8.9	15.0	93	2599	9.4	33.6	99
RIPLEY'S BELIEVE IT - NOT	A 5345	853	6.3	16.0	96	1532	7.2	28.7	109	907	7.0	17.0	105	1798	6.5	33.6	99
RIP TIDE	N 6988	1344	9.9	19.2	115	1906	9.0	27.3	104	1035	7.9	14.8	92	2627	9.5	37.6	111
SCARECROW & MRS. KING	C 10002	1389	10.3	13.9	83	2262	10.7	22.6	86	1652	12.7	16.5	103	3206	11.6	32.1	94
SIMON & SIMON	C 10638	1622	12.0	15.2	91	2557	12.1	24.0	92	1549	11.9	14.6	90	3697	13.4	34.8	102
60 MINUTES	C 13293	2323	17.2	17.5	105	3262	15.4	24.5	94	2351	18.0	17.7	110	4362	15.8	32.8	97
ST. ELSEWHERE	N 7017	1248	9.2	17.8	106	1867	8.8	26.6	102	1019	7.8	14.5	90	2564	9.3	36.5	108
THREE'S COMPANY	A 10917	1817	13.4	16.6	100	2975	14.0	27.3									

	TOTAL U.S. '000	KRAFT REGULAR				KRAFT LOW CALORIE				MARIE'S				PFEIFFER'S			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	33684	100.0	41.6	100	12513	100.0	15.5	100	4688	100.0	5.8	100	3506	100.0	4.3	100
18 - 24	9282	3880	11.5	41.8	101	1472	11.8	15.9	103	*474	10.1	5.1	88	*215	6.1	2.3	54
25 - 34	19072	8916	26.5	46.7	112	2987	23.9	15.7	101	1300	27.7	6.8	118	830	23.7	4.4	101
35 - 44	14591	6737	20.0	46.2	111	2169	17.3	14.9	96	781	16.7	5.4	92	841	24.0	5.8	133
45 - 54	11345	4927	14.6	43.4	104	2155	17.2	19.0	123	831	17.7	7.3	127	499	14.2	4.4	102
55 - 64	11635	4715	14.0	40.5	97	2063	16.5	17.7	115	724	15.4	6.2	107	586	16.7	5.0	116
65 OR OLDER	15061	4510	13.4	29.9	72	1667	13.3	11.1	72	578	12.3	3.8	66	534	15.2	3.5	82
18 - 34	28354	12795	38.0	45.1	108	4459	35.6	15.7	102	1774	37.8	6.3	108	1045	29.8	3.7	85
18 - 49	48339	22092	65.6	45.7	110	7599	60.7	15.7	102	2982	63.6	6.2	107	2123	60.6	4.4	101
25 - 54	45008	20579	61.1	45.7	110	7311	58.4	16.2	105	2912	62.1	6.5	112	2170	61.9	4.8	111
35 - 49	19985	9297	27.6	46.5	112	3139	25.1	15.7	102	1208	25.8	6.0	104	1078	30.7	5.4	125
50 OR OLDER	32647	11591	34.4	35.5	85	4914	39.3	15.1	97	1706	36.4	5.2	90	1382	39.4	4.2	98
GRADUATED COLLEGE	11155	4610	13.7	41.3	99	2157	17.2	19.3	125	1053	22.5	9.4	163	615	17.5	5.5	127
ATTENDED COLLEGE	13682	6295	18.7	46.0	111	2817	22.5	20.6	133	1111	23.7	8.1	140	717	20.5	5.2	121
GRADUATED HIGH SCHOOL	33880	15748	46.8	46.5	112	5156	41.2	15.2	98	1839	39.2	5.4	94	1505	42.9	4.4	103
DID NOT GRADUATE HIGH SCHOOL	22270	7030	20.9	31.6	76	2384	19.1	10.7	69	685	14.6	3.1	53	668	19.1	3.0	69
EMPLOYED	40306	17833	52.9	44.2	106	7120	56.9	17.7	114	2655	56.6	6.6	114	1922	54.8	4.8	110
EMPLOYED FULL-TIME	32850	14665	43.5	44.6	107	5778	46.2	17.6	114	2180	46.5	6.6	115	1606	45.8	4.9	113
EMPLOYED PART-TIME	7456	3168	9.4	42.5	102	1342	10.7	18.0	116	*474	10.1	6.4	110	*317	9.0	4.3	98
NOT EMPLOYED	40680	15850	47.1	39.0	94	5393	43.1	13.3	86	2033	43.4	5.0	86	1583	45.2	3.9	90
PROFESSIONAL/MANAGER	10392	4557	13.5	43.9	105	2191	17.5	21.1	136	829	17.7	8.0	138	654	18.7	6.3	145
TECH/CLERICAL/SALES	17574	8088	24.0	46.0	111	3382	27.0	19.2	125	1302	27.8	7.4	128	853	24.3	4.9	112
PRECISION/CRAFT	985	*393	1.2	39.9	96	*163	1.3	16.5	107	*330	0.6	3.0	53	*62	1.8	6.3	145
OTHER EMPLOYED	11354	4796	14.2	42.2	102	1384	11.1	12.2	79	*493	10.5	4.3	75	*353	10.1	3.1	72
SINGLE	9863	3465	10.3	35.1	84	1573	12.6	15.9	103	661	14.1	6.7	116	382	10.9	3.9	89
MARRIED	51375	23582	70.0	45.9	110	8510	68.0	16.6	107	2966	63.3	5.8	100	2442	69.7	4.8	110
DIVORCED/SEPARATED/WIDOWED	19748	6637	19.7	33.6	81	2430	19.4	12.3	80	1061	22.6	5.4	93	682	19.5	3.5	80
PARENTS	32590	15546	46.2	47.7	115	4952	39.6	15.2	98	1784	38.1	5.5	95	1318	37.6	4.0	93
WHITE	70416	30332	90.0	43.1	104	11351	90.7	16.1	104	4470	95.3	6.3	110	3133	89.4	4.4	103
BLACK	8778	2815	8.4	32.1	77	834	6.7	9.5	61	**179	3.8	2.0	35	*342	9.8	3.9	90
OTHER	1791	*537	1.6	30.0	72	**328	2.6	18.3	119	**39	0.8	2.2	38	**31	0.9	1.7	40
NORTHEAST-CENSUS	17786	6972	20.7	39.2	94	2127	17.0	12.0	77	1610	34.3	9.1	156	2263	64.5	12.7	294
NORTH CENTRAL	20741	9402	27.9	45.3	109	3391	27.1	16.3	106	946	20.2	4.6	79	**182	5.2	0.9	20
SOUTH	27775	12156	36.1	43.8	105	4366	34.9	15.7	102	1019	21.7	3.7	63	974	27.8	3.5	81
WEST	14683	5154	15.3	35.1	84	2628	21.0	17.9	116	1112	23.7	7.6	131	**88	2.5	0.6	14
NORTHEAST-MKTG.	17961	6771	20.1	37.7	91	2200	17.6	12.2	79	1572	33.5	8.8	151	2459	70.1	13.7	316
EAST CENTRAL	11885	5483	16.3	46.1	111	1923	15.4	16.2	105	*455	9.7	3.8	66	*209	6.0	1.8	41
WEST CENTRAL	14090	6372	18.9	45.2	109	2175	17.4	15.4	100	810	17.3	5.7	99	**98	2.8	0.7	16
SOUTH	24081	10688	31.7	44.4	107	3855	30.8	16.0	104	922	19.7	3.8	66	*671	19.1	2.8	64
PACIFIC	12969	4369	13.0	33.7	81	2360	18.9	18.2	118	930	19.8	7.2	124	**69	2.0	0.5	12
COUNTY SIZE A	32439	12340	36.6	38.0	91	4734	37.8	14.6	94	2175	46.4	6.7	116	1831	52.2	5.6	130
COUNTY SIZE B	24915	10478	31.1	42.1	101	4276	34.2	17.2	111	1457	31.1	5.8	101	1144	32.6	4.6	106
COUNTY SIZE C	12930	6259	18.6	48.4	116	2203	17.6	17.0	110	840	17.9	6.5	112	*408	11.6	3.2	73
COUNTY SIZE D	10703	4607	13.7	43.0	103	1300	10.4	12.1	79	**216	4.6	2.0	35	**122	3.5	1.1	26
METRO CENTRAL CITY	24518	9297	27.6	37.9	91	3616	28.9	14.7	95	1576	33.6	6.4	111	982	28.0	4.0	93
METRO SUBURBAN	35919	15425	45.8	42.9	103	6114	48.9	17.0	110	2337	49.9	6.5	112	1997	57.0	5.6	128
NON METRO	20549	8962	26.6	43.6	105	2783	22.2	13.5	88	775	16.5	3.8	65	*527	15.0	2.6	59
TOP 5 ADI'S	18341	6405	19.0	34.9	84	2520	20.1	13.7	89	1344	28.7	7.3	127	1357	38.7	7.4	171
TOP 10 ADI'S	25378	9113	27.1	35.9	86	3659	29.2	14.4	93	1786	38.1	7.0	122	1902	54.2	7.5	173
TOP 20 ADI'S	36488	13707	40.7	37.6	90	5194	41.5	14.2	92	2639	56.3	7.2	125	2170	61.9	5.9	137
HSMLD INC. \$50,000 OR MORE	6612	3014	8.9	45.6	110	1345	10.7	20.3	132	630	13.4	9.5	165	*455	13.0	6.9	159
\$40,000 OR MORE	12659	5708	16.9	45.1	108	2413	19.3	19.1	123	1242	26.5	9.8	169	944	26.9	7.5	172
\$30,000 OR MORE	24698	11210	33.3	45.4	109	4584	36.6	18.6	120	2151	45.9	8.7	150	1566	44.7	6.3	146
\$25,000 OR MORE	32077	14678	43.6	45.8	110	5860	46.8	18.3	118	2892	61.7	9.0	156	2019	57.6	6.3	145
\$20,000 - \$24,999	9144	4105	12.2	44.9	108	1428	11.4	15.6	101	*410	8.7	4.5	77	*348	9.9	3.8	88
\$15,000 - \$19,999	8728	3816	11.3	43.7	105	1266	10.1	14.5	94	*295	6.3	3.4	58	*460	13.1	5.3	122
\$10,000 - \$14,999	12562	5344	15.9	42.5	102	1986	15.9	15.8	102	573	12.2	4.6	79	*369	10.5	2.9	68
UNDER \$10,000	18475	5741	17.0	31.1	75	1973	15.8	10.7	69	519	11.1	2.8	49	*309	8.8	1.7	39
HOUSEHOLD OF 1 PERSON	11987	3624	10.8	30.2	73	1672	13.4	13.9	90	613	13.1	5.1	88	424	12.1	3.5	82
2 PEOPLE	26577	10324	30.6	38.8	93	4144	33.1	15.6	101	1671	35.6	6.3	109	1334	38.0	5.0	116
3 OR 4 PEOPLE	30617	14148	42.0	46.2	111	4851	38.8	15.8	103	1885	40.2	6.2	106	1109	31.6	3.6	84
5 OR MORE PEOPLE	11804	5587	16.6	47.3	114	1846	14.8	15.6	101	*518	11.0	4.4	76	*638	18.2	5.4	125
NO CHILD IN HSHLD	46165	17310	51.4	37.5	90	7181	57.4	15.6	101	2816	60.1	6.1	105	2089	59.6	4.5	105
CHILD(REN) UNDER 2 YRS	5325	2427	7.2	45.6	110	810	6.5	15.2	98	**304	6.5	5.7	99	**96	2.7	1.8	42
2 - 5 YEARS	14221	6491	19.3	45.6	110	1962	15.7	13.8	89	764	16.3	5.4	93	*416	11.9	2.9	68
6 - 11 YEARS	15117	7045	20.9	46.6	112	2242	17.9	14.8	96	737	15.7	4.9	84	666	19.0	4.4	102
12 - 17 YEARS	16611	8200	24.3	49.4	119	2657	21.2	16.0	104	853	18.2	5.1	89	898	25.6	5.4	125
RESIDENCE OWNED	55884	24663	73.2	44.1	106	9465	75.6	16.9	110	3377	72.0	6.0	104	2530	72.2	4.5	105
VALUE: \$50,000 OR MORE	31744	13787	40.9	43.4	104	5544	44.3	17.5	113	2473	52.8	7.8	135	1760	50.2	5.5	128
VALUE: UNDER \$50,000	24140	10876	32.3	45.1	108	3921	31.3	16.2	105	903	19.3	3.7	65	770	22.0	3.2	74

LIQUID PREPARED SALAD DRESSING: BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	KRAFT REGULAR				KRAFT LOW CALORIE				MARIE'S				PFEIFFERS			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS		80986	33684	100.0	41.6	100	12513	100.0	15.5	100	4688	100.0	5.8	100	3506	100.0	4.3	100
MAGAZINES	QUINTILE 1	15799	7117	21.1	45.0	108	3038	24.3	19.2	124	1154	24.6	7.3	126	775	22.1	4.9	113
	QUINTILE 2	17259	7642	22.7	44.3	106	3229	25.8	18.7	121	1139	24.3	6.6	114	805	23.0	4.7	108
	QUINTILE 3	13545	5735	17.0	42.3	102	1993	15.9	14.7	95	825	17.6	6.1	105	807	23.0	6.0	138
	QUINTILE 4	15133	6243	18.5	41.3	99	2049	16.4	13.5	88	640	13.7	4.2	73	572	16.3	3.8	87
	QUINTILE 5	19250	6947	20.6	36.1	87	2204	17.6	11.4	74	930	19.8	4.8	83	547	15.6	2.8	66
NEWSPAPERS	QUINTILE 1	12413	5108	15.2	41.2	99	1916	15.3	15.4	100	962	20.5	7.7	134	1000	28.5	8.1	186
	QUINTILE 2	24116	10421	30.9	43.2	104	4100	32.8	17.0	110	1623	34.6	6.7	116	1179	33.6	4.9	113
	QUINTILE 3	11261	5160	15.3	45.8	110	2269	18.1	20.1	130	686	14.6	6.1	105	465	13.3	4.1	95
	QUINTILE 4	20255	8414	25.0	41.5	100	2778	22.2	13.7	89	922	19.7	4.6	79	702	20.0	3.5	80
	QUINTILE 5	12940	4581	13.6	35.4	85	1450	11.6	11.2	73	*494	10.5	3.8	66	**160	4.6	1.2	29
OUTDOOR	QUINTILE 1	14852	6573	19.5	44.3	106	2638	21.1	17.8	115	975	20.8	6.6	113	691	19.7	4.7	107
	QUINTILE 2	15725	7002	20.8	44.5	107	2327	18.6	14.8	96	893	19.0	5.7	98	796	22.7	5.1	117
	QUINTILE 3	16330	6810	20.2	41.7	100	2470	19.7	15.1	98	961	20.5	5.9	102	721	20.6	4.4	102
	QUINTILE 4	16744	6754	20.1	40.3	97	2514	20.1	15.0	97	959	20.5	5.7	99	645	18.4	3.9	89
	QUINTILE 5	17334	6545	19.4	37.8	91	2564	20.5	14.8	96	900	19.2	5.2	90	653	18.6	3.8	87
RADIO-DRIVE TIME	QUINTILE 1	15911	6616	19.6	41.6	100	3137	25.1	19.7	128	964	20.6	6.1	105	883	25.2	5.5	128
	QUINTILE 2	14837	6539	19.4	44.1	106	2289	18.3	15.4	100	699	14.9	4.7	81	795	22.7	5.4	124
	QUINTILE 3	15339	6613	19.6	43.1	104	2351	18.8	15.3	99	1042	22.2	6.8	117	665	19.0	4.3	100
	QUINTILE 4	16723	6874	20.4	41.1	99	2391	19.1	14.3	93	998	21.3	6.0	103	554	15.8	3.3	77
	QUINTILE 5	18176	7041	20.9	38.7	93	2345	18.7	12.9	84	983	21.0	5.4	93	610	17.4	3.4	78
RADIO-MID- DAY	TERCILE 1	21020	9385	27.9	44.6	107	3731	29.8	17.7	115	1057	22.5	5.0	87	1077	30.7	5.1	118
	TERCILE 2	21610	8967	26.6	41.5	100	3278	26.2	15.2	98	1360	29.0	6.3	109	831	23.7	3.8	89
	TERCILE 3	38355	15332	45.5	40.0	96	5504	44.0	14.4	93	2271	48.4	5.9	102	1598	45.6	4.2	96
	QUINTILE 1	15988	6815	20.2	42.6	102	3191	25.5	20.0	129	826	17.6	5.2	89	829	23.6	5.2	120
	QUINTILE 2	15626	6780	20.1	43.4	104	2298	18.4	14.7	95	992	21.2	6.3	110	814	23.2	5.2	120
RADIO-TOTAL	QUINTILE 3	16723	7088	21.0	42.4	102	2540	20.3	15.2	98	929	19.8	5.6	96	839	23.9	5.0	116
	QUINTILE 4	16342	6854	20.3	41.9	101	2459	19.7	15.0	97	1064	22.7	6.5	112	534	15.2	3.3	75
	QUINTILE 5	16306	6146	18.2	37.7	91	2025	16.2	12.4	80	877	18.7	5.4	93	490	14.0	3.0	69
	QUINTILE 1	15953	6245	18.5	39.1	94	2272	18.2	14.2	92	831	17.7	5.2	90	824	23.5	5.2	119
	QUINTILE 2	16137	7113	21.1	44.1	106	2541	20.3	15.7	102	1029	21.9	6.4	110	810	23.1	5.0	116
TV-PRIME TIME	QUINTILE 3	16420	6960	20.7	42.4	102	2484	19.9	15.1	98	940	20.1	5.7	99	699	19.9	4.3	98
	QUINTILE 4	16687	7243	21.5	43.4	104	2925	23.4	17.5	113	890	19.0	5.3	92	654	18.7	3.9	91
	QUINTILE 5	15789	6123	18.2	38.8	93	2291	18.3	14.5	94	997	21.3	6.3	109	520	14.8	3.3	76
	TERCILE 1	27736	11382	33.8	41.0	99	4173	33.3	15.0	97	1269	27.1	4.6	79	970	27.7	3.5	81
	TERCILE 2	26489	11392	33.8	43.0	103	4084	32.6	15.4	100	1660	35.4	6.3	108	1162	33.1	4.4	101
TV-DAYTIME	TERCILE 3	26761	10910	32.4	40.8	98	4256	34.0	15.9	103	1759	37.5	6.6	114	1373	39.2	5.1	119
	QUINTILE 1	16345	6293	18.7	38.5	93	2335	18.7	14.3	92	715	15.3	4.4	76	608	17.3	3.7	86
	QUINTILE 2	16447	7013	20.8	42.6	103	2151	17.2	13.1	85	952	20.3	5.8	100	680	19.4	4.1	96
	QUINTILE 3	15980	6859	20.4	42.9	103	2534	20.3	15.9	103	1032	22.0	6.5	112	892	25.4	5.6	129
	QUINTILE 4	15887	7125	21.2	44.8	108	2895	23.1	18.2	118	795	17.0	5.0	86	578	16.5	3.6	84
TV-TOTAL	QUINTILE 5	16326	6393	19.0	39.2	94	2597	20.8	15.9	103	1193	25.4	7.3	126	748	21.3	4.6	106
	MAGAZINES-NEWSPAPERS: DUAL	20721	9048	26.9	43.7	105	3893	31.1	18.8	122	1659	35.4	8.0	138	1180	33.7	5.7	132
	MAGAZINE IMPERATIVE	19186	8572	25.4	44.7	107	3390	27.1	17.7	114	1032	22.0	5.4	93	685	19.5	3.6	82
	NEWSPAPER IMPERATIVE	21899	9053	26.9	41.3	99	3242	25.9	14.8	96	1288	27.5	5.9	102	1234	35.2	5.6	130
	MAGAZINES-OUTDOOR: DUAL	15451	7618	22.6	49.3	119	2961	23.7	19.2	124	1074	22.9	7.0	120	809	23.1	5.2	121
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	25953	10646	31.6	41.0	99	4492	35.9	17.3	112	1701	36.3	6.6	113	1212	34.6	4.7	108
	OUTDOOR IMPERATIVE	24400	9802	29.1	40.2	97	3219	25.7	13.2	85	1225	26.1	5.0	87	1035	29.5	4.2	98
	MAGAZINE IMPERATIVE	18049	7894	23.4	43.7	105	3546	28.3	19.6	127	1194	25.5	6.6	114	979	27.9	5.4	125
	RADIO IMPERATIVE	23571	10374	30.8	44.0	106	3871	30.9	16.4	106	1692	36.1	7.2	124	1059	30.2	4.5	104
		23278	9699	28.8	41.7	100	3248	26.0	14.0	90	1103	23.5	4.7	82	1081	30.8	4.6	107
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	6590	19.6	42.6	102	2373	19.0	15.4	99	936	20.0	6.1	105	753	21.5	4.9	113
	TELEVISION IMPERATIVE	25829	11587	34.4	44.9	108	5082	40.6	19.7	127	1944	41.5	7.5	130	1285	36.7	5.0	115
		26039	10207	30.3	39.2	94	3419	27.3	13.1	85	1122	23.9	4.3	74	966	27.6	3.7	86
	NEWSPAPERS-OUTDOOR: DUAL	16605	7687	22.8	46.3	111	2845	22.7	17.1	111	1233	26.3	7.4	128	938	26.8	5.6	130
	NEWSPAPER IMPERATIVE	26834	10931	32.5	40.7	98	4497	35.9	16.8	108	1780	38.0	6.6	115	1509	43.0	5.6	130
NEWSPAPERS-RADIO: DUAL	OUTDOOR IMPERATIVE	23346	9810	29.1	42.0	101	3457	27.6	14.8	96	1101	23.5	4.7	81	815	23.2	3.5	81
	NEWSPAPER IMPERATIVE	17133	7618	22.6	44.5	107	3312	26.5	19.3	125	1150	24.5	6.7	116	1165	33.2	6.8	157
	RADIO IMPERATIVE	25892	10800	32.1	41.7	100	3914	31.3	15.1	98	1833	39.1	7.1	122	1257	35.9	4.9	112
		23167	9857	29.3	42.5	102	3521	28.1	15.2	98	1032	22.0	4.5	77	815	23.2	3.5	81
	NEWSPAPERS-TELEVISION: DUAL	17159	7323	21.7	42.7	103	2783	22.2	16.2	105	1269	27.1	7.4	128	1014	28.9	5.9	137
OUTDOOR-RADIO: DUAL	NEWSPAPER IMPERATIVE	26214	11347	33.7	43.3	104	4827	38.6	18.4	119	1745	37.2	6.7	115	1499	42.8	5.7	132
	TELEVISION IMPERATIVE	23412	9304	27.6	39.7	96	2966	23.7	12.7	82	823	17.6	3.5	61	579	16.5	2.5	57
	OUTDOOR IMPERATIVE	15303	6965	20.7	45.5	109	2713	21.7	17.7	115	872	18.6	5.7	98	885	25.2	5.8	134
	RADIO IMPERATIVE	24901	10694	31.7	42.9	103	3459	27.6	13.9	90	1565	33.4	6.3	109	919	26.2	3.7	85
		26492	10675	31.7	40.3	97	4360	34.8	16.5	107	1482	31.6	5.6	97	1215	34.7	4.6	106
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	14794	6416	19.0	43.4	104	2175	17.4	14.7	95	793	16.9	5.4	93	857	24.4	5.8	134
	TELEVISION IMPERATIVE	25437	11347	33.7	44.6	107	4476	35.8	17.6	114	1710	36.5	6.7	116	1134	32.3	4.5	103
		27877	11014	32.7	39.5	95	3963	31.7	14.2	92	1402	29.9	5.0	87	1001	28.6	3.6	83
	RADIO-TELEVISION: DUAL	15996	6601	19.6	41.3	99	2475	19.8	15.5	100	869	18.5	5.4	94	973	27.8	6.1	141
	RADIO IMPERATIVE	25478	10983	32.6	43.1	104	4602	36.8	18.1	117	1562	33.3	6.1	106	1287	36.7	5.1	117
TELEVISION IMPERATIVE		26573	10887	32.3	41.0	99	3484	27.8	13.1	85	1518	32.4	5.7	99	829	23.6	3.1	79

	TOTAL U.S. '000	KRAFT REGULAR				KRAFT LOW CALORIE				MARIE'S				PFEIFFERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	33684	100.0	41.6	100	12513	100.0	15.5	100	4688	100.0	5.8	100	3506	100.0	4.3	100
ATLANTIC MONTHLY	415	**101	0.3	24.3	59	**94	0.8	22.7	147	**53	1.1	12.8	221	**51	1.5	12.3	284
BARRON'S	453	**122	0.4	26.9	65	**54	0.4	11.9	77	**36	0.8	7.9	137	**31	0.9	6.8	158
BETTER HOMES & GARDENS	16256	7281	21.6	44.8	108	3088	24.7	19.0	123	925	19.7	5.7	98	777	22.2	4.8	110
BON APPETIT	2535	990	2.9	39.1	94	349	2.8	13.8	89	*253	5.4	10.0	172	*139	4.0	5.5	127
BUSINESS WEEK	1278	370	1.1	29.0	70	*135	1.1	10.6	68	**55	1.2	4.3	74	**66	1.9	5.2	119
CAR AND DRIVER	378	*174	0.5	46.0	111	**37	0.3	9.8	63	**13	0.3	3.4	59	**18	0.5	4.8	110
CBS MAGAZINE NETWORK (GROSS)	1498	697	2.1	46.5	112	*255	2.0	17.0	110	**44	0.9	2.9	51	**49	1.4	3.3	76
CHANGING TIMES	1505	542	1.6	36.0	87	246	2.0	16.3	106	**129	2.8	8.6	148	**96	2.7	6.4	147
COLONIAL HOMES	1231	531	1.6	43.1	104	251	2.0	20.4	132	**72	1.5	5.8	101	**95	2.7	7.7	178
CONDE NAST MAG. PKG. (GROSS)	14146	6031	17.9	42.6	103	2701	21.6	19.1	124	1057	22.5	7.5	129	793	22.6	5.6	129
CONSUMERS DIGEST	1323	551	1.6	41.6	100	*191	1.5	14.4	93	**148	3.2	11.2	193	**89	2.5	6.7	155
COSMOPOLITAN	7102	3262	9.7	45.9	110	1166	9.3	16.4	106	550	11.7	7.7	134	425	12.1	6.0	138
COUNTRY LIVING	2481	1308	3.9	52.7	127	497	4.0	20.0	130	*202	4.3	8.1	141	*147	4.2	5.9	137
CUISINE	1472	589	1.7	40.0	96	*235	1.9	16.0	103	*140	3.0	9.5	164	*74	2.1	5.0	116
CYCLE WORLD	425	*227	0.7	53.4	128	**107	0.9	25.2	163	**2	0.0	0.5	8	**4	0.1	0.9	22
DCI:CREATIVE IDEAS FOR LIV	2510	1236	3.7	49.2	118	382	3.1	15.2	99	*161	3.4	6.4	111	**109	3.1	4.3	100
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3406	10.1	50.9	122	1355	10.8	20.2	131	371	7.9	5.5	96	273	7.8	4.1	94
DISCOVER	894	392	1.2	43.8	105	*118	0.9	13.2	85	**38	0.8	4.3	73	**51	1.5	5.7	132
EBONY	3507	1303	3.9	37.2	89	385	3.1	11.0	71	*100	2.1	2.9	49	*181	5.2	5.2	119
ESQUIRE	1083	430	1.3	39.7	95	**49	0.4	4.5	29	*78	1.7	7.2	124	*30	0.9	2.8	64
ESSENCE	1830	756	2.2	41.3	99	*169	1.4	9.2	60	**69	1.5	3.8	65	**117	3.3	6.4	148
FAMILY CIRCLE	15930	7030	20.9	44.1	106	2920	23.3	18.3	119	1141	24.3	7.2	124	842	24.0	5.3	122
THE FAMILY HANDYMAN	1126	444	1.3	39.4	95	*246	2.0	21.8	141	**128	2.7	11.4	196	*80	2.3	7.1	164
FAMILY WEEKLY	11468	5305	15.7	46.3	111	1944	15.5	17.0	110	650	13.9	5.7	98	327	9.3	2.9	66
FIELD & STREAM	2234	1113	3.3	49.8	120	358	2.9	16.0	104	**160	3.4	7.2	124	**98	2.8	4.4	101
FOOD & WINE	579	*191	0.6	33.0	79	**112	0.9	19.3	125	**49	1.0	8.5	146	**22	0.6	3.8	88
FORBES	728	*168	0.5	23.1	55	**85	0.7	11.7	76	**61	1.3	8.4	145	**53	1.5	7.3	168
FORTUNE	906	325	1.0	35.9	86	**128	1.0	14.1	91	*97	2.1	10.7	185	**59	1.7	6.5	150
GENTLEMEN'S QUARTERLY	791	401	1.2	50.7	122	**98	0.8	12.4	80	*33	0.9	5.4	94	*31	0.9	3.9	91
GLAMOUR	5265	2330	6.9	44.3	106	1135	9.1	21.6	140	336	7.2	6.4	110	273	7.8	5.2	120
GOLF DIGEST	636	319	0.9	50.2	121	*138	1.1	21.7	140	**48	1.0	7.5	130	*31	0.9	4.9	113
GOLF DIGEST/TENNIS (GROSS)	1186	555	1.6	46.8	113	*205	1.6	17.3	112	**60	1.3	5.1	87	**50	1.4	4.2	97
GOLF MAGAZINE	441	*207	0.6	46.9	113	**110	0.9	24.9	161	**36	0.8	8.2	141	*27	0.8	6.1	141
GOLF MAGAZINE/SKI (GROSS)	922	380	1.1	41.2	99	*157	1.3	17.0	110	**44	0.9	4.8	82	**102	2.9	11.1	256
GOOD HOUSEKEEPING	16487	7758	23.0	47.1	113	3104	24.8	18.8	122	1015	21.7	6.2	106	833	23.8	5.1	117
HARPER'S BAZAAR	2423	998	3.0	41.2	99	320	2.6	13.2	85	*157	3.3	6.5	112	*193	5.5	8.0	184
HEALTH	1994	830	2.5	41.6	100	313	2.5	15.7	102	**67	1.4	3.4	58	*39	1.1	2.0	45
HEARST MAG CORP. BUY (GROSS)	44101	20371	60.5	46.2	111	8046	64.3	18.2	118	2850	60.8	6.5	112	2447	69.8	5.5	128
HEARST MAN POWER (GROSS)	1993	982	2.9	49.3	118	421	3.4	21.1	137	**148	3.2	7.4	128	*109	3.1	5.5	126
HEARST WOMAN POWER (GROSS)	31274	14615	43.4	47.7	112	5762	46.0	18.4	119	1940	41.4	6.2	107	1625	46.3	5.2	120
HOUSE BEAUTIFUL INC.	3623	1445	4.3	39.9	96	665	5.3	18.4	119	261	5.6	7.2	124	215	6.1	5.9	137
JET	283	**118	0.4	41.7	100	**22	0.2	7.8	50	**13	0.3	4.6	79	*37	1.1	13.1	302
LADIES' HOME JOURNAL	2928	1160	3.4	39.6	95	322	2.6	11.0	71	*94	2.0	3.2	55	*183	5.2	6.3	144
LHJ FAMILY GRP COMBO(GROSS)	11918	5624	16.7	47.2	113	2367	18.9	19.9	129	791	16.9	6.6	115	582	16.6	4.9	113
	16764	7887	23.4	47.0	113	3206	25.6	19.1	124	1074	22.9	6.4	111	722	20.6	4.3	99
LIFE	4254	1763	5.2	41.4	100	752	6.0	17.7	114	351	7.5	8.3	143	*211	6.0	5.0	115
L.A. TIMES HOME MAGAZINE	1145	277	0.8	24.2	58	*219	1.8	19.1	124	**48	0.9	3.8	66	*55	0.1	0.4	10
MADEMOISELLE	2884	1312	3.9	45.5	109	478	3.8	16.6	107	*268	5.7	9.3	161	*142	4.1	4.9	114
MC CALL'S	13460	6369	18.9	47.3	114	2607	20.8	19.4	125	898	19.2	6.7	115	661	18.9	4.9	113
MC CALL'S/MRK MOTHER (GROSS)	14606	6902	20.5	47.3	114	2863	22.9	19.6	127	950	20.3	6.5	112	720	20.5	4.9	114
MECHANIX ILLUSTRATED	772	385	1.1	49.9	120	**134	1.1	17.4	112	**112	2.4	14.5	251	**65	1.9	8.4	194
METROPOLITAN HOME	967	423	1.3	43.7	105	*182	1.5	18.8	122	**96	2.0	9.9	172	*77	2.2	8.0	184
MONEY	1588	663	2.0	41.8	100	*261	2.1	16.4	106	*145	3.1	9.1	158	*86	2.5	5.4	125
MOTHER EARTH NEWS	1002	408	1.2	40.7	98	*179	1.4	17.9	116	**121	2.6	12.1	209	*22	0.6	2.2	51
MS.	825	362	1.1	43.9	105	*145	1.2	17.6	114	*74	1.6	9.0	155	*33	0.9	4.0	92
NATIONAL ENQUIRER	10336	4527	13.4	43.8	105	1565	12.5	15.1	98	582	12.4	5.6	97	319	9.1	3.1	71
NATIONAL GEOGRAPHIC	9597	4269	12.7	44.5	107	1776	14.2	18.5	120	792	16.9	8.3	143	556	15.9	5.8	134
NATIONAL SUNDAY MAGAZINE PKG	49558	21185	62.9	42.7	103	8398	67.1	16.9	110	3354	71.5	6.8	117	2537	72.4	5.1	118
NATURAL HISTORY	573	*238	0.7	41.5	100	*121	1.0	21.1	137	*30	0.6	5.2	90	*31	0.9	5.4	125
NEW WOMAN	1699	859	2.6	50.6	122	339	2.7	20.0	129	*80	1.7	4.7	81	*80	2.3	4.7	109
NEW YORK INCLUDING CUE	443	*89	0.3	20.1	48	**43	0.3	9.7	63	**26	0.6	5.9	101	**45	1.3	10.2	235
THE NEW YORKER	1270	409	1.2	32.2	77	*180	1.4	14.2	92	**128	2.7	10.1	174	*131	3.7	10.3	238
NEWSWEEK	6277	2494	7.4	39.7	96	1248	10.0	19.9	129	527	11.2	8.4	145	277	7.9	4.4	102
THE N.Y. TIMES DAILY EDITION	1205	354	1.1	29.4	71	*135	1.1	11.2	73	*167	3.6	13.9	239	222	6.3	18.4	426
THE N.Y. TIMES MAGAZINE	2081	558	1.7	26.8	64	*215	1.7	10.3	67	376	8.0	18.1	312	316	9.0	15.2	351
OMNI	788	301	0.9	38.2	92	*137	1.1	17.4	113	*54	1.2	6.9	118	*50	1.4	6.3	147
ON CABLE	1158	446	1.3	38.5	93	*153	1.2	13.2	86	**116	2.5	10.0	173	*61	1.7	5.3	122
1001 HOME IDEAS	2852	1432	4.3	50.2	121	526	4.2	18.4	119	*215	4.6	7.5	130	*101	2.9	3.5	82
ORGANIC GARDENING	1658	737	2.2	44.5	107	265	2.1	16.0	103	**128	2.7	7.7	133	*63	1.8	3.8	88
OUTDOOR LIFE	896	374	1.1	41.7	100	*88	0.7	9.8	64	*68	1.5	7.6	131	*39	1.1	4.4	101
PARADE MAGAZINE	24275	10059	29.9	41.4	100	4160	33.2	17.1	111	1801	38.4	7.4	128	1523	43.4	6.3	145

	TOTAL U.S. '000	A '000	KRAFT B % DOWN	REGULAR C % ACROSS	D % INDX	A '000	KRAFT B % DOWN	LOW C % ACROSS	CALORIE D % INDX	A '000	MARIE'S B % DOWN	C % ACROSS	D % INDX	A '000	PFEIFFERS B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	33684	100.0	41.6	100	12513	100.0	15.5	100	4688	100.0	5.8	100	3506	100.0	4.3	100
PARENTS	3845	1674	5.0	43.5	105	653	5.2	17.0	110	*203	4.3	5.3	91	*146	4.2	3.8	88
PENTHOUSE	831	422	1.3	50.8	122	**59	0.5	7.1	46	**73	1.6	8.8	152	**40	1.1	4.8	111
PEOPLE	11645	4929	14.6	42.3	102	1957	15.6	16.8	109	820	17.5	7.0	122	599	17.1	5.1	119
PLAYBOY	2006	865	2.6	43.1	104	286	2.3	14.3	92	**86	1.8	4.3	74	**103	2.9	5.1	119
POPULAR HOT RODDING	297	*161	0.5	54.2	130	**34	0.3	11.4	74	**40	0.9	13.5	233	**20	0.6	6.7	156
POPULAR MECHANICS	1018	517	1.5	50.8	122	*265	2.1	26.0	168	**79	1.7	7.8	134	**76	2.2	7.5	172
POPULAR SCIENCE	878	329	1.0	37.5	90	**133	1.1	15.1	98	**141	3.0	16.1	277	**76	2.2	8.7	200
PREVENTION	3913	1670	5.0	42.7	103	724	5.8	18.5	120	*280	6.0	7.2	124	*246	7.0	6.3	145
PSYCHOLOGY TODAY	1710	753	2.2	44.0	106	379	3.0	22.2	143	*125	2.7	7.3	126	**85	2.4	5.0	115
READER'S DIGEST	22204	9794	29.1	44.1	106	4081	32.6	18.4	119	1254	26.7	5.6	98	993	28.3	4.5	103
REDBOOK	7684	3594	10.7	46.8	112	1492	11.9	19.4	126	375	8.0	4.9	84	367	10.5	4.8	110
ROAD & TRACK	410	*218	0.6	53.2	128	**75	0.6	18.3	118	**29	0.6	7.1	122	**14	0.4	3.4	79
ROLLING STONE	969	446	1.3	46.0	111	*151	1.2	15.6	101	**97	2.1	10.0	173	**49	1.4	5.1	117
RUNNER'S WORLD	298	*176	0.5	59.1	142	**81	0.6	27.2	178	**39	0.8	13.1	226	**24	0.7	8.1	186
SATURDAY EVENING POST	1169	449	1.3	38.4	92	*233	1.9	19.9	129	**19	0.4	1.6	28	**82	2.3	7.0	162
SCIENCE 84	587	265	0.8	54.1	109	*215	1.7	36.6	237	**12	0.3	2.0	35	**25	0.7	4.3	98
SCIENCE DIGEST	482	262	0.8	45.4	131	**93	0.7	19.3	125	**37	0.8	7.7	133	**18	0.5	3.7	86
SCIENTIFIC AMERICAN	594	259	0.8	43.6	105	*126	1.0	21.2	137	**94	2.0	15.8	273	**28	0.8	4.7	109
SELF	2089	839	2.5	40.2	97	455	3.6	21.8	141	*187	4.0	9.0	155	*117	3.3	5.6	129
SEVENTEEN	2411	1015	3.0	42.1	101	404	3.2	16.8	108	*165	3.5	6.8	118	*149	4.2	6.2	143
SKI	480	*173	0.5	36.0	87	**47	0.4	9.8	63	**8	0.2	1.7	29	**74	2.1	15.4	356
SMITHSONIAN	2760	1089	3.2	39.5	95	448	3.6	16.2	105	281	6.0	10.2	176	*170	4.8	6.2	142
SOAP OPERA DIGEST	3013	1427	4.2	47.4	114	387	3.1	12.8	83	**135	2.9	4.5	77	**78	2.2	2.6	60
SOUTHERN LIVING	4184	2170	6.4	51.9	125	974	7.8	23.3	151	*210	4.5	5.0	87	*165	4.7	3.9	91
SPORT	559	*270	0.8	48.3	116	**48	0.4	8.6	56	**27	0.6	4.8	83	**62	1.8	11.1	256
THE SPORTING NEWS	436	*259	0.8	59.4	143	**93	0.7	21.3	138	**30	0.6	6.9	119	**18	0.5	4.1	95
SPORTS AFIELD	493	*203	0.6	41.2	99	**64	0.5	13.0	84	**33	0.7	6.7	116	**14	0.4	2.8	66
SPORTS ILLUSTRATED	2758	1310	3.9	47.5	114	519	4.1	18.8	122	*175	3.7	6.3	110	*135	3.9	4.9	113
STAR	7456	3131	9.3	42.0	101	1048	8.4	14.1	91	482	10.3	6.5	112	302	8.6	4.1	94
SUNDAY	24936	10586	31.4	42.5	102	3865	30.9	15.5	100	1969	42.0	7.9	136	1467	41.8	5.9	136
SUNSET	2124	780	2.3	36.7	88	396	3.2	18.6	121	*208	4.4	9.8	169	**6	0.2	0.3	7
TV GUIDE	21661	9559	28.4	44.1	106	3669	29.3	16.9	110	1239	26.4	5.7	99	954	27.2	4.4	102
TENNIS	550	*236	0.7	42.9	103	**67	0.5	12.2	79	**12	0.3	2.2	38	**19	0.5	3.5	80
TIME	8880	3598	10.7	40.5	97	1516	12.1	17.1	110	840	17.9	9.5	163	526	15.0	5.9	137
TOWN & COUNTRY	917	435	1.3	47.4	114	*122	1.0	13.3	86	**66	1.4	7.2	124	**44	1.3	4.8	111
TRAVEL & LEISURE	972	402	1.2	41.4	99	*183	1.5	18.8	122	**95	2.0	9.8	169	**67	1.9	6.9	159
TRUE STORY	3356	1616	4.8	48.2	116	456	3.6	13.6	88	**116	2.5	3.5	60	**57	1.6	1.7	39
U.S. NEWS & WORLD REPORT	3410	1422	4.2	41.7	100	698	5.6	20.5	132	301	6.4	8.8	152	*199	5.7	5.8	135
USA TODAY	1759	779	2.3	44.3	106	351	2.8	20.0	129	**101	2.2	5.7	99	**113	3.2	6.4	148
US	1873	835	2.5	44.6	107	382	3.1	20.4	132	**120	2.6	6.4	111	**73	2.1	3.9	90
VOGUE	3909	1550	4.6	39.7	95	632	5.1	16.2	105	266	5.7	6.8	118	262	7.5	6.7	155
WALL STREET JOURNAL	1886	815	2.4	43.2	104	289	2.3	15.3	99	*124	2.6	6.6	114	**105	3.0	5.6	129
WEIGHT WATCHERS	2120	980	2.9	46.2	111	547	4.4	25.8	167	*169	3.6	8.0	138	**76	2.2	3.6	83
WOMAN'S DAY	14172	6502	19.3	45.9	110	2732	11.8	19.3	125	860	18.3	6.1	105	728	20.8	5.1	119
WORKING MOTHER	1146	533	1.6	46.5	112	*255	2.0	22.3	144	**52	1.1	4.5	78	**58	1.7	5.1	117
WORKING WOMAN	1322	513	1.5	38.8	93	228	1.8	17.2	112	**70	1.5	5.3	91	**53	1.5	4.0	93
WORLD TENNIS	*163	**66	0.2	40.5	97	*14	0.1	8.6	56	**7	0.1	4.3	74	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1152	3.4	45.5	109	453	3.6	17.9	116	**100	2.1	3.9	68	*162	4.6	6.4	148
BLAIR INSERTS	43657	18316	54.4	42.0	101	7328	58.6	16.8	109	3129	66.7	7.2	124	2620	74.7	6.0	139
DAILY NEWSPAPERS																	
READ ANY	51633	22300	66.2	43.2	104	8553	68.4	16.6	107	3167	67.6	6.1	106	2703	77.1	5.2	121
READ ONE	43463	18978	56.3	43.7	105	7189	57.5	16.5	107	2542	54.2	5.8	101	2021	57.6	4.6	107
READ TWO OR MORE	8170	3322	9.9	40.7	98	1364	10.9	16.7	108	625	13.3	7.6	132	682	19.5	8.3	193
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	22494	66.8	42.7	103	8806	70.4	16.7	108	3597	76.7	6.8	118	2834	80.8	5.4	124
READ ONE	46126	19720	58.5	42.8	103	7771	62.1	16.8	109	3008	64.2	6.5	113	2417	68.9	5.2	121
READ TWO OR MORE	6552	2773	8.2	42.3	102	1034	8.3	15.8	102	589	12.6	9.0	155	417	11.9	6.4	147
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.91				29.59				28.14				28.38			
30 DAY REACH	71455	30082	89.3	42.1	101	11103	88.7	15.5	101	4184	89.2	5.9	101	3216	91.7	4.5	104
50 SHWG - 30 DAY AV FREQ	14.56	15.15				15.44				14.94				15.09			
30 DAY REACH	67742	28775	85.4	42.5	102	10665	85.2	15.7	102	3947	84.2	5.8	101	3026	86.3	4.5	103
25 SHWG - 30 DAY AV FREQ	7.94	8.22				8.51				8.03				8.26			
30 DAY REACH	62117	26506	78.7	42.7	103	9700	77.5	15.6	101	3675	78.4	5.9	102	2750	78.4	4.4	102
CABLE TV: HOME WIRED	32077	14519	43.1	45.3	109	5501	44.0	17.1	111	2166	46.2	6.8	117	1562	44.6	4.9	112
HOME NOT WIRED	48909	19165	56.9	39.2	94	7012	56.0	14.3	93	2521	53.8	5.2	89	1943	55.4	4.0	92
HAVE PAY CABLE	15935	7200	21.4	45.2	109	2866	22.9	18.0	116	1312	28.0	8.2	142	904	25.8	5.7	131

	TOTAL U.S. '000	KRAFT REGULAR				KRAFT LOW CALORIE				MARIE'S				PFEIFFERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	33684	100.0	41.6	100	12513	100.0	15.5	100	4688	100.0	5.8	100	3506	100.0	4.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	18949	56.3	43.1	104	7578	60.6	17.3	112	2628	56.1	6.0	103	2270	64.7	5.2	119
10:00 AM - 3:00 PM	30659	13347	39.6	43.5	105	5041	40.3	16.4	106	1700	36.3	5.5	96	1344	38.3	4.4	101
3:00 PM - 7:00 PM	31045	13389	39.7	43.1	104	5431	43.4	17.5	113	1856	39.6	6.0	103	1508	43.0	4.9	112
7:00 PM - MIDNIGHT	15767	6598	19.6	41.8	101	2701	21.6	17.1	111	979	20.9	6.2	107	705	20.1	4.5	103
MIDNIGHT - 6:00 AM	9120	3829	11.4	42.0	101	1676	13.4	18.4	119	635	13.5	7.0	120	498	14.2	5.5	126
6:00 AM - MIDNIGHT	58527	25165	74.7	43.0	103	9628	76.9	16.5	106	3425	73.1	5.9	101	2792	79.6	4.8	110
ENTIRE DAY	59311	25473	75.6	42.9	103	9774	78.1	16.5	107	3478	74.2	5.9	101	2830	80.7	4.8	110
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6943	20.6	42.9	103	2843	22.7	17.6	114	921	19.6	5.7	98	693	19.8	4.3	99
ALL NEWS	2255	891	2.6	39.5	95	337	2.7	14.9	97	*143	3.1	6.3	110	*266	7.6	11.8	272
AOR/PROGRESSIVE	3874	1701	5.0	43.9	106	550	4.4	14.2	92	*285	6.1	7.4	127	305	8.7	7.9	182
BEAUTIFUL MUSIC	5660	2480	7.4	43.8	105	1050	8.4	18.6	120	460	9.8	8.1	140	280	8.0	4.9	114
BLACK	2204	873	2.6	39.6	95	*195	1.6	8.8	57	*448	1.0	2.2	38	*283	2.4	3.8	87
CLASSICAL	1418	550	1.6	38.8	93	*281	2.2	19.8	128	*83	1.8	5.9	101	*128	3.7	9.0	209
CHR/ROCK	1418	4581	13.6	48.0	115	1732	13.8	18.2	118	595	12.7	6.2	108	479	13.7	5.0	116
COUNTRY	12648	6117	18.2	48.4	116	2030	16.2	16.0	104	665	14.2	5.3	91	548	15.6	4.3	100
GOLDEN OLDIES	1191	452	1.3	38.0	91	*219	1.8	18.4	119	*37	0.8	3.1	54	*59	1.7	5.0	114
MOR/NOSTALGIA	4757	1745	5.2	36.7	88	786	6.3	16.5	107	*200	4.3	4.2	73	244	7.0	5.1	118
NEWS/TALK	3863	1461	4.3	37.8	91	650	5.2	16.8	109	339	7.2	8.8	152	263	7.5	6.8	157
RELIGIOUS	3084	1212	3.6	39.3	94	609	4.9	19.7	128	*154	3.3	5.0	86	*96	2.7	3.1	72
SOFT ROCK	521	*177	0.5	34.0	82	*116	0.9	22.3	144	*32	0.7	6.1	106	*14	0.4	2.7	62
URBAN CONTEMPORARY	1585	521	1.5	32.9	79	231	1.8	14.6	94	*88	1.9	5.6	96	*154	4.4	9.7	224
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1447	4.3	44.4	107	586	4.7	18.0	116	*124	2.6	3.8	66	*146	4.2	4.5	103
ABC DIRECTION	2316	1005	3.0	43.4	104	318	2.5	13.7	89	*135	2.9	5.8	101	*182	5.2	7.9	182
ABC ENTERTAINMENT	4834	2186	6.5	45.2	109	776	6.2	16.1	104	299	6.4	6.2	107	380	10.8	7.9	182
ABC FM	2202	1013	3.0	46.0	111	344	2.7	15.6	101	*116	2.5	5.3	91	*143	4.1	6.5	150
ABC INFORMATION	5425	2354	7.0	43.4	104	1005	8.0	18.5	120	257	5.5	4.7	82	*193	5.5	3.6	82
ABC ROCK	1677	827	2.5	49.3	119	*227	1.8	13.5	88	*78	1.7	4.7	80	*86	2.5	5.1	118
CBS	4430	1846	5.5	41.7	100	798	6.4	18.0	117	320	6.8	7.2	125	*277	7.9	6.3	144
MUTUAL	4992	2056	6.1	41.2	99	872	7.0	17.5	113	299	6.4	6.0	103	359	10.2	7.2	166
NBC	4679	2078	6.2	44.4	107	860	6.9	18.4	119	*223	4.8	4.8	82	*273	7.8	5.8	135
RADIORADIO	1994	920	2.7	46.1	111	393	3.1	19.7	128	*162	3.5	8.1	140	*112	3.2	5.6	130
RKO ONE	2298	1106	3.3	48.1	116	395	3.2	17.2	111	*96	2.0	4.2	72	*111	3.2	4.8	112
RKO TWO	3311	1589	4.7	48.0	115	563	4.5	17.0	110	*249	5.3	7.5	130	*188	5.4	5.7	131
THE SOURCE	2114	997	3.0	47.2	113	264	2.1	12.5	81	*114	2.4	5.4	93	*187	5.3	8.8	204
NON-WIRED: BLAIR	8654	3857	11.5	44.6	107	1644	13.1	19.0	123	509	10.9	5.9	102	412	11.8	4.8	110
INTERNET	12025	5120	15.2	42.6	102	2094	16.7	17.4	113	883	18.8	7.3	127	727	20.7	6.0	140
KATZ RADIO GROUP	15359	6570	19.5	42.8	103	2497	20.0	16.3	105	1216	25.9	7.9	137	1094	31.2	7.1	165
SUPERNET	10628	4652	13.8	43.8	105	1638	13.1	15.4	100	500	10.7	4.7	81	427	12.2	4.0	93
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3488	10.4	40.3	97	1293	10.3	14.9	97	546	11.6	6.3	109	403	11.5	4.7	108
WKDAY 9:00 AM - 1:00 PM	12163	4902	14.6	40.3	97	1695	13.5	13.9	90	574	12.2	4.7	82	418	11.9	3.4	79
WKDAY 1:00 PM - 4:30 PM	16150	6572	19.5	40.7	98	2439	19.5	15.1	98	787	16.8	4.9	84	570	16.3	3.5	82
WKDAY 4:30 PM - 7:30 PM	22463	9024	26.8	40.2	97	3391	27.1	15.1	98	1109	23.7	4.9	85	985	28.1	4.4	101
WKDAY 7:30 PM - 8:00 PM	31795	12980	38.5	40.8	98	4803	38.4	15.1	98	1667	35.6	5.2	91	1429	40.8	4.5	104
WKDAY 11:00 PM - 11:30 PM	23977	10169	30.2	42.4	102	3523	28.2	14.7	95	1302	27.8	5.4	94	953	27.2	4.0	92
WKDAY 11:30 PM - 1:00 AM	7703	3179	9.4	41.3	99	1080	8.6	14.0	91	402	8.6	5.2	90	247	7.0	3.2	74
M-SAT 8-11 PM-SUN 7-11 PM	33800	14101	41.9	41.7	100	5153	41.2	15.2	99	1922	41.0	5.7	98	1600	45.6	4.7	109
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 5538	2793	8.3	42.7	103	941	7.5	14.4	93	339	7.2	5.2	90	269	7.7	4.1	95
ANOTHER WORLD	N 4620	1893	5.6	41.0	99	723	5.8	15.6	101	199	4.2	4.3	74	161	4.6	3.5	80
AS THE WORLD TURNS	C 5614	2347	7.0	41.8	101	782	6.2	13.9	90	245	5.2	4.4	75	166	4.7	3.0	68
CAPITOL	C 3396	1379	4.1	40.6	98	443	3.5	13.0	84	153	3.3	4.5	78	*100	2.9	2.9	68
CBS MORN. NEWS 1	C 1446	498	1.5	34.4	83	207	1.7	14.3	93	*57	1.2	3.9	68	*61	1.7	4.2	97
CBS MORN. NEWS 2	C 1207	429	1.3	35.5	85	156	1.2	12.9	84	*52	1.1	4.3	74	*64	1.8	5.3	122
DAYS OF OUR LIVES	N 5877	2361	7.0	40.2	97	1029	8.2	17.5	113	329	7.0	5.6	97	228	6.5	3.9	90
FACTS OF LIFE - DAYTIME	N 2290	885	2.6	38.6	93	262	2.1	11.4	74	*101	2.2	4.4	76	*76	2.2	3.3	77
FAMILY FEUD	A 3023	1165	3.5	38.5	93	379	3.0	12.5	81	*112	2.4	3.7	64	*71	2.0	2.3	54
GENERAL HOSPITAL	A 6097	2458	7.3	40.3	97	897	7.2	14.7	95	294	6.3	4.8	83	169	4.8	2.8	64
GOOD MORNING, AMERICA-730	A 3515	1548	4.6	44.0	106	519	4.1	14.8	96	293	6.3	8.3	144	165	4.7	4.7	108
GOOD MORNING, AMERICA-830	A 2818	1229	3.6	43.6	105	457	3.7	16.2	105	215	4.6	7.6	132	123	3.5	4.4	101
GUIDING LIGHT	C 5339	2194	6.5	41.1	99	746	6.0	14.0	90	277	5.9	5.2	90	204	5.8	3.8	88
ONE LIFE TO LIVE	A 4478	1835	5.4	41.0	99	659	5.3	14.7	95	200	4.3	4.5	77	113	3.2	2.5	58
PRESS YOUR LUCK	C 2244	1007	3.0	44.9	108	295	2.4	13.1	85	*116	2.5	5.2	89	*37	1.1	1.6	38
PRICE IS RIGHT 1	C 4348	1867	5.5	42.9	103	514	4.1	11.8	77	228	4.9	5.2	91	127	3.6	2.9	67
PRICE IS RIGHT 2	C 5014	2151	6.4	42.9	103	642	5.1	12.8	83	251	5.4	5.0	86	147	4.2	2.9	68
RYAN'S HOPE	A 3150	1330	3.9	42.2	102	516	4.1	16.4	106	173	3.7	5.5	95	208	5.9	6.6	153
SALE OF THE CENTURY	N 2695	867	2.6	32.2	77	312	2.5	11.6	75	*76	1.6	2.8	49	*104	3.0	3.9	89
SEARCH FOR TOMORROW	N 2319	979	2.9	42.2	102	300	2.4	12.9	84	*137	2.9	5.9	102	*109	3.1	4.7	109
TODAY SHOW 1	N 2693	1093	3.2	40.6	98	422	3.4	15.7	101	158	3.4	5.9	101	*146	4.2	5.4	125
TODAY SHOW 2	N 2498	971	2.9	38.9	93	343	2.7	13.7	89	132	2.8	5.3	91	*123	3.5	4.9	114
\$25,000 PYRAMID	C 2753	1118	3.3	40.6	98	331	2.6	12.0	78	145	3.1	5.3	91	*76	2.2	2.8	64
WHEEL OF FORTUNE	N 4388	1800	5.3	41.0	99	498	4.0	11.3	73	212	4.5	4.8	83	*151	4.3	3.4	79
YOUNG AND THE RESTLESS	C 5695	2237	6.6	39.3	94	810	6.5	14.2	92	226	4.8	4.0	69	166	4.7	2.9	67
WEEKEND DAYTIME NTWK PRE 6PM																	

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D INDX	KRAFT '000	B DOWN	C % ACROSS	D INDX	MARIE'S '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	33684	100.0	41.6	100	12513	100.0	15.5	100	4688	100.0	5.8	100	3506	100.0	4.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	10613	31.5	40.7	98	3892	31.1	14.9	97	1297	27.7	5.0	86	1212	34.6	4.7	107
NETWORK AFFILIATES - LATE	20261	8489	25.2	41.9	101	3061	24.5	15.1	98	1063	22.7	5.2	91	778	22.2	3.8	89
INDEPENDENTS - LATE	2076	696	2.1	33.5	81	332	2.7	16.0	104	178	3.8	8.6	148	182	5.2	8.8	203
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	4570	13.6	43.7	105	1701	13.6	16.3	105	506	10.8	4.8	84	419	12.0	4.0	93
ABC MONDAY NIGHT MOVIE	A 6412	2733	8.1	42.6	102	1077	8.6	16.8	109	457	9.7	7.1	123	233	6.6	3.6	84
ABC SUNDAY NIGHT MOVIE	A 12407	5091	15.1	41.0	99	1985	15.9	16.0	104	776	16.6	6.3	108	498	14.2	4.0	93
ABC WORLD NEWS TONIGHT	A 6176	2689	8.0	43.5	105	952	7.6	15.4	100	301	6.4	4.9	84	298	8.5	4.8	111
AFTERMASH	C 5863	2312	6.9	39.4	95	743	5.9	12.7	82	*195	4.2	3.3	57	*307	8.8	5.2	121
ALICE	C 9594	3856	11.4	40.2	97	1466	11.7	15.3	99	495	10.6	5.2	89	525	15.0	5.5	126
AMERICAN PARADE	C 6622	2433	7.2	36.7	88	1022	8.2	15.4	100	306	6.5	4.6	80	361	10.3	5.5	126
BENSON	A 10886	4219	12.5	38.8	93	1567	12.5	14.4	93	597	12.7	5.5	95	510	14.5	4.7	108
BLUE THUNDER	A 5036	2262	6.7	44.9	108	825	6.6	16.4	106	*175	3.7	3.5	60	*176	5.0	3.5	81
CAGNEY & LACEY	C 9965	4441	13.2	44.6	107	1599	12.8	16.0	104	535	11.4	5.4	93	504	14.4	5.1	117
CBS EVENING NEWS-DEAN	C 3491	1288	3.8	36.9	89	503	4.0	14.4	93	*196	4.2	5.6	97	*193	5.5	5.5	128
CBS EVENING NEWS-RATHER	C 7123	2739	8.1	38.5	92	1024	8.2	14.4	93	303	6.5	4.3	73	342	9.8	4.8	111
CBS SAT. NEWS-SCHIEFFER	C 3621	1449	4.3	40.0	96	581	4.6	16.0	104	140	3.0	3.9	67	168	4.8	4.6	107
CBS SATURDAY NIGHT MOVIE	C 5436	2317	6.9	42.6	102	794	6.3	14.6	95	262	5.6	4.8	83	256	7.3	4.7	109
CBS WEDNESDAY NIGHT MOVIE	C 6100	2464	7.3	40.4	97	771	6.2	12.6	82	330	7.0	5.4	93	241	6.9	4.0	91
CHEERS	N 8889	3823	11.3	43.0	103	1239	9.9	13.9	90	694	14.8	7.8	135	500	14.3	5.6	130
DALLAS	C 22109	9034	26.8	40.9	98	3135	25.1	14.2	92	1124	24.0	5.1	88	980	28.0	4.4	102
DIFF'RENT STROKES	N 6940	2719	8.1	39.2	94	818	6.5	11.8	76	340	7.3	4.9	85	*285	8.1	4.1	95
DOUBLE TROUBLE	N 7223	2897	8.6	40.1	96	962	7.7	13.3	86	315	6.7	4.4	75	246	7.0	3.4	79
DUCK FACTORY	N 5595	2333	6.9	41.7	100	826	6.6	14.8	96	347	7.4	6.2	107	*210	6.0	3.8	87
DUKES OF HAZZARD	C 5768	2463	7.3	42.7	103	814	6.5	14.1	91	*184	3.9	3.2	55	*197	5.6	3.4	79
DYNASTY	A 20053	8184	24.3	40.8	98	2844	22.7	14.2	92	1004	21.4	5.0	86	891	25.4	4.4	103
FACTS OF LIFE	N 8087	3334	9.9	41.2	99	1305	10.4	16.1	104	412	8.8	5.1	88	276	7.9	3.4	79
FALCON CREST	C 20046	8267	24.5	41.2	99	2873	23.0	14.3	93	1080	23.0	5.4	93	929	26.5	4.6	107
FALL GUY	A 9084	3776	11.2	41.6	100	1499	12.0	16.5	107	442	9.4	4.9	84	303	8.6	3.3	77
FAMILY TIES	N 7964	3444	10.2	43.2	104	1011	8.1	12.7	82	490	10.5	6.2	106	435	12.4	5.5	126
FANTASY ISLAND	A 7687	3104	9.2	40.4	97	1050	8.4	13.7	88	343	7.3	4.5	77	270	7.7	3.5	81
FOULUPS, BLEEP & BLUNDERS	A 8861	3648	10.8	41.2	99	1427	11.4	16.1	104	592	12.6	6.7	115	361	10.3	4.1	94
FOUR SEASONS	C 5095	2025	6.0	39.7	96	602	4.8	11.8	76	*194	4.1	3.8	66	*326	9.3	6.4	148
GIMME A BREAK	N 8838	3639	10.8	41.2	99	1137	9.1	12.9	83	455	9.7	5.1	89	391	11.2	4.4	102
HART TO HART	A 8978	3675	10.9	40.9	98	1497	12.0	16.7	108	459	9.8	5.1	88	340	9.7	3.8	87
HILL STREET BLUES	N 8590	3694	11.0	43.0	103	1381	11.0	16.1	104	557	11.9	6.5	112	451	12.9	5.3	121
HOTEL	A 14085	5574	16.5	39.6	95	2179	17.4	15.5	100	691	14.7	4.9	85	568	16.2	4.0	93
JEFFERSONS	C 9360	3774	11.2	40.3	97	1244	9.9	13.3	86	416	8.9	4.4	77	454	12.9	4.9	112
JENNIFER SLEPT HERE	N 5841	2427	7.2	41.6	100	821	6.6	14.1	91	*280	6.0	4.8	83	*272	7.8	4.7	108
KATE & ALLIE	C 9206	3801	11.3	41.3	99	1456	11.6	15.8	102	442	9.4	4.8	83	455	13.0	4.9	114
KNIGHT RIDER	N 7076	3222	9.6	45.5	109	1060	8.5	15.0	97	434	9.3	6.1	106	332	9.5	4.7	108
LOVE BOAT	A 12219	4798	14.2	39.3	94	1825	14.6	14.9	97	570	12.2	4.7	81	570	16.3	4.7	108
MAGNUM PI	C 11199	4801	14.3	42.9	103	1860	14.9	16.6	107	502	10.7	4.5	77	482	13.7	4.3	99
MAMA'S FAMILY	N 6057	2549	7.6	42.1	101	772	6.2	12.7	82	259	5.5	4.3	74	317	9.0	5.2	121
MASTER, THE	N 3598	1586	4.7	44.1	106	502	4.0	14.0	90	*205	4.4	5.7	98	*178	5.1	4.9	114
MATT HOUSTON	A 6344	2675	7.9	42.2	101	995	8.0	15.7	102	255	5.4	4.0	69	265	7.6	4.2	96
NBC MONDAY NIGHT MOVIE	N 11994	5143	15.3	42.9	103	1733	13.8	14.4	94	589	12.6	4.9	85	565	16.1	4.7	109
NBC NIGHTLY NEWS	N 5132	2139	6.4	41.7	100	834	6.7	16.3	105	306	6.5	6.0	103	287	8.2	5.6	129
NBC NIGHTLY NEWS-SAT	N 3375	1296	3.8	38.4	92	383	3.1	11.3	73	*192	4.1	5.7	98	*187	5.3	5.5	128
NBC NIGHTLY NEWS-SUN	N 3130	1249	3.7	39.9	96	540	4.3	17.3	112	*131	2.8	4.2	72	*167	4.8	5.3	123
NBC SUNDAY NIGHT MOVIE	N 8284	3813	11.3	46.0	111	1003	8.0	12.1	78	528	11.3	6.4	110	421	12.0	5.1	117
NEMHART	C 9240	3861	11.5	41.8	100	1453	11.6	15.7	102	553	11.8	6.0	103	491	14.0	5.3	123
ONE DAY AT A TIME	C 7288	3094	9.2	42.5	102	1103	8.8	15.1	98	332	7.1	4.6	79	426	12.2	5.8	135
PEOPLE ARE FUNNY	N 4855	1987	5.9	40.9	98	660	5.3	13.6	88	*272	5.8	5.6	97	*198	5.6	4.1	94
REAL PEOPLE	N 8869	3778	11.2	42.6	102	1299	10.4	14.6	95	419	8.9	4.7	82	295	8.4	3.3	77
REMINGTON STEELE	N 7743	3220	9.6	41.6	100	1014	8.1	13.1	85	511	10.9	6.6	114	420	12.0	5.4	125
RIPLEY'S BELIEVE IT - NOT	A 5345	2462	7.3	46.1	111	857	6.8	16.0	104	311	6.6	5.8	101	*182	5.2	3.4	78
RIPTIDE	N 6988	3170	9.4	45.4	109	1248	10.0	17.9	116	335	7.1	4.8	83	237	6.8	3.4	78
SCARECROW & MRS. KING	C 10002	4024	11.9	40.2	97	1684	13.5	16.8	109	377	8.0	3.8	65	400	11.4	4.0	92
SIMON & SIMON	C 10638	4622	13.7	43.4	104	1502	12.0	14.1	91	590	12.6	5.5	96	329	9.4	3.1	71
60 MINUTES	C 13293	5097	15.1	38.3	92	1940	15.5	14.6	94	753	16.1	5.7	98	810	23.1	6.1	141
ST. ELSEWHERE	N 7017	2877	8.5	41.0	99	978	7.8	13.9	90	464	9.9	6.6	114	274	7.8	3.9	90
THREE'S COMPANY	A 10917	4396	13.1	40.3	97	1677	13.4	15.4	99	536	11.4	4.9	85	404	11.5	3.7	85
T.J. HOOKER	A 9204	3685	10.9	40.0	96	1453	11.6	15.8	102	413	8.8	4.5	78	400	11.4	4.3	100
TONIGHT SHOW	N 2372	957	2.8	40.3	97	344	2.7	14.5	94	199	4.2	8.4	145	110			

	TOTAL U.S. '000	SEVEN A '000	SEAS B % DOWN	REGULAR C % ACROSS	LOW CALORIE D INDX	SEVEN A '000	SEAS B % DOWN	LOW CALORIE C % ACROSS	D INDX	WISHBONE A '000	REGULAR B % DOWN	LOW CALORIE/ DIET C % ACROSS	D INDX
TOTAL FEMALE HOME MAKERS	80986	16137	100.0	19.9	100	4340	100.0	5.4	100	22236	100.0	27.5	100
18 - 24	9282	1585	9.8	17.1	86	*441	10.2	4.8	89	2366	10.6	25.5	93
25 - 34	19072	4101	25.4	21.5	108	921	21.2	4.8	90	5953	26.8	31.2	114
35 - 44	14591	3307	20.5	22.7	114	729	16.8	5.0	93	4384	19.7	30.0	109
45 - 54	11345	2460	15.2	21.7	109	697	16.1	6.1	115	3266	14.7	28.0	105
55 - 64	11635	2392	14.8	20.6	103	841	19.4	7.2	135	3321	14.9	28.5	104
65 OR OLDER	15061	2292	14.2	15.2	76	710	16.4	4.7	88	2947	13.3	19.6	71
18 - 34	28354	5686	35.2	20.1	101	1362	31.4	4.8	90	8319	37.4	29.3	107
18 - 49	48339	10263	63.6	21.2	107	2479	57.1	5.1	96	14396	64.7	29.8	108
25 - 54	45008	9867	61.1	21.9	110	2347	54.1	5.2	97	13602	61.2	30.2	110
35 - 49	19985	4577	28.4	22.9	115	1117	25.7	5.6	104	6077	27.3	30.4	111
50 OR OLDER	32647	5874	36.4	18.0	90	1860	42.9	5.7	106	7840	35.3	24.0	87
GRADUATED COLLEGE	11155	2521	15.6	22.6	113	762	17.6	6.8	127	3420	15.4	30.7	112
ATTENDED COLLEGE	13682	2967	18.4	21.7	109	1140	26.3	8.3	155	4215	19.0	30.8	112
GRADUATED HIGH SCHOOL	33880	7630	47.3	22.5	113	1679	38.7	5.0	92	10239	46.0	30.2	110
DID NOT GRADUATE HIGH SCHOOL	22270	3018	18.7	13.6	68	758	17.5	3.4	64	4361	19.6	19.6	71
EMPLOYED	40306	8702	53.9	21.6	108	2547	58.7	6.3	118	11933	53.7	29.6	108
EMPLOYED FULL-TIME	32850	6844	42.4	20.8	105	1977	45.6	6.0	112	9410	42.3	28.6	104
EMPLOYED PART-TIME	7456	1858	11.5	24.9	125	*570	13.1	7.6	143	2522	11.3	33.8	123
NOT EMPLOYED	40680	7434	46.1	18.3	92	1793	41.3	4.4	82	10303	46.3	25.3	92
PROFESSIONAL/MANAGER	10392	2349	14.6	22.6	113	890	20.5	8.6	160	3099	13.9	29.8	109
TECH/CLERICAL/SALES	17574	4066	25.2	23.1	116	1138	26.2	6.5	121	5532	24.9	31.5	115
PRECISION/CRAFT	985	**175	1.1	17.8	89	**60	1.4	6.1	114	**224	1.0	22.7	83
OTHER EMPLOYED	11354	2113	13.1	18.6	93	*459	10.6	4.0	75	3077	13.8	27.1	99
SINGLE	9863	1763	10.9	17.9	90	498	11.5	5.0	94	2486	11.2	25.2	92
MARRIED	51375	11023	68.3	21.5	108	2879	66.3	5.6	105	15349	69.0	29.9	109
DIVORCED/SEPARATED/WIDOWED	19748	3350	20.8	17.0	85	962	22.2	4.9	91	4401	19.8	22.3	81
PARENTS	32590	7054	43.7	21.6	109	1298	29.9	4.0	74	10162	45.7	31.2	114
WHITE	70416	14613	90.6	20.8	104	3946	90.9	5.6	105	19998	89.9	28.4	103
BLACK	8778	1277	7.9	14.5	73	*296	6.8	3.4	63	1866	8.4	21.3	77
OTHER	1791	**247	1.5	13.8	69	**97	2.2	5.4	101	**371	1.7	20.7	75
NORTHEAST-CENSUS	17786	5084	31.5	28.6	143	1179	27.2	6.6	124	5617	25.3	31.6	115
NORTH CENTRAL	20741	3983	24.7	19.2	96	989	22.8	4.8	89	6450	29.0	31.1	113
SOUTH	27775	4282	26.5	15.4	77	1145	26.4	4.1	77	6549	29.5	23.6	86
WEST	14683	2788	17.3	19.0	95	1027	23.7	7.0	131	3619	16.3	24.6	90
NORTHEAST-MKTG.	17961	4891	30.3	27.2	137	1291	29.7	7.2	134	5356	24.1	29.8	109
EAST CENTRAL	11885	2208	13.7	18.6	93	534	12.3	4.5	84	3343	15.0	28.1	102
WEST CENTRAL	14090	2799	17.3	19.9	100	677	15.6	4.8	90	4456	20.0	31.6	115
SOUTH	24081	3869	24.0	16.1	81	908	20.9	3.8	70	5954	26.8	24.7	90
PACIFIC	12969	2369	14.7	18.3	92	931	21.5	7.2	134	3127	14.1	24.1	88
COUNTY SIZE A	32439	7624	47.2	23.5	118	2152	49.6	6.6	124	9405	42.3	29.0	106
COUNTY SIZE B	24915	4964	30.8	19.9	100	1163	26.8	4.7	87	6656	29.9	26.7	97
COUNTY SIZE C	12930	2249	13.9	17.4	87	685	15.8	5.3	99	3430	15.4	26.5	97
COUNTY SIZE D	10703	1300	8.1	12.1	61	*340	7.8	3.2	59	2745	12.3	25.6	93
METRO CENTRAL CITY	24518	4736	29.3	19.3	97	1333	30.7	5.4	101	6729	30.3	27.4	100
METRO SUBURBAN	35919	8483	52.6	23.6	119	2213	51.0	6.2	115	10488	47.2	29.2	106
NON METRO	20549	2918	18.1	14.2	71	793	18.3	3.9	72	5019	22.6	24.4	89
TOP 5 ADI'S	18341	4592	28.5	25.0	126	1333	30.7	7.3	136	5291	23.8	28.8	105
TOP 10 ADI'S	25378	6113	37.9	24.1	121	1737	40.0	6.8	128	7381	33.2	29.1	106
TOP 20 ADI'S	36488	8240	51.1	22.6	113	2246	51.8	6.2	115	10195	45.8	27.9	102
HSHLD INC. \$50,000 OR MORE	6612	1828	11.3	27.6	139	*753	17.4	11.4	213	2396	10.8	36.2	132
\$40,000 OR MORE	12659	3181	19.7	25.1	126	1138	26.2	9.0	168	4331	19.5	34.2	125
\$30,000 OR MORE	24698	6263	38.8	25.4	127	1797	41.4	7.3	136	8382	37.7	33.9	124
\$25,000 OR MORE	32077	7857	48.7	24.5	123	2220	51.2	6.9	129	10981	49.4	34.2	125
\$20,000 - \$24,999	9144	1925	11.9	21.1	106	*484	11.2	5.3	99	2664	12.0	29.1	106
\$15,000 - \$19,999	8728	1820	11.3	20.9	105	*418	9.6	4.8	89	2220	10.0	25.4	93
\$10,000 - \$14,999	12562	1997	12.4	15.9	80	580	13.4	4.6	86	3014	13.6	24.0	87
UNDER \$10,000	18475	2537	15.7	13.7	69	637	14.7	3.4	64	3356	15.1	18.2	66
HOUSEHOLD OF 1 PERSON	11987	1615	10.0	13.5	68	594	13.7	5.0	92	2379	10.7	19.8	72
2 PEOPLE	26577	5091	31.5	19.2	96	1740	40.1	6.5	122	6817	30.7	25.6	93
3 OR 4 PEOPLE	30617	6616	41.0	21.6	108	1531	35.3	5.0	93	8961	40.3	29.3	107
5 OR MORE PEOPLE	11804	2814	17.4	23.8	120	*475	10.9	4.0	75	4079	18.3	34.6	126
NO CHILD IN HSHLD	46165	8616	53.4	18.7	94	2947	67.9	6.4	119	11433	51.4	24.8	90
CHILD(REN) UNDER 2 YRS	5325	1039	6.4	19.5	98	**219	5.0	4.1	77	1542	6.9	29.0	105
2 - 5 YEARS	14221	2983	18.5	21.0	105	*509	11.7	3.6	67	4092	18.4	28.8	105
6 - 11 YEARS	15117	3010	18.7	19.9	100	*454	10.5	3.0	56	4416	19.9	29.2	106
12 - 17 YEARS	16611	3874	24.0	23.3	117	728	16.8	4.4	82	5449	24.5	32.8	119
RESIDENCE OWNED	55884	11647	72.2	20.8	105	3256	75.0	5.8	109	16060	72.2	28.7	105
VALUE: \$50,000 OR MORE	31744	7262	45.0	22.9	115	2110	48.6	6.6	124	9992	44.9	31.5	115
VALUE: UNDER \$50,000	24140	4385	27.2	18.2	91	1146	26.4	4.7	89	6067	27.3	25.1	92

LIQUID PREPARED SALAD DRESSING: BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	SEVEN A '000	SEAS B DOWN	REGULAR C ACROSS	D % INDX	SEVEN A '000	SEAS B DOWN	LOW C ACROSS	D % INDX	MISHBONE A '000	B DOWN	REGULAR C ACROSS	D % INDX	MISHBONE A '000	B DOWN	LOW C ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	16137	100.0	19.9	100	4340	100.0	5.4	100	22236	100.0	27.5	100	6914	100.0	8.5	100
MAGAZINES	QUINTILE 1	15799	3815	23.6	24.1	121	1188	27.4	7.5	140	5020	22.6	31.8	116	1871	27.1	11.8	139
	QUINTILE 2	17259	4122	25.5	23.9	120	1202	27.7	7.0	130	5227	23.5	30.3	110	1917	27.7	11.1	130
	QUINTILE 3	13545	2872	17.8	21.2	106	785	18.1	5.8	108	3943	17.7	29.1	106	1055	15.3	7.8	91
	QUINTILE 4	15133	2913	18.1	19.2	97	535	12.3	3.5	66	4315	19.4	28.5	104	1077	15.6	7.1	83
	QUINTILE 5	19250	2414	15.0	12.5	63	631	14.5	3.3	61	3731	16.8	19.4	71	994	14.4	5.2	60
NEWSPAPERS	QUINTILE 1	12413	3169	19.6	25.5	128	931	21.5	7.5	140	3879	17.4	31.2	114	1349	19.5	10.9	127
	QUINTILE 2	24116	5310	32.9	22.0	111	1472	33.9	6.1	114	7179	32.3	29.8	108	2327	33.7	9.6	111
	QUINTILE 3	11261	2241	13.9	19.9	100	618	14.2	5.5	102	3394	15.3	30.1	110	1008	14.6	9.0	101
	QUINTILE 4	20255	3981	24.7	19.7	99	874	20.1	4.3	81	5572	25.1	27.5	100	1579	22.8	7.8	91
	QUINTILE 5	12940	1436	8.9	11.1	56	*445	10.3	3.4	64	2212	9.9	17.1	62	650	9.4	5.0	59
OUTDOOR	QUINTILE 1	14852	3472	21.5	23.4	117	991	22.8	6.7	125	4292	19.3	28.9	105	1525	22.1	10.3	120
	QUINTILE 2	15725	3266	20.2	20.8	104	880	20.3	5.6	104	4899	22.0	31.2	113	1382	20.0	8.8	103
	QUINTILE 3	16330	3231	20.0	19.8	99	871	20.1	5.3	100	4472	20.1	27.4	100	1343	19.4	8.2	96
	QUINTILE 4	16744	3286	20.4	19.6	98	843	19.4	5.0	94	4497	20.2	26.9	98	1355	19.6	8.1	95
	QUINTILE 5	17334	2881	17.9	16.6	83	755	17.4	4.4	81	4076	18.3	23.5	86	1310	18.9	7.6	89
RADIO-DRIVE TIME	QUINTILE 1	15911	3273	20.3	20.6	103	914	21.1	5.7	107	4674	21.0	29.4	107	1550	22.4	9.7	114
	QUINTILE 2	14837	3118	19.3	21.0	105	842	19.4	5.7	106	4071	18.3	27.4	100	1583	22.9	10.7	125
	QUINTILE 3	15339	2887	17.9	18.8	94	696	16.0	4.5	85	4516	20.3	29.4	107	1273	18.4	8.3	97
	QUINTILE 4	16723	3237	20.1	19.4	97	820	18.9	4.9	91	4412	19.8	26.4	96	1291	18.7	7.7	90
	QUINTILE 5	18176	3621	22.4	19.9	100	1068	24.6	5.9	110	4563	20.5	25.1	91	1217	17.6	6.7	78
RADIO-MID- DAY	TERCILE 1	21020	4361	27.0	20.7	104	1202	27.7	5.7	107	4463	29.1	30.7	112	2082	30.1	9.9	116
	TERCILE 2	21610	4444	27.5	20.6	103	1128	26.0	5.2	97	6137	27.6	28.4	103	1819	26.3	8.4	99
	TERCILE 3	38355	7332	45.4	19.1	96	2011	46.3	5.2	98	9636	43.3	25.1	92	3014	43.6	7.9	92
RADIO-TOTAL	QUINTILE 1	15988	3344	20.7	20.9	105	888	20.5	5.6	104	4613	20.7	28.9	105	1606	23.2	10.0	118
	QUINTILE 2	15626	3170	19.6	20.3	102	842	19.4	5.4	101	4543	20.4	29.1	106	1301	18.8	8.3	98
	QUINTILE 3	16723	3474	21.5	20.8	104	851	19.6	5.1	95	4705	21.2	28.1	102	1688	24.4	10.1	118
	QUINTILE 4	16342	2997	18.6	18.3	92	988	22.8	6.0	113	4540	20.4	27.8	101	1379	19.9	8.4	99
	QUINTILE 5	16306	3151	19.5	19.3	97	772	17.8	4.7	88	3836	17.3	23.5	86	940	13.6	5.8	68
TV-PRIME TIME	QUINTILE 1	15953	3262	20.2	20.4	103	1053	24.3	6.6	123	4234	19.0	26.5	97	1360	19.7	8.5	100
	QUINTILE 2	16137	3302	20.5	20.5	103	895	20.6	5.5	103	4860	21.9	30.1	110	1448	20.9	9.0	105
	QUINTILE 3	16420	3161	19.6	19.3	97	697	16.1	4.2	79	4590	20.6	28.0	102	1371	19.8	8.3	98
	QUINTILE 4	16687	3534	21.9	21.2	106	1081	24.9	6.5	121	4541	20.4	27.2	99	1571	22.7	9.4	110
	QUINTILE 5	15789	2878	17.8	18.2	91	613	14.1	3.9	72	4011	18.0	25.4	93	1165	16.8	7.4	86
TV-DAYTIME	TERCILE 1	27736	5375	33.3	19.4	97	1398	32.2	5.0	94	7004	31.5	25.3	92	2247	32.5	8.1	95
	TERCILE 2	26489	5168	32.0	19.5	98	1329	30.6	5.0	94	7669	34.5	29.0	105	2084	30.1	7.9	92
	TERCILE 3	26761	5593	34.7	20.9	105	1613	37.2	6.0	112	7563	34.0	28.3	103	2583	37.4	9.7	113
TV-TOTAL	QUINTILE 1	16345	3109	19.3	19.0	95	854	19.7	5.2	97	4006	18.0	24.5	89	1315	19.0	8.0	94
	QUINTILE 2	16447	3412	21.1	20.7	104	934	21.5	5.7	106	4572	20.6	27.8	101	1420	20.5	8.6	101
	QUINTILE 3	15980	3317	20.6	20.8	104	716	16.5	4.5	84	4688	21.1	29.3	107	1309	18.9	8.2	96
	QUINTILE 4	15887	3098	19.2	19.5	98	1047	24.1	6.6	123	4650	20.9	29.3	107	1548	22.4	9.7	114
	QUINTILE 5	16326	3201	19.8	19.6	98	790	18.2	4.8	90	4321	19.4	26.5	96	1324	19.1	8.1	95
MAGAZINES-NEWSPAPERS: DUAL		20721	5249	32.5	25.3	127	1772	40.8	8.6	160	6536	29.4	31.5	115	2439	35.3	11.8	138
MAGAZINE IMPERATIVE		19186	4012	24.9	20.9	105	1063	24.5	5.5	103	5576	25.1	29.1	106	1804	26.1	9.4	110
NEWSPAPER IMPERATIVE		21899	4380	27.1	20.0	100	966	22.3	4.4	82	6220	28.0	28.4	103	1663	24.1	7.6	89
MAGAZINES-OUTDOOR: DUAL		15451	3665	22.7	23.7	119	1161	26.8	7.5	140	5044	22.7	32.6	119	1683	24.3	10.9	128
MAGAZINE IMPERATIVE		25953	5822	36.1	22.4	113	1648	38.0	6.3	118	7467	33.6	28.8	105	2676	38.7	10.3	121
OUTDOOR IMPERATIVE		24400	4434	27.5	18.2	91	1054	24.3	4.3	81	6361	28.6	26.1	95	1733	25.1	7.1	83
MAGAZINES-RADIO: DUAL		18049	4287	26.6	23.8	119	1200	27.6	6.6	124	5733	25.8	31.8	116	1833	26.5	10.2	119
MAGAZINE IMPERATIVE		23571	5514	34.2	23.4	117	1613	37.2	6.8	128	7180	32.3	30.5	111	2466	35.7	10.5	123
RADIO IMPERATIVE		23278	3996	24.8	17.2	86	907	20.9	3.9	73	5949	26.8	25.6	93	1751	25.3	7.5	88
MAGAZINES-TELEVISION: DUAL		15459	3634	22.5	23.5	118	1051	24.2	6.8	127	4663	21.0	30.2	110	1588	23.0	10.3	120
MAGAZINE IMPERATIVE		25829	5932	36.8	23.0	115	1754	40.4	6.8	127	7922	35.6	30.7	112	2811	40.7	10.9	127
TELEVISION IMPERATIVE		26039	4441	27.5	17.1	86	1093	25.2	4.2	78	6205	27.9	23.8	87	1806	26.1	6.9	81
NEWSPAPERS-OUTDOOR: DUAL		16605	3889	24.1	23.4	118	1142	26.3	6.9	128	5311	23.9	32.0	116	1723	24.9	10.4	122
NEWSPAPER IMPERATIVE		26834	5824	36.1	21.7	109	1558	35.9	5.8	108	7717	34.7	28.8	105	2543	36.8	9.5	111
OUTDOOR IMPERATIVE		23346	4484	27.8	19.2	96	1215	28.0	5.2	97	6391	28.7	27.4	100	1838	26.6	7.9	92
NEWSPAPERS-RADIO: DUAL		17133	4288	26.6	25.0	126	1145	26.4	6.7	125	5486	24.7	32.0	117	1790	25.9	10.4	122
NEWSPAPER IMPERATIVE		25892	5521	34.2	21.3	107	1600	36.9	6.2	115	7501	33.7	29.0	106	2419	35.0	9.3	109
RADIO IMPERATIVE		23167	3979	24.7	17.2	86	890	20.5	3.8	72	6096	27.4	26.3	96	1810	26.2	7.8	92
NEWSPAPERS-TELEVISION: DUAL		17159	4072	25.2	23.7	119	1072	24.7	6.2	117	5101	22.9	29.7	108	1690	24.4	9.8	115
NEWSPAPER IMPERATIVE		26214	5814	36.0	22.2	111	1683	38.8	6.4	120	8007	36.0	30.5	111	2707	39.2	10.3	121
TELEVISION IMPERATIVE		23412	3750	23.2	16.0	80	945	21.8	4.0	75	5629	25.3	24.0	88	1604	23.2	6.9	80
OUTDOOR-RADIO: DUAL		15303	3261	20.2	21.3	107	873	20.1	5.7	106	4757	21.4	31.1	113	1730	25.0	11.3	132
OUTDOOR IMPERATIVE		24901	5272	32.7	21.2	106	1440	33.2	5.8	108	7036	31.6	28					

	TOTAL U.S. '000	SEVEN A '000	SEAS B DOWN	REGULAR C ACROSS %	D INDX	SEVEN A '000	SEAS B DOWN	LOW C ACROSS %	D INDX	WISHBONE A '000	REGULAR B DOWN	LOW C ACROSS %	D INDX	WISHBONE A '000	LOW B DOWN	DIET C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	16137	100.0	19.9	100	4340	100.0	5.4	100	22236	100.0	27.5	100	6914	100.0	8.5	100
ATLANTIC MONTHLY	415	**60	0.4	14.5	73	**5	0.1	1.2	22	*121	0.5	29.2	106	**37	0.5	8.9	104
BARRON'S	453	**80	0.5	17.7	89	**56	1.3	12.4	231	**115	0.5	25.4	92	**46	0.7	10.2	119
BETTER HOMES & GARDENS	16256	3796	23.5	23.4	117	1161	26.8	7.1	133	5101	22.9	31.4	114	1767	25.6	10.9	127
BON APPETIT	2535	638	4.0	25.2	126	*259	6.0	10.2	191	876	3.9	34.6	126	310	4.5	12.2	143
BUSINESS WEEK	1278	*226	1.4	17.7	89	**52	1.2	4.1	76	339	1.5	26.5	97	*99	1.4	7.7	91
CAR AND DRIVER	378	**95	0.6	25.1	126	**29	0.7	7.7	143	**107	0.5	28.3	103	**33	0.5	8.7	102
CBS MAGAZINE NETWORK (GROSS)	1498	414	2.6	27.6	139	**144	3.3	9.6	179	521	2.3	34.8	127	*177	2.6	11.8	138
CHANGING TIMES	1505	312	1.9	20.7	104	**99	2.3	6.6	123	373	1.7	24.8	90	*158	2.3	10.5	123
COLONIAL HOMES	1231	242	1.5	19.7	99	**118	2.7	9.6	179	325	1.5	26.4	96	*117	1.7	9.5	111
CONDE NAST MAG. PKG. (GROSS)	14146	3364	20.8	23.8	119	1172	27.0	8.3	155	4229	19.0	29.9	109	1541	22.3	10.9	128
CONSUMERS DIGEST	1323	345	2.1	26.1	131	**110	2.5	8.3	155	347	1.6	26.2	96	**161	2.3	12.2	143
COSMOPOLITAN	7102	1724	10.7	24.3	122	508	11.7	7.2	133	2104	9.5	29.6	108	683	9.9	9.6	113
COUNTRY LIVING	2481	494	3.1	19.9	100	*201	4.6	8.1	151	854	3.8	34.4	125	304	4.4	12.3	144
CUISINE	1472	315	2.0	21.4	107	**149	3.4	10.1	189	396	1.8	26.9	98	*176	2.5	12.0	140
CYCLE WORLD	425	**158	1.0	37.2	187	**93	2.1	21.9	408	*175	0.8	41.2	150	*87	1.3	20.5	240
DCI:CREATIVE IDEAS FOR LIV	2510	683	4.2	27.2	137	*157	3.6	6.3	117	835	3.8	33.3	121	*290	4.2	11.6	135
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1454	9.0	21.7	109	406	9.4	6.1	113	1847	8.3	27.6	100	629	9.1	9.4	110
DISCOVER	894	312	1.9	34.9	175	**52	1.2	5.8	109	291	1.3	32.6	119	**110	1.6	12.3	144
EBONY	3507	671	4.2	19.1	96	*143	3.3	4.1	76	978	4.4	27.9	102	195	2.8	5.6	65
ESQUIRE	1083	265	1.6	24.5	123	**43	1.0	4.0	74	225	1.0	20.8	76	**52	0.8	4.8	56
ESSENCE	1830	412	2.6	22.5	113	**51	1.2	2.8	52	462	2.1	25.2	92	*113	1.6	6.2	72
FAMILY CIRCLE	15930	4037	25.0	25.3	127	1258	29.0	7.9	147	5280	23.7	33.1	121	1895	27.4	11.9	139
THE FAMILY HANDYMAN	1126	274	1.7	24.3	122	**90	2.1	8.0	149	306	1.4	27.2	99	*164	2.4	14.6	171
FAMILY WEEKLY	11468	2308	14.3	20.1	101	772	17.8	6.7	126	3171	14.3	27.7	101	1093	15.8	9.5	112
FIELD & STREAM	2234	416	2.6	18.6	93	**175	4.0	7.8	146	656	3.0	29.4	107	*218	3.2	9.8	114
FOOD & WINE	579	*117	0.7	20.2	101	**65	1.5	11.2	209	*171	0.8	29.5	108	**125	1.8	21.6	253
FORBES	728	*151	0.9	20.7	104	**52	1.2	7.1	133	218	1.0	29.9	109	**59	0.9	8.1	95
FORTUNE	906	*258	1.6	28.5	143	**115	2.6	12.7	237	335	1.5	37.0	135	**75	1.1	8.3	97
GENTLEMAN'S QUARTERLY	791	*243	1.5	30.7	154	**64	1.5	8.1	151	*306	1.4	38.7	141	**95	1.4	12.0	141
GLAMOUR	5265	1339	8.3	25.4	128	474	10.9	9.0	168	1629	7.3	30.9	113	590	8.5	11.2	131
GOLF DIGEST	636	*183	1.1	28.8	144	**83	1.9	13.1	244	*192	0.9	30.2	110	**97	1.4	15.3	179
GOLF DIGEST/TENNIS (GROSS)	1186	311	1.9	26.2	132	**127	2.9	10.7	200	333	1.5	28.1	102	*168	2.4	14.2	166
GOLF MAGAZINE	441	**129	0.8	29.3	147	**83	1.9	18.8	351	*173	0.8	39.2	143	**96	1.4	21.8	255
GOLF MAGAZINE/SKI (GROSS)	922	*234	1.5	25.4	127	**104	2.4	11.3	210	*302	1.4	32.8	119	**136	2.0	14.8	173
GOOD HOUSEKEEPING	16487	3729	23.1	22.6	114	969	22.3	5.9	110	5319	23.9	32.3	118	1787	25.8	10.8	127
HARPER'S BAZAAR	2423	681	4.2	28.1	141	*209	4.8	8.6	161	640	2.9	26.4	96	228	3.3	9.4	110
HEALTH	1994	421	2.6	21.1	106	**178	4.1	8.9	167	469	2.1	23.5	86	*200	2.9	10.0	117
HEARST MAG CORP. BUY (GROSS)	44101	10234	63.4	23.2	116	3110	71.7	7.1	132	13481	60.6	30.6	111	4646	67.2	10.5	123
HEARST MAN POWER (GROSS)	1993	509	3.2	25.5	128	**125	2.9	6.3	117	602	2.7	30.2	110	**204	3.0	10.2	120
HEARST WOMAN POWER (GROSS)	31274	7210	44.7	23.1	116	2081	47.9	6.7	124	9759	43.9	31.2	114	3285	47.5	10.5	123
HOUSE BEAUTIFUL	3623	868	5.4	24.0	120	*292	6.7	8.1	150	997	4.5	27.5	100	439	6.3	12.1	142
INC.	283	*75	0.5	26.5	133	**10	0.2	3.5	66	**90	0.4	31.8	116	**11	0.2	3.9	46
JET	2928	575	3.6	19.6	99	*68	1.6	2.3	43	784	3.5	26.8	98	*150	2.2	5.1	60
LADIES' HOME JOURNAL	11918	2821	17.5	23.7	119	713	16.4	6.0	112	3702	16.6	31.1	113	1234	17.8	10.4	121
LHJ FAMILY GRP COMBO(GROSS)	16764	3959	24.5	23.6	119	1080	24.9	6.4	120	5040	22.7	30.1	109	1689	24.4	10.1	118
LIFE	4254	1069	6.6	25.1	126	289	6.7	6.8	127	1219	5.5	28.7	104	523	7.6	12.3	144
L.A. TIMES HOME MAGAZINE	1145	*222	1.4	19.4	97	**69	1.6	6.0	112	338	1.5	29.5	108	*154	2.2	13.4	158
MADMOISELLE	2884	659	4.1	22.9	115	*195	4.5	6.8	126	858	3.9	29.8	108	297	4.3	10.3	121
MC CALL'S	13460	3218	19.9	23.9	120	835	19.2	6.2	116	4325	19.5	32.1	117	1323	19.1	9.8	115
MC CALL'S/MRK MOTHER (GROSS)	14606	3511	21.8	24.0	121	902	20.8	6.2	115	4688	21.1	32.1	117	1471	21.3	10.1	118
MECHANIX ILLUSTRATED	772	*252	1.6	32.6	164	**66	1.5	8.5	160	*249	1.1	32.3	117	**90	1.3	11.7	137
METROPOLITAN HOME	967	264	1.6	27.3	137	**65	1.5	6.7	125	346	1.6	35.8	130	*133	1.9	13.8	161
MONEY	1588	358	2.2	22.5	113	**122	2.8	7.7	143	487	2.2	30.7	112	*234	3.4	14.7	173
MOTHER EARTH NEWS	1002	365	2.3	36.4	183	*64	1.5	6.4	119	318	1.4	31.7	116	**45	0.7	4.5	53
MS.	825	*151	0.9	18.3	92	**18	0.4	2.2	41	241	1.1	29.2	106	**75	1.1	9.1	106
NATIONAL ENQUIRER	10336	2218	13.7	21.5	108	494	11.4	4.8	89	2870	12.9	27.8	101	883	12.8	8.5	100
NATIONAL GEOGRAPHIC	9597	2165	13.4	22.6	113	660	15.2	6.9	128	2873	12.9	29.9	109	1067	15.4	11.1	130
NATIONAL SUNDAY MAGAZINE PKG	49558	10932	67.7	22.1	111	3108	71.6	6.3	117	14754	66.4	29.8	108	4893	70.8	9.9	116
NATURAL HISTORY	573	**128	0.8	22.3	112	**89	2.1	15.5	290	*151	0.7	26.4	96	**103	1.5	18.0	211
NEW WOMAN	1699	383	2.4	22.5	113	**142	3.3	8.4	156	587	2.6	34.5	126	*261	3.8	15.4	180
NEW YORK INCLUDING CUE	443	*177	1.1	40.0	201	**60	1.4	13.5	253	*107	0.5	24.2	88	**39	0.6	8.8	103
THE NEW YORKER	1270	302	1.9	23.8	119	**129	3.0	10.2	190	387	1.7	30.5	111	*138	2.0	10.9	127
NEWSWEEK	6277	1426	8.8	22.7	114	520	12.0	8.3	155	1705	7.7	27.2	99	605	8.8	9.6	113
THE N.Y. TIMES DAILY EDITION	1205	355	2.2	29.5	148	**171	3.9	14.2	265	443	2.0	36.8	134	*141	2.0	11.7	137
THE N.Y. TIMES MAGAZINE	2081	612	3.8	29.4	148	*205	4.7	9.9	184	684	3.1	32.9	120	*222	3.2	10.7	125
OMNI	788	*184	1.1	23.4	117	**80	1.8	10.2	189	*233	1.0	29.6	108	**78	1.1	9.9	116
ON CABLE	1158	407	2.5	35.1	176	**13	0.3	1.1	21	442	2.0	38.2	139	**71	1.0	6.1	72
1001 HOME IDEAS	2852	717	4.4	25.1	126	*189	4.4	6.6	124	869	3.9	30.5	111	254	3.7	8.9	104
ORGANIC GARDENING	1658	495	3.1	29.9	150	**116	2.7	7.0	131	545	2.5	32.9	120	*270	3.9	16.3	191
OUTDOOR LIFE	896	*191	1.2	21.3	107	**19	0.4	2.1	40	246	1.1	27.5	100	**64	0.9	7.1	84
PARADE MAGAZINE	24275	5424	33.6	22.3	112	1479	34.1	6.1	114	7307	32.9	30.1	110	2420	35.0	10.0	117

	TOTAL U.S. '000	SEVEN A '000	SEAS B DOWN	REGULAR C % ACROSS	D INDX	SEVEN A '000	SEAS B DOWN	LOW C % ACROSS	CALORIE D INDX	WISHBONE A '000	REGULAR B DOWN	WISHBONE C % ACROSS	D INDX	WISHBONE A '000	LOW B DOWN	CALORIE/ DIET C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	16137	100.0	19.9	100	4340	100.0	5.4	100	22236	100.0	27.5	100	6914	100.0	8.5	100
PARENTS	3845	998	6.2	26.0	130	*153	3.5	4.0	74	1246	5.6	32.4	118	331	4.8	8.6	101
PENTHOUSE	831	*222	1.4	26.7	134	**40	0.9	4.8	90	*221	1.0	26.6	97	**64	0.9	7.7	90
PEOPLE	11645	2888	17.9	24.8	124	691	15.9	5.9	111	3326	15.0	28.6	104	1212	17.5	10.4	122
PLAYBOY	2006	465	2.9	23.2	116	**138	3.2	6.9	128	583	2.6	29.1	106	*219	3.2	10.9	128
POPULAR HOT RODDING	297	**102	0.6	34.3	172	**19	0.4	6.4	119	**100	0.4	33.7	123	**13	0.2	4.4	51
POPULAR MECHANICS	1018	*267	1.7	26.2	132	**108	2.5	10.6	198	*341	1.5	33.5	122	**172	2.5	16.9	198
POPULAR SCIENCE	878	*228	1.4	26.0	130	**98	2.3	11.2	208	*222	1.0	25.3	92	**45	0.7	5.1	60
PREVENTION	3913	885	5.5	22.6	114	269	6.2	6.9	128	981	4.4	25.1	91	415	6.0	10.6	124
PSYCHOLOGY TODAY	1710	408	2.5	23.9	120	**126	2.9	7.4	137	645	2.9	37.7	137	*251	3.6	14.7	172
READER'S DIGEST	22204	4702	29.1	21.2	106	1484	34.2	6.7	125	6305	28.4	28.4	103	2381	34.4	10.7	126
REDBOOK	7684	1756	10.9	22.9	115	605	13.9	7.9	147	2336	10.5	30.4	111	815	11.8	10.6	124
ROAD & TRACK	410	**143	0.9	34.9	175	**27	0.6	6.6	123	**155	0.7	37.8	138	**48	0.7	11.7	137
ROLLING STONE	969	300	1.9	31.0	155	**104	2.4	10.7	200	263	1.2	27.1	99	**83	1.2	8.6	100
RUNNER'S WORLD	298	*55	0.3	18.5	93	**17	0.4	5.7	106	**88	0.4	29.5	108	**46	0.7	15.4	181
SATURDAY EVENING POST	1169	307	1.9	26.3	132	**101	2.3	8.6	161	264	1.2	22.6	82	*101	1.5	8.6	101
SCIENCE 84	587	*146	0.9	24.9	125	**61	1.4	10.4	194	*172	0.8	29.3	107	**98	1.4	16.7	196
SCIENCE DIGEST	482	**126	0.8	26.1	131	**14	0.3	2.9	54	*152	0.7	31.5	115	**16	0.2	3.3	39
SCIENTIFIC AMERICAN	594	**133	0.8	22.4	112	**69	1.6	11.6	217	*190	0.9	32.0	116	**39	0.6	6.6	77
SELF	2089	433	2.7	20.7	104	*227	5.2	10.9	203	650	2.9	31.1	113	*247	3.6	11.8	138
SEVENTEEN	2411	675	4.2	28.0	141	**128	2.9	5.3	99	741	3.3	30.7	112	*227	3.3	9.4	110
SKI	480	**104	0.6	21.7	109	**21	0.5	4.4	82	**130	0.6	27.1	99	**40	0.6	8.3	98
SMITHSONIAN	2760	527	3.3	19.1	96	*161	3.7	5.8	109	727	3.3	26.3	96	306	4.4	11.1	130
SOAP OPERA DIGEST	3013	724	4.5	24.0	121	**122	2.8	4.0	76	949	4.3	31.5	115	*192	2.8	6.4	75
SOUTHERN LIVING	4184	771	4.8	18.4	92	*249	5.7	6.0	111	1012	4.6	24.2	88	339	4.9	8.1	95
SOUTH	559	*129	0.8	23.1	116	*27	0.6	4.8	90	*205	0.9	36.7	134	**46	0.7	8.2	96
THE SPORTING NEWS	436	**167	1.0	38.3	192	**62	1.4	14.2	265	**146	0.7	33.5	122	**28	0.4	6.4	75
SPORTS AFIELD	493	*116	0.7	23.5	118	**4	0.1	0.8	15	*109	0.5	22.1	81	**17	0.2	3.4	40
SPORTS ILLUSTRATED	2758	853	5.3	30.9	155	*276	6.4	10.0	187	1015	4.6	36.8	134	381	5.5	13.8	162
STAR	7456	1707	10.6	22.9	115	385	8.9	5.2	96	2278	10.2	30.6	111	673	9.7	9.0	106
SUNDAY	24936	5923	36.7	23.8	119	1554	35.8	6.2	116	7759	34.9	31.1	113	2453	35.5	9.8	115
SUNSET	2124	399	2.5	18.8	94	*162	3.7	7.6	142	472	2.1	22.2	81	343	5.0	16.1	189
TV GUIDE	21661	4690	29.1	21.7	109	1237	28.5	5.7	107	6239	28.1	28.8	105	1895	27.4	8.7	102
TENNIS	550	**128	0.8	23.3	117	**44	1.0	8.0	149	*141	0.6	25.6	93	**71	1.0	12.9	151
TIME	8880	2154	13.3	24.3	122	607	14.0	6.8	128	2843	12.8	32.0	117	904	13.1	10.2	119
TOWN & COUNTRY	917	*184	1.1	20.1	101	**62	1.4	6.8	126	285	1.3	31.1	113	**61	0.9	6.7	78
TRAVEL & LEISURE	972	237	1.5	24.4	122	**83	1.9	8.5	159	271	1.2	27.9	102	*134	1.9	13.8	161
TRUE STORY	3356	706	4.4	21.0	106	**105	2.4	3.1	58	814	3.7	24.3	88	*204	3.0	6.1	71
U.S. NEWS & WORLD REPORT	3410	668	4.1	19.6	98	311	7.2	9.1	170	892	4.0	26.2	95	445	6.4	13.0	153
USA TODAY	1759	489	3.0	27.8	140	**118	2.7	6.7	125	600	2.7	34.1	124	*215	3.1	12.2	143
US	1873	525	3.3	28.0	141	*217	5.0	11.6	216	639	2.9	34.1	124	*196	2.8	10.5	123
VOGUE	3909	933	5.8	23.9	120	*276	6.4	7.1	132	1093	4.9	28.0	102	407	5.9	10.4	122
HALL STREET JOURNAL	1886	474	2.9	25.1	126	*176	4.1	9.3	174	689	3.1	36.5	133	*172	2.5	9.1	107
WEIGHT WATCHERS	2120	423	2.6	20.0	100	*166	3.8	7.8	146	639	2.9	30.1	110	*260	3.8	12.3	144
WOMAN'S DAY	14172	3502	21.7	24.7	124	1005	23.2	7.1	132	4712	21.2	33.2	121	1635	23.6	11.5	135
WORKING MOTHER	1146	293	1.8	25.6	128	**67	1.5	5.8	109	363	1.6	31.7	115	*148	2.1	12.9	151
WORKING WOMAN	1322	328	2.0	24.8	125	**105	2.4	7.9	148	372	1.7	28.1	102	*150	2.2	11.3	133
WORLD TENNIS	*163	**28	0.2	17.2	86	**5	0.1	3.1	57	**38	0.2	23.3	85	**14	0.2	8.6	101
ZIFF-DAVIS MAG NETWK (GROSS)	2532	768	4.8	30.3	152	*208	4.8	8.2	153	820	3.7	32.4	118	271	3.9	10.7	125
BLAIR INSERTS	43657	9631	59.7	22.1	111	2735	63.0	6.3	117	13007	58.5	29.8	109	4224	61.1	9.7	113
DAILY NEWSPAPERS																	
READ ANY	51633	11437	70.9	22.2	111	3129	72.1	6.1	113	15270	68.7	29.6	108	4825	69.8	9.3	109
READ ONE	43463	9538	59.1	21.9	110	2558	58.9	5.9	110	12745	57.3	29.3	107	3879	56.1	8.9	105
READ TWO OR MORE	8170	1900	11.8	23.3	117	571	13.2	7.0	130	2525	11.4	30.9	113	945	13.7	11.6	135
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	11626	72.0	22.1	111	3216	74.1	6.1	114	15728	70.7	29.9	109	5106	73.9	9.7	114
READ ONE	46126	9747	60.4	21.1	106	2606	60.0	5.6	105	13524	60.8	29.3	107	4316	62.4	9.4	110
READ TWO OR MORE	6552	1879	11.6	28.7	144	610	14.1	9.3	174	2204	9.9	33.6	123	790	11.4	12.1	141
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.96				30.40				28.66				31.27			
30 DAY REACH	71455	14437	89.5	20.2	101	3842	88.5	5.4	100	19923	89.6	27.9	102	6137	88.8	8.6	101
50 SHWG - 30 DAY AV FREQ	14.56	16.13				15.66				14.98				16.27			
30 DAY REACH	67742	13903	86.2	20.5	103	3735	86.1	5.5	103	19103	85.9	28.2	103	5911	85.5	8.7	102
25 SHWG - 30 DAY AV FREQ	7.94	8.72				8.44				8.03				8.75			
30 DAY REACH	62117	12861	79.7	20.7	104	3486	80.3	5.6	105	17814	80.1	28.7	104	5504	79.6	8.9	104
CABLE TV: HOME WIRED	32077	7513	46.6	23.4	118	2015	46.4	6.3	117	10063	45.3	31.4	114	3339	48.3	10.4	122
HOME NOT WIRED	48909	8624	53.4	17.6	88	2324	53.5	4.8	89	12173	54.7	24.9	91	3575	51.7	7.3	86
HAVE PAY CABLE	15935	3909	24.2	24.5	123	1142	26.3	7.2	134	5570	25.0	35.0	127	1798	26.0	11.3	132

LIQUID PREPARED SALAD DRESSING: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	SEVEN A '000	SEAS B DOWN	REGULAR C ACROSS	D INDX	SEVEN '000	SEAS B DOWN	LOW C ACROSS	CALORIE D INDX	WISHBONE A '000	B DOWN	REGULAR C ACROSS	D INDX	WISHBONE A '000	B DOWN	LOW CALORIE/ DIET C ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	8098	16137	100.0	19.9	100	4340	100.0	5.4	100	22236	100.0	27.5	100	6914	100.0	8.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	8736	54.1	19.9	100	2380	54.8	5.4	101	12567	56.5	28.6	104	4276	61.8	9.7	114
10:00 AM - 3:00 PM	30659	6384	39.6	20.8	105	1653	38.1	5.4	101	9227	41.5	30.1	110	2790	40.4	9.1	107
3:00 PM - 7:00 PM	31045	6408	39.7	20.6	104	1723	39.7	5.6	104	9244	41.6	29.8	108	3099	44.8	10.0	117
7:00 PM - MIDNIGHT	15767	3192	19.8	20.2	102	840	19.4	5.3	99	4300	19.3	27.3	99	1470	21.3	9.3	109
MIDNIGHT - 6:00 AM	9120	2059	12.8	22.6	113	669	15.4	7.3	137	2455	11.0	26.9	98	1006	14.6	11.0	129
6:00 AM - MIDNIGHT	58527	11945	74.0	20.4	102	3127	72.1	5.3	100	16957	76.3	29.0	106	5408	78.2	9.2	108
ENTIRE DAY	59311	12109	75.0	20.4	102	3199	73.7	5.4	101	17179	77.3	29.0	105	5523	79.9	9.3	109
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3544	22.0	21.9	110	1040	24.0	6.4	120	5002	22.5	30.9	113	1842	26.6	11.4	133
ALL NEWS	2256	564	3.5	25.0	125	*162	3.7	7.2	134	693	3.1	30.7	112	*263	3.8	11.7	137
AOR/PROGRESSIVE	3874	973	6.0	25.1	126	232	5.3	6.0	112	1227	5.5	31.7	115	349	5.0	9.0	106
BEAUTIFUL MUSIC	5660	1092	6.8	19.3	97	292	6.7	5.2	96	1613	7.3	28.5	104	528	7.6	9.3	109
BLACK	2204	373	2.3	16.9	85	*557	1.3	2.6	48	590	2.7	26.8	97	*108	1.6	4.9	57
CLASSICAL	1418	*214	1.3	15.1	76	*89	2.1	6.3	117	398	1.8	28.1	102	*205	3.0	14.5	169
CHR/ROCK	9538	1921	11.9	20.1	101	850	12.7	5.8	108	2983	13.4	31.3	114	879	12.7	9.2	108
COUNTRY	12648	2335	14.8	18.9	95	529	12.2	4.2	78	3695	16.6	29.2	106	1050	15.2	8.3	97
GOLDEN OLDIES	1191	*178	1.1	14.9	75	*556	1.5	5.5	103	270	1.2	22.7	83	*569	1.0	5.8	68
MOR/NOSTALGIA	4757	1091	6.8	22.9	115	277	6.4	5.8	109	1269	5.7	26.7	97	470	6.8	9.9	116
NEWS/TALK	3863	1009	6.3	26.1	131	320	7.4	8.3	155	1139	5.1	29.5	107	395	5.7	10.2	120
RELIGIOUS	3084	582	3.6	18.9	95	*158	3.6	5.1	96	738	3.3	23.9	87	*245	3.5	7.9	93
SOFT ROCK	521	*102	0.6	19.6	98	*41	0.9	7.9	147	*125	0.6	24.0	87	*33	0.5	6.3	74
URBAN CONTEMPORARY	1585	266	1.6	16.8	84	*30	0.7	1.9	35	338	1.5	21.3	78	*40	0.6	2.5	30
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	595	3.7	18.2	92	*222	5.1	6.8	127	1010	4.5	31.0	113	308	4.5	9.4	111
ABC DIRECTION	2316	510	3.2	22.0	111	*74	1.7	3.2	50	631	2.8	27.2	99	*120	1.7	5.2	61
ABC ENTERTAINMENT	4834	839	5.2	17.4	87	268	6.2	5.5	103	1476	6.6	30.5	111	369	5.3	7.6	89
ABC FM	2202	478	3.0	21.7	109	*103	2.4	4.7	87	664	3.0	30.2	110	*103	1.5	4.7	55
ABC INFORMATION	5425	1265	7.8	23.3	117	413	9.5	7.6	142	1534	6.9	28.3	103	644	9.3	11.9	139
ABC ROCK	1677	441	2.7	26.3	132	*125	2.9	7.5	139	538	2.4	32.1	117	*150	2.2	8.9	105
CBS	4430	979	6.1	22.1	111	253	6.0	5.8	109	1427	6.4	32.2	117	509	7.4	11.5	135
MUTUAL	4992	1168	7.2	23.4	117	249	5.7	5.0	93	1536	6.9	30.8	112	445	6.4	8.9	104
MBC	4679	1160	7.2	24.8	124	*278	6.4	5.9	111	1569	7.1	33.5	122	522	7.5	11.2	131
RADIORADIO	1994	497	3.1	24.9	125	*118	2.7	5.9	110	543	2.4	27.2	99	*148	2.1	7.4	87
RKO ONE	2298	312	1.9	13.6	68	*38	0.9	1.7	31	673	3.0	29.3	107	*163	2.4	7.1	83
RKO TWO	3311	646	4.0	19.5	98	*182	4.2	5.5	103	924	4.2	27.9	102	276	4.0	8.3	98
THE SOURCE	2114	481	3.0	22.8	114	*73	1.7	3.5	64	698	3.1	33.0	120	*162	2.3	7.7	90
NON-WIRED : BLAIR	8654	2129	13.2	24.6	123	546	12.6	6.3	118	2692	12.1	31.1	113	894	12.9	10.3	121
INTERNET	12025	2690	16.7	22.4	112	630	14.5	5.2	98	3573	16.1	29.7	108	1040	15.0	8.6	101
KATZ RADIO GROUP	15359	3603	22.3	23.5	118	991	22.8	6.5	120	4819	21.7	31.4	114	1425	20.6	9.3	109
SUPERNET	10628	2084	12.9	19.6	98	557	12.8	5.2	98	3101	13.9	29.2	106	1017	14.7	9.6	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1666	10.3	19.2	97	385	8.9	4.4	83	2143	9.6	24.7	90	662	9.6	7.6	90
WKDAY 9:00 AM - 1:00 PM	12163	2335	14.5	19.2	96	536	12.4	4.4	82	3042	13.7	25.0	91	899	13.0	7.4	87
WKDAY 1:00 PM - 4:30 PM	16150	3059	19.0	18.9	95	799	18.4	4.9	92	4096	18.4	25.4	92	1249	18.1	7.7	91
WKDAY 4:30 PM - 7:30 PM	22463	4260	26.4	19.0	95	1250	28.8	5.6	104	5684	25.6	25.3	92	1850	26.8	8.2	96
WKDAY 7:30 PM - 8:00 PM	31795	6181	38.3	19.4	98	1797	41.4	5.7	105	8339	37.5	26.2	96	2721	39.4	8.6	100
WKDAY 11:00 PM - 11:30 PM	23977	5073	31.4	21.2	106	1368	31.5	5.7	106	7120	32.0	29.7	108	2199	31.8	9.2	107
WKDAY 11:30 PM - 1:00 AM	7703	1759	10.9	22.8	115	395	9.1	5.1	96	2285	10.3	29.7	108	671	9.7	8.7	102
M-SAT 8-11 PM-SUN 7-11 PM	33800	6876	42.6	20.3	102	1955	45.0	5.8	108	9437	42.4	27.9	102	2944	42.6	8.7	102
WKDY DAYTIME NTK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1316	8.2	20.1	101	344	7.9	5.3	98	1747	7.9	26.7	97	519	7.5	7.9	93
ANOTHER WORLD	N 4620	633	3.9	13.7	69	*145	3.3	3.1	59	1061	4.8	23.0	84	357	5.2	7.7	91
AS THE WORLD TURNS	C 5614	1124	7.0	20.0	100	248	5.7	4.4	82	1378	6.2	24.5	89	441	6.4	7.9	92
CAPITOL	C 3396	663	4.1	19.5	98	*128	2.9	3.8	70	860	3.9	25.3	92	200	2.9	5.9	69
CBS MORN. NEWS 1	C 1446	283	1.8	19.6	98	*64	1.5	4.4	83	329	1.5	22.8	83	*92	1.3	6.4	75
CBS MORN. NEWS 2	C 1207	238	1.5	19.7	99	*54	1.2	4.5	83	242	1.1	20.0	73	*53	0.8	4.4	51
DAYS OF OUR LIVES	N 5877	1008	6.2	17.2	86	249	5.7	4.2	79	1421	6.4	24.2	88	497	7.2	8.5	99
FACTS OF LIFE - DAYTIME	N 2290	379	2.3	16.6	83	*81	1.9	3.5	66	542	2.4	23.7	86	158	2.3	6.9	81
FAMILY FEUD	A 3023	597	3.7	19.7	99	92	2.1	3.0	57	850	3.8	28.1	102	153	2.2	5.1	59
GENERAL HOSPITAL	A 6097	1186	7.3	19.5	98	296	6.8	4.9	91	1629	7.3	26.7	97	514	7.4	8.4	99
GOOD MORNING, AMERICA-730A	A 3515	784	4.9	22.3	112	157	3.6	4.5	83	1027	4.6	29.2	106	243	3.5	6.9	81
GOOD MORNING, AMERICA-830A	A 2818	646	4.0	22.9	115	148	3.4	5.3	98	821	3.7	29.1	106	201	2.9	7.1	84
GUIDING LIGHT	C 5339	1102	6.8	20.6	104	276	6.4	5.2	98	1337	6.0	25.0	91	371	5.4	6.9	81
ONE LIFE TO LIVE	A 4478	809	5.0	18.1	91	234	5.4	5.2	98	1169	5.3	26.1	95	330	4.8	7.4	86
PRESS YOUR LUCK	C 2244	465	2.9	20.7	104	*145	3.3	6.5	121	655	2.9	29.2	106	189	2.7	8.4	99
PRICE IS RIGHT 1	C 4348	926	5.7	21.3	107	205	4.7	4.7	88	110202</							

	TOTAL U.S. '000	SEVEN A '000	SEAS B DOWN	REGULAR C % ACROSS	D % INDX	SEVEN A '000	SEAS B DOWN	LOW C % ACROSS	CALORIE D % INDX	WISHBONE A '000	REGULAR B DOWN	C % ACROSS	D % INDX	WISHBONE A '000	LOW B DOWN	CALORIE/ DIET C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	16137	100.0	19.9	100	4340	100.0	5.4	100	22236	100.0	27.5	100	6914	100.0	8.5	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	4953	30.7	19.0	95	1410	32.5	5.4	101	6432	28.9	24.7	90	2108	30.5	8.1	95
NETWORK AFFILIATES - LATE	20261	4282	26.5	21.1	106	1157	26.7	5.7	107	5939	26.7	29.3	107	1912	27.7	9.4	111
INDEPENDENTS - LATE	2076	531	3.3	25.6	128	183	4.2	8.8	164	529	2.4	25.5	93	192	2.8	9.2	108
TV EVENING NTM6 6 PM - 2 AM																	
A TEAM	N 10453	2047	12.7	19.6	98	613	14.1	5.9	109	2852	12.8	27.3	99	855	12.4	8.2	96
ABC MONDAY NIGHT MOVIE	A 6412	1228	7.6	19.2	96	334	7.7	5.2	97	1839	8.3	28.7	104	592	8.6	9.2	108
ABC SUNDAY NIGHT MOVIE	A 12407	2557	15.8	20.6	103	806	18.6	6.5	121	3587	16.1	28.9	105	1030	14.9	8.3	97
ABC WORLD NEWS TONIGHT	A 6176	1274	7.9	20.6	104	287	6.6	4.6	87	1661	7.5	26.9	98	468	6.8	7.6	89
AFTERMASH	C 5863	1228	7.6	20.9	105	372	8.6	6.3	118	1610	7.2	27.5	100	570	8.2	9.7	114
ALICE	C 9594	1973	12.2	20.6	103	669	15.4	7.0	130	2773	12.5	28.9	105	963	13.9	10.0	118
AMERICAN PARADE	C 6622	1141	7.1	17.2	86	294	6.8	4.4	83	1687	7.6	25.5	93	544	7.9	8.2	96
BENSON	A 10886	2008	12.4	18.4	93	500	11.5	4.6	86	2716	12.2	24.9	91	910	13.2	8.4	98
BLUE THUNDER	A 5036	977	6.1	19.4	97	226	5.2	4.5	84	1473	6.6	29.2	107	403	5.8	8.0	94
CAGNEY & LACEY	C 9965	2326	14.4	23.3	117	576	13.3	5.8	108	3205	14.4	32.2	117	978	14.1	9.8	115
CBS EVENING NEWS-DEAN	C 3491	683	4.2	19.6	98	*241	5.6	6.9	129	848	3.8	24.3	88	398	5.8	11.4	134
CBS EVENING NEWS-RATHER	C 7123	1350	8.4	19.0	95	379	8.7	5.3	99	1769	8.0	24.8	90	690	10.0	9.7	113
CBS SAT. NEWS-SCHIEFFER	C 3621	588	3.6	16.2	81	329	7.6	9.1	170	841	3.8	23.2	85	344	5.0	9.5	111
CBS SATURDAY NIGHT MOVIE	C 5436	1100	6.8	20.2	102	387	8.9	7.1	133	1476	6.6	27.2	99	427	6.2	7.9	92
CBS WEDNESDAY NIGHT MOVIE	C 6100	1119	6.9	18.3	92	368	8.5	6.0	113	1608	7.2	26.4	96	406	5.9	6.7	78
CHEERS	N 8889	1942	12.0	21.8	110	500	11.5	5.6	105	2607	11.7	29.3	107	753	10.9	8.5	99
DALLAS	C 22109	4469	27.7	20.2	101	1260	29.0	5.7	106	5955	26.8	26.9	98	1890	27.3	8.5	100
DIFF'RENT STROKES	N 6940	1326	8.2	19.1	96	340	7.8	4.9	91	1987	8.9	28.6	104	551	8.0	7.9	93
DOUBLE TROUBLE	N 7223	1386	8.6	19.2	96	329	7.6	4.6	85	2094	9.4	29.0	106	472	6.8	6.5	77
DUCK FACTORY	N 5595	1225	7.6	21.9	110	342	7.9	6.1	114	1571	7.1	28.1	102	475	6.9	8.5	99
DUKES OF HAZZARD	C 5768	1023	6.3	17.7	89	328	7.6	5.7	106	1481	6.7	25.7	94	466	6.7	8.1	95
DYNASTY	A 20053	4000	24.8	19.9	100	1132	26.1	5.6	105	5330	24.0	26.6	97	1667	24.1	8.3	97
FACTS OF LIFE	N 8087	1473	9.1	18.2	91	383	8.8	4.7	88	2280	10.3	28.2	103	740	10.7	9.2	107
FALCON CREST	C 20046	3997	24.8	19.9	100	977	22.5	4.9	91	5507	24.8	27.5	100	1574	22.8	7.9	92
FALL GUY	A 9084	1707	10.6	18.8	94	472	10.9	5.2	97	2506	11.3	27.6	100	811	11.7	8.9	105
FAMILY TIES	N 7964	1587	9.8	19.9	100	424	9.8	5.3	99	2171	9.8	27.3	99	615	8.9	7.7	90
FANTASY ISLAND	A 7687	1458	9.0	19.0	95	388	8.9	5.0	94	2201	9.9	28.6	104	642	9.3	8.4	98
FOULUPS,BLEEPS & BLUNDERS	A 8861	1720	10.7	19.4	97	420	9.7	4.7	88	2557	11.5	28.9	105	789	11.4	8.9	104
FOUR SEASONS	C 5095	1058	6.6	20.8	104	*288	6.6	5.7	105	1574	7.1	30.9	113	496	7.2	9.7	114
GIMME A BREAK	N 8838	1513	9.4	17.1	86	422	9.7	4.8	89	2137	9.6	24.2	88	613	8.9	6.9	81
HART TO HART	A 8978	1782	11.0	19.8	100	491	11.3	5.5	102	2583	11.6	28.8	105	807	11.7	9.0	105
HILL STREET BLUES	N 8590	1783	11.0	20.8	104	544	12.5	6.3	118	2618	11.8	30.5	111	786	11.4	9.2	107
HOTEL	A 14085	2758	17.1	19.6	98	844	19.4	6.0	112	3840	17.3	27.3	99	1375	19.9	9.8	114
JEFFERSONS	C 9360	1969	12.2	21.0	106	570	13.1	6.1	114	2630	11.8	28.1	102	842	12.2	9.0	105
JENNIFER SLEPT HERE	N 5841	1098	6.8	18.8	94	*230	5.3	3.9	73	1829	8.2	31.3	114	516	7.5	8.8	103
KATE & ALLIE	C 9206	1989	12.3	21.6	108	426	9.8	4.6	86	2681	12.1	29.1	106	716	10.4	7.8	91
KNIGHT RIDER	N 7076	1260	7.8	17.8	89	342	7.9	4.8	90	1837	8.3	26.0	95	466	6.7	6.6	77
LOVE BOAT	A 12219	2338	14.5	19.1	96	517	11.9	4.2	79	3305	14.9	27.0	99	995	14.4	8.1	95
MAGNUM PI	C 11199	2227	13.8	19.9	100	634	14.6	5.7	106	3099	13.9	27.7	101	1024	14.8	9.1	107
MAMA'S FAMILY	N 6057	1150	7.1	19.0	95	346	8.0	5.7	107	1691	7.6	27.9	102	519	7.5	8.6	100
MASTER, THE	N 3598	651	4.0	18.1	91	*133	3.1	3.7	69	983	4.4	27.3	100	243	3.5	6.8	79
MATT HOUSTON	A 6344	1412	8.8	22.3	112	406	9.4	6.4	119	1853	8.3	29.2	106	555	8.0	8.7	102
NBC MONDAY NIGHT MOVIE	N 11994	2180	13.5	18.2	91	516	11.9	4.3	80	3458	15.6	28.8	105	866	12.5	7.2	85
NBC NIGHTLY NEWS	N 5132	863	5.3	16.8	84	288	6.6	5.6	105	1177	5.3	22.9	84	465	6.7	9.1	106
NBC NIGHTLY NEWS-SAT	N 3375	575	3.6	17.0	86	*150	3.5	4.4	83	742	3.3	22.0	80	290	4.2	8.6	101
NBC NIGHTLY NEWS-SUN	N 3130	574	3.6	18.3	92	*202	4.7	6.5	120	664	3.0	21.2	77	*302	4.4	9.6	113
NBC SUNDAY NIGHT MOVIE	N 8284	1573	9.7	19.0	95	411	9.5	5.0	93	2150	9.7	26.0	95	506	7.3	6.1	72
NEWMART	C 9240	2236	13.9	24.2	121	477	11.0	5.2	96	2935	13.2	31.8	116	803	11.6	8.7	102
ONE DAY AT A TIME	C 7288	1445	9.0	19.8	100	326	7.5	4.5	83	2003	9.0	27.5	100	592	8.6	8.1	95
PEOPLE ARE FUNNY	N 4855	928	5.8	19.1	96	*268	6.2	5.5	103	1394	6.3	28.7	105	435	6.3	9.0	105
REAL PEOPLE	N 8869	1609	10.0	18.1	91	449	10.3	5.1	94	2413	10.9	27.2	99	776	11.2	8.7	102
REMINGTON STEELE	N 7743	1498	9.3	19.3	97	355	8.2	4.6	86	1996	9.0	25.8	94	689	10.0	8.9	104
RIPLEY'S BELIEVE IT - NOT	A 5345	1182	7.3	22.1	111	418	9.6	7.8	146	1589	7.1	29.7	108	471	6.8	8.8	103
RIP TIDE	N 6988	1509	9.4	21.6	108	450	10.4	6.4	120	1991	9.0	28.5	104	779	11.3	11.1	131
SCARECROW & MRS. KING	C 10002	1803	11.2	18.0	90	493	11.4	4.9	92	2545	11.4	25.4	93	901	13.0	9.0	106
SIMON & SIMON	C 10638	2210	13.7	20.8	104	596	13.7	5.6	105	2770	12.5	26.0	95	890	12.9	8.4	98
60 MINUTES	C 13293	2672	16.6	20.1	101	815	18.8	6.1	114	3250	14.6	24.4	89	1201	17.4	9.0	106
ST. ELSEWHERE	N 7017	1415	8.8	20.2	101	405	9.3	5.8	108	2189	9.8	31.2	114	542	7.8	7.7	90
THREE'S COMPANY	A 10917	2202	13.6	20.2	101	641	14.8	5.9	110	3263	14.7	29.9	109	989	14.3	9.1	106
T.J. HOOKER	A 9204	1546	9.6	16.8	84	456	10.5	5.0	92	2386	10.7	25.9	94	685	9.9	7.4	87
TONIGHT SHOW	N 2372	655	4.1	27.6	139	128	2.9	5.4	101	761	3.4	32.1	117	214	3.1	9.0	106
TRAPPER JOHN, M.D.	C 9846	1947	12.1	19.8	99	545	12.6	5.5	103	2781	12.5	28.2	103	948	13.7	9.6	113
TV BLOOPERS & PRAC. JOKES	N 9105	1633	10.1	17.9	90	515	11.9	5.7	106	2510	11.3	27.6	100	943	13.6	10.4	121
20/20	A 9387	1834	11.4	19.5	98	467	10.8	5.0	93	3072	13.8	32.7	119	837	12.1	8.9	104
WEBSTER	A 11067	2062	12.8	18.6	94	521	12.0	4.7	88	2818	12.7	25.5	93	860	12.4	7.8	91
WORLD NEWS - SUN	A 3062	596	3.7	19.5	98	*200	4.6	6.5	122	790	3.6	25.8	94	*259	3.7	8.5	99
YELLOW ROSE	N 4978	1033	6.4	20.8	104	304	7.0	6.1	114	1357	6.1	27.3	99	467	6.8	9.4	110
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	2263	14.0	25.5	128	696	16.0	7.8	146	3006	13.5	33.9	123	1023	14.8	11.5	135
BASKETBALL - COLLEGE GAMES	4080	1087	6.7	26.6	134	*320	7.4	7.8	146	1349	6.1	33.1	120	635	9.2	15.6	182
BASKETBALL - PRO GAMES	3607	983	6.1	27.3	137	*275	6.3	7.6	142	1156	5.2	32.0	117	*551	8.0	15.3	

MAYONNAISE & MAYONNAISE TYPE SALAD DRESSING

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-7

		'000	%	UNWEIGHTED					
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?		YES							
		NO							
		71808	88.7	8299					
		9178	11.3	1136					
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	71808	100.0	88.7	100	22376	100.0	27.6	100	23947	100.0	29.6	100	25485	100.0	31.5	100
18 - 24	9282	7664	10.7	82.6	93	2556	11.4	27.5	100	2727	11.4	29.4	99	2381	9.3	25.7	82
25 - 34	19072	16983	23.7	89.0	100	5286	23.6	27.7	100	6212	25.9	32.6	110	5484	21.5	28.8	91
35 - 44	14591	12954	18.0	88.8	100	5763	25.8	39.5	143	3819	15.9	26.2	89	3372	13.2	23.1	73
45 - 54	11345	10362	14.4	91.3	103	3851	17.2	33.9	123	3184	13.3	28.1	95	3327	13.1	29.3	93
55 - 64	11635	10701	14.9	92.0	104	2543	11.4	21.9	79	3802	15.9	32.7	111	4356	17.1	37.4	119
65 OR OLDER	15061	13145	18.3	87.3	98	2377	10.6	15.8	57	4203	17.6	27.9	94	6565	25.8	43.6	139
18 - 34	28354	24646	34.3	86.9	98	7842	35.0	27.7	100	8940	37.3	31.5	107	7865	30.9	27.7	88
18 - 49	48339	42534	59.2	88.0	99	15586	69.7	32.2	117	14435	60.3	29.9	101	12513	49.1	25.9	82
25 - 54	45008	40298	56.1	89.5	101	14900	66.6	33.1	120	13215	55.2	29.4	99	12183	47.8	27.1	86
35 - 49	19985	17887	24.9	89.5	101	7744	34.6	38.7	140	5495	22.9	27.5	93	4648	18.2	23.3	74
50 OR OLDER	32647	29274	40.8	89.7	101	6790	30.3	20.8	75	9512	39.7	29.1	99	12972	50.9	39.7	126
GRADUATED COLLEGE	11155	9865	13.7	88.4	100	2566	11.5	23.0	83	3448	14.4	30.9	105	3851	15.1	34.5	110
ATTENDED COLLEGE	13682	12527	17.4	91.6	103	3672	16.4	26.8	97	4288	17.9	31.3	106	4567	17.9	33.4	106
GRADUATED HIGH SCHOOL	33880	30340	42.3	89.6	101	10022	44.8	29.6	107	10169	42.5	30.0	102	10150	39.8	30.0	95
DID NOT GRADUATE HIGH SCHOOL	22270	19076	26.6	85.7	97	6116	27.3	27.5	99	6043	25.2	27.1	92	6918	27.1	31.1	99
EMPLOYED	40306	35914	50.0	89.1	100	11893	53.2	29.5	107	12269	51.2	30.4	103	11752	46.1	29.2	93
EMPLOYED FULL-TIME	32850	29014	40.4	88.3	100	9576	42.8	29.2	106	10094	42.2	30.7	104	9343	36.7	28.4	90
EMPLOYED PART-TIME	7456	6900	9.6	92.5	104	2317	10.4	31.1	112	2175	9.1	29.2	99	2409	9.5	32.3	103
NOT EMPLOYED	40680	35894	50.0	88.2	100	10483	46.8	25.8	93	11678	48.8	28.7	97	13733	53.9	33.8	107
PROFESSIONAL/MANAGER	10392	9345	13.0	89.9	101	2321	10.4	22.3	81	3291	13.7	31.7	107	3733	14.6	35.9	114
TECH/CLERICAL/SALES	17574	15704	21.9	89.4	101	5461	24.4	31.1	112	5174	21.6	29.4	100	5069	19.9	28.8	92
PRECISION/CRAFT	985	910	1.3	92.4	104	*361	1.6	36.6	133	*263	1.1	26.7	90	*286	1.1	29.0	92
OTHER EMPLOYED	11354	9955	13.9	87.7	99	3750	16.8	33.0	120	3541	14.8	31.2	105	2664	10.5	23.5	75
SINGLE	9863	8216	11.4	83.3	94	2374	10.6	24.1	87	2456	10.3	24.9	84	3386	13.3	34.3	109
MARRIED	51375	46226	64.4	90.0	101	15144	67.7	29.5	107	16587	69.3	32.3	103	14495	56.9	28.2	90
DIVORCED/SEPARATED/WIDOWED	19748	17366	24.2	87.9	99	4857	21.7	24.6	89	4904	20.5	24.8	84	7604	29.8	38.5	122
PARENTS	32590	29081	40.5	89.2	101	12296	55.0	37.7	137	10053	42.0	30.8	104	6732	26.4	20.7	66
WHITE	70416	63089	87.9	89.6	101	18930	84.6	26.9	97	21119	88.2	30.0	101	23040	90.4	32.7	104
BLACK	8778	7357	10.2	83.8	95	3002	13.4	34.2	124	2269	9.5	25.8	87	2086	8.2	23.8	76
OTHER	1791	1362	1.9	76.0	86	**444	2.0	24.8	90	*560	2.3	31.3	106	**359	1.4	20.0	64
NORTHWEST-CENSUS	17786	15814	22.0	88.9	100	5433	24.3	30.5	111	4906	20.5	27.6	93	5474	21.5	30.8	98
NORTH CENTRAL	20741	18590	25.9	89.6	101	5029	22.5	24.2	88	5895	24.6	28.4	96	7667	30.1	37.0	117
SOUTH	27775	24465	34.1	88.1	99	8193	36.6	29.5	107	8745	36.5	31.5	106	7527	29.5	27.1	86
WEST	14683	12939	18.0	88.1	99	3721	16.6	25.3	92	4401	18.4	30.0	101	4817	18.9	32.8	104
NORTHEAST-MKTG.	17961	15948	22.2	88.8	100	5355	23.9	29.8	108	5343	22.3	29.7	101	5250	20.6	29.2	93
EAST CENTRAL	11885	10613	14.8	89.3	101	3237	14.5	27.2	99	3340	13.9	28.1	95	4036	15.8	34.0	108
WEST CENTRAL	14090	12604	17.6	89.5	101	3324	14.9	23.6	85	3926	16.4	27.9	94	5354	21.0	38.0	121
SOUTH	24081	21213	29.5	88.1	99	7190	32.1	29.9	108	7391	30.9	30.7	104	6631	26.0	27.5	88
PACIFIC	12969	11431	15.9	88.1	99	3270	14.6	25.2	91	3947	16.5	30.4	103	4214	16.5	32.5	103
COUNTY SIZE A	32439	28438	39.6	87.7	99	8930	39.9	27.5	100	9327	38.9	28.8	97	10181	39.9	31.4	100
COUNTY SIZE B	24915	22086	30.8	88.6	100	6811	30.4	27.3	99	7437	31.1	29.8	101	7838	30.8	31.5	100
COUNTY SIZE C	12930	11531	16.1	89.2	101	3856	17.2	29.8	108	3805	15.9	29.4	100	3870	15.2	29.9	95
COUNTY SIZE D	10703	9753	13.6	91.1	103	2779	12.4	26.0	94	3378	14.1	31.6	107	3596	14.1	33.6	107
METRO CENTRAL CITY	24518	20942	29.2	85.4	96	6685	29.9	27.3	99	6307	26.3	25.7	87	7950	31.2	32.4	103
METRO SUBURBAN	35919	32477	45.2	90.4	102	9872	44.1	27.5	99	11260	47.0	31.3	106	11346	44.5	31.6	100
NON METRO	20549	18389	25.6	89.5	101	5819	26.0	28.3	102	6381	26.6	31.1	105	6190	24.3	30.1	96
TOP 5 ADI'S	18341	15879	22.1	86.6	98	4947	22.1	27.0	98	5128	21.4	28.0	95	5803	22.8	31.6	101
TOP 10 ADI'S	25378	22306	31.1	87.9	99	6975	31.2	27.5	99	7399	30.9	29.2	99	7932	31.1	31.3	99
TOP 20 ADI'S	36488	32089	44.7	87.9	99	9934	44.4	27.2	99	10707	44.7	29.3	99	11449	44.9	31.4	100
HSGLD INC. \$50,000 OR MORE	6612	6194	8.6	93.7	106	2004	9.0	30.3	110	2226	9.3	33.7	114	1964	7.7	29.7	94
\$40,000 OR MORE	12659	11830	16.5	93.5	105	3954	17.7	31.2	113	4101	17.1	32.4	110	3775	14.8	29.8	95
\$30,000 OR MORE	24698	22668	31.6	91.8	104	7646	34.2	31.0	112	7759	32.4	31.4	106	7263	28.5	29.4	93
\$25,000 OR MORE	32077	29409	41.0	91.7	103	9376	44.1	30.8	111	10069	42.0	31.4	106	9464	37.1	29.5	94
\$20,000 - \$24,999	9144	7993	11.1	87.4	99	2847	10.5	25.7	93	2938	12.3	32.1	109	2709	10.6	29.6	94
\$15,000 - \$19,999	8728	7612	10.6	87.2	98	2547	11.4	29.2	106	2343	9.8	26.8	91	2722	10.7	31.2	99
\$10,000 - \$14,999	12562	10955	15.3	87.2	98	3071	13.7	24.4	88	4012	16.8	31.9	108	3872	15.2	30.8	98
UNDER \$10,000	18475	15839	22.1	85.7	97	4535	20.3	24.5	89	4586	19.2	24.8	84	6718	26.4	36.4	116
HOUSEHOLD OF 1 PERSON	11987	10172	14.2	84.9	96	1405	6.3	11.7	42	2599	10.9	21.7	73	6168	24.2	51.5	164
2 PEOPLE	26577	23773	33.1	89.4	101	5092	22.8	19.2	69	8276	34.6	31.1	105	10406	40.8	39.2	124
3 OR 4 PEOPLE	30617	27228	37.9	88.9	100	10453	46.7	34.1	124	9753	40.7	31.9	108	7021	27.5	22.9	73
5 OR MORE PEOPLE	11804	10635	14.8	90.1	102	5425	24.2	46.0	166	3319	13.9	28.1	95	1890	7.4	16.0	51
NO CHILD IN HSHLD	46165	40816	56.8	88.4	100	9167	41.0	19.9	72	13357	55.8	28.9	98	18292	71.8	39.6	126
CHILD(REN) UNDER 2 YRS	5325	4751	6.6	89.2	101	1841	8.2	34.6	125	1598	6.7	30.0	101	1312	5.1	24.6	78
2 - 5 YEARS	14221	12683	17.7	89.2	101	5258	23.5	30.7	134	4275	17.9	30.1	102	3150	12.4	22.2	70
6 - 11 YEARS	15117	13405	18.7	88.7	100	5888	26.3	38.9	141	4590	19.2	30.4	103	2928	11.5	19.4	62
12 - 17 YEARS	16611	14895	20.7	89.7	101	7450	33.3	44.8	162	4525	18.9	27.2	92	2919	11.5	17.6	56
RESIDENCE OWNED	55884	50604	70.5	90.6	102	15541	69.5	27.8	101	17306	72.3	31.0	105	17757	69.7	31.8	101
VALUE: \$50,000 OR MORE	31744	29079	40.5	91.6	103	8939	39.9	28.2	102	10148	42.4	32.0	108	9991	39.2	31.5	100
VALUE: UNDER \$50,000	24140	21525	30.0	89.2	101	6602	29.5	27.3	99	7157	29.9	29.6	100	7766	30.5	32.2	102

MAYONNAISE & MAYONNAISE TYPE SALAD DRESSING: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	71808	100.0	88.7	100	22376	100.0	27.6	100	23947	100.0	29.6	100	25485	100.0	31.5	100
MAGAZINES	QUINTILE 1	15799	14164	19.7	89.7	101	4825	21.6	30.5	111	4635	19.4	29.3	99	4704	18.5	29.8	95
	QUINTILE 2	17259	15503	21.6	89.8	101	5188	23.2	30.1	109	5272	22.0	30.5	103	5044	19.8	29.2	93
	QUINTILE 3	13545	12145	16.9	89.7	101	3924	17.5	29.0	105	4219	17.6	31.1	105	4002	15.7	29.5	94
	QUINTILE 4	15133	13247	18.4	87.5	99	3963	17.7	26.2	95	4231	17.7	28.0	95	5053	19.8	33.4	106
	QUINTILE 5	19250	16749	23.3	87.0	98	4477	20.0	23.3	84	5590	23.3	29.0	98	6683	26.2	34.7	110
NEWSPAPERS	QUINTILE 1	12413	11349	15.8	91.4	103	3841	17.2	30.9	112	3460	14.4	27.9	94	4048	15.9	32.6	104
	QUINTILE 2	24116	21658	30.2	89.8	101	6700	29.9	27.8	101	7668	32.0	31.8	108	7291	28.6	30.2	99
	QUINTILE 3	11261	9880	13.8	87.7	99	3352	15.0	29.8	108	3122	13.0	27.7	94	3406	13.4	30.2	99
	QUINTILE 4	20255	18024	25.1	89.0	100	5420	24.2	26.8	97	6055	25.3	29.9	101	6550	25.7	32.3	103
	QUINTILE 5	12940	10897	15.2	84.2	95	3064	13.7	23.7	86	3643	15.2	28.2	95	4190	16.4	32.4	103
OUTDOOR	QUINTILE 1	14852	13070	18.2	88.0	99	4269	19.1	28.7	104	4477	18.7	30.1	102	4324	17.0	29.1	93
	QUINTILE 2	15725	14150	19.7	90.0	101	4159	18.6	26.4	96	5117	21.4	32.5	110	4874	19.1	31.0	98
	QUINTILE 3	16330	14269	19.9	87.4	99	4595	20.5	28.1	102	4424	18.5	27.1	92	5250	20.6	32.1	102
	QUINTILE 4	16744	14800	20.6	88.4	100	4655	20.8	27.8	101	4884	20.4	29.2	99	5261	20.6	31.4	100
	QUINTILE 5	17334	15519	21.6	89.5	101	4699	21.0	27.1	98	5044	21.1	29.1	98	5776	22.7	33.3	106
RADIO-DRIVE TIME	QUINTILE 1	15911	14364	20.0	90.3	102	4806	21.5	30.2	109	4768	19.9	30.0	101	4790	18.8	30.1	96
	QUINTILE 2	14837	13194	18.4	88.9	100	4639	20.7	31.3	113	4519	18.9	30.5	103	4037	15.8	27.2	86
	QUINTILE 3	15339	13494	18.8	88.0	99	4282	19.1	27.9	101	4416	18.4	28.8	97	4797	18.8	31.3	99
	QUINTILE 4	16723	14818	20.6	88.6	100	4389	19.6	26.2	95	4956	20.7	29.6	100	5473	21.5	32.7	104
	QUINTILE 5	18176	15937	22.2	87.7	99	4260	19.0	23.4	85	5288	22.1	29.1	98	6389	25.1	35.2	112
RADIO-MID- DAY	TERCILE 1	21020	18907	26.3	89.9	101	6407	28.6	30.5	110	5982	25.0	28.5	96	6519	25.6	31.0	99
	TERCILE 2	21610	19189	26.7	88.8	100	6362	28.4	29.4	107	6326	26.4	29.3	99	6501	25.5	30.1	96
	TERCILE 3	38355	33711	46.9	87.9	99	9607	42.9	25.0	91	11639	48.6	30.3	103	12465	48.9	32.5	103
	QUINTILE 1	15988	14409	20.1	90.1	102	4897	21.9	30.6	111	4704	19.6	29.4	100	4808	18.9	30.1	96
	QUINTILE 2	15626	13849	19.3	88.6	100	4880	21.8	31.2	113	4316	18.0	27.6	93	4652	18.3	29.8	95
RADIO-TOTAL	QUINTILE 3	16723	14783	20.6	88.4	100	4824	21.6	28.8	104	4982	20.8	29.8	101	4977	19.5	29.8	95
	QUINTILE 4	16342	14524	20.2	88.9	100	3836	17.1	23.5	85	5353	22.4	32.8	111	5335	20.9	32.6	104
	QUINTILE 5	16306	14244	19.8	87.4	99	3938	17.6	24.2	87	4593	19.2	28.2	95	5714	22.4	35.0	111
TV-PRIME TIME	QUINTILE 1	15953	14240	19.8	89.3	101	4306	19.2	27.0	98	4631	19.3	29.0	98	5303	20.8	33.2	106
	QUINTILE 2	16137	14228	19.8	88.2	99	4615	20.6	28.6	104	4650	19.4	28.8	97	4963	19.5	30.8	98
	QUINTILE 3	16420	14723	20.5	89.7	101	4595	20.5	28.0	101	4999	20.9	30.4	103	5129	20.1	31.2	99
	QUINTILE 4	16687	14807	20.6	88.7	100	4436	19.8	26.6	96	5152	21.5	30.9	104	5218	20.5	31.3	99
	QUINTILE 5	15789	13810	19.2	87.5	99	4424	19.8	28.0	101	4515	18.9	28.6	97	4871	19.1	30.9	98
TV-DAYTIME	TERCILE 1	27736	24369	33.9	87.9	99	7570	33.8	27.3	99	8144	34.0	29.4	99	8656	34.0	31.2	99
	TERCILE 2	26489	23601	32.9	89.1	100	7498	33.5	28.3	102	8102	33.8	30.6	103	8001	31.4	30.2	96
	TERCILE 3	26761	23838	33.2	89.1	100	7308	32.7	27.3	99	7701	32.2	28.8	97	8828	34.6	33.0	105
TV-TOTAL	QUINTILE 1	16345	14157	19.7	86.6	98	4335	19.4	26.5	96	4598	19.2	28.1	95	5224	20.5	32.0	102
	QUINTILE 2	16447	14709	20.5	89.4	101	4506	20.1	27.4	99	5037	21.0	30.6	104	5166	20.3	31.4	100
	QUINTILE 3	15980	14119	19.7	88.4	100	4411	19.7	27.6	100	4800	20.0	30.0	102	4907	19.3	30.7	98
	QUINTILE 4	15887	14377	20.0	90.5	102	4577	20.5	28.8	104	4799	20.0	30.2	102	5001	19.6	31.5	100
	QUINTILE 5	16326	14446	20.1	88.5	100	4547	20.3	27.9	101	4713	19.7	28.9	98	5186	20.3	31.8	101
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	18667	26.0	90.1	102	6292	28.1	30.4	110	6346	26.5	30.6	104	6029	23.7	29.1	92
	NEWSPAPER IMPERATIVE	19186	17067	23.8	89.0	100	5609	25.1	29.2	106	5735	23.9	29.9	101	5723	22.5	29.8	95
	NEWSPAPER IMPERATIVE	21899	19663	27.4	89.8	101	6009	26.9	27.4	99	6377	26.6	29.1	98	7277	28.6	33.2	106
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	13849	19.3	89.6	101	4547	20.3	29.4	107	4878	20.4	31.6	107	4424	17.4	28.6	91
	OUTDOOR IMPERATIVE	25953	23258	32.4	89.6	101	7768	34.7	29.9	108	7576	31.6	29.2	99	7913	31.0	30.5	97
	OUTDOOR IMPERATIVE	24400	21326	29.7	87.4	99	6137	27.4	25.2	91	7238	30.2	29.7	100	7951	31.2	32.6	104
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	16046	22.3	88.9	99	6090	27.2	33.7	122	5106	21.3	28.3	96	4850	19.0	26.9	85
	MAGAZINE IMPERATIVE	23571	21216	29.5	90.0	102	6240	27.9	26.5	96	7505	31.3	31.8	108	7471	29.3	31.7	101
	RADIO IMPERATIVE	23278	20747	28.9	89.1	101	6369	28.5	27.4	99	6823	28.5	29.3	99	7554	29.6	32.5	103
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	13570	18.9	87.8	99	4415	19.7	28.6	103	4640	19.4	30.0	102	4515	17.7	29.2	93
	MAGAZINE IMPERATIVE	25829	23406	32.6	90.6	102	7996	35.7	31.0	112	7802	32.6	30.2	102	7608	29.9	29.5	94
	TELEVISION IMPERATIVE	26039	22908	31.9	88.0	99	6548	29.3	25.1	91	7498	31.3	28.8	97	8863	34.8	34.0	108
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	14808	20.6	89.2	101	4759	21.3	28.7	104	5178	21.6	31.2	105	4871	19.1	29.3	93
	OUTDOOR IMPERATIVE	26834	24164	33.7	90.0	102	7863	35.1	29.3	106	7743	32.3	28.9	98	8559	33.6	31.9	101
	OUTDOOR IMPERATIVE	23346	20485	28.5	87.7	99	6286	28.1	26.9	97	6850	28.6	29.3	99	7349	28.8	31.5	100
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	15515	21.6	90.6	102	5431	24.3	31.7	115	4945	20.6	28.9	98	5139	20.2	30.0	95
	NEWSPAPER IMPERATIVE	25892	23257	32.4	89.8	101	6934	31.0	26.8	97	8091	33.8	31.2	106	8232	32.3	31.8	101
	RADIO IMPERATIVE	23167	20359	28.4	87.9	99	6740	30.1	29.1	105	6621	27.6	28.6	97	6998	27.5	30.2	96
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	15377	21.4	89.6	101	4932	22.0	28.7	104	5373	22.4	31.3	106	5072	19.9	29.6	94
	NEWSPAPER IMPERATIVE	26214	23665	33.0	90.3	102	7500	33.5	28.6	104	7833	32.7	29.9	101	8333	32.7	31.8	101
	TELEVISION IMPERATIVE	23412	20243	28.2	86.5	98	5957	26.6	25.4	92	6633	27.7	28.3	96	7653	30.0	32.7	104
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	1530																

MAYONNAISE & MAYONNAISE TYPE SALAD DRESSING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	71808	100.0	88.7	100	22376	100.0	27.6	100	23947	100.0	29.6	100	25485	100.0	31.5	100
ATLANTIC MONTHLY	415	369	0.5	88.9	100	**158	0.7	38.1	138	**89	0.4	21.4	73	*122	0.5	29.4	93
BARRON'S	453	352	0.5	77.7	88	**79	0.4	17.4	63	**124	0.5	27.4	93	*148	0.6	32.7	104
BETTER HOMES & GARDENS	16256	14667	20.4	90.2	102	4497	20.1	27.7	100	4940	20.6	30.4	103	5230	20.5	32.2	102
BON APPETIT	2535	2333	3.2	92.0	104	573	2.6	22.6	82	807	3.4	31.8	108	954	3.7	37.6	120
BUSINESS WEEK	1278	1054	1.5	82.5	93	307	1.4	24.0	87	377	1.6	29.5	100	370	1.5	29.0	92
CAR AND DRIVER	378	346	0.5	91.5	103	**71	0.3	18.8	68	**102	0.4	27.0	91	**173	0.7	45.8	145
CBS MAGAZINE NETWORK (GROSS)	1498	1346	1.9	89.9	101	523	2.3	34.9	126	417	1.7	27.8	94	406	1.6	27.1	86
CHANGING TIMES	1505	1381	1.9	91.8	103	296	1.3	19.7	71	488	2.0	32.4	110	597	2.3	39.7	126
COLONIAL HOMES	1231	1022	1.4	83.0	94	303	1.4	24.6	89	371	1.5	30.1	102	348	1.4	28.3	90
CONDE NAST MAG. PKG. (GROSS)	14146	12298	17.1	86.9	98	4343	19.4	30.7	111	3755	15.7	26.5	90	4200	16.5	29.7	94
CONSUMERS DIGEST	1323	1214	1.7	91.8	103	321	1.4	24.3	88	549	2.3	41.5	140	344	1.3	26.0	83
COSMOPOLITAN	7102	6238	8.7	87.8	99	2377	10.6	33.5	121	1858	7.8	26.2	88	2002	7.9	28.2	90
COUNTRY LIVING	2481	2327	3.2	93.8	106	826	3.7	33.3	120	682	2.8	27.5	93	819	3.2	33.0	105
CUISINE	1472	1364	1.9	92.7	105	443	2.0	30.1	109	481	2.0	32.7	111	439	1.7	29.8	95
CYCLE WORLD	425	390	0.5	91.8	103	**152	0.7	35.8	129	**123	0.5	28.9	98	**115	0.5	27.1	86
DCI:CREATIVE IDEAS FOR LIV	2510	2335	3.3	93.0	105	838	3.7	33.4	121	767	3.2	30.6	103	731	2.9	29.1	93
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6063	8.4	90.6	102	1900	8.5	28.4	103	2040	8.5	30.5	103	2123	8.3	31.7	101
DISCOVER	894	736	1.0	82.3	93	239	1.1	26.7	97	253	1.1	28.3	96	244	1.0	27.3	87
EBONY	3507	2939	4.1	83.8	95	1277	5.7	36.4	132	853	3.5	23.8	81	827	3.2	23.6	75
ESQUIRE	1083	900	1.3	83.1	94	334	1.5	30.8	112	290	1.2	26.8	91	276	1.1	25.5	81
ESSENCE	1830	1580	2.2	86.3	97	713	3.2	39.0	141	469	2.0	25.6	87	398	1.6	21.7	69
FAMILY CIRCLE	15930	14477	20.2	90.9	102	4831	21.6	30.3	110	4985	20.8	31.3	106	4661	18.3	29.3	93
THE FAMILY HANDYMAN	1126	1058	1.5	94.0	106	380	1.7	33.7	122	328	1.4	29.1	99	350	1.4	31.1	99
FAMILY WEEKLY	11468	10602	14.8	92.4	104	3415	15.3	29.8	108	3657	15.3	31.9	108	3530	13.9	30.8	98
FIELD & STREAM	2234	2015	2.8	90.2	102	648	2.9	29.0	105	777	3.2	34.8	118	591	2.3	26.5	84
FOOD & WINE	579	503	0.7	86.9	98	*156	0.7	26.9	98	*185	0.8	32.0	108	*162	0.6	28.0	89
FORBES	728	563	0.8	77.3	87	*144	0.6	19.8	72	*175	0.7	24.0	81	244	1.0	33.5	107
FORTUNE	906	743	1.0	82.0	92	*150	0.7	16.6	60	*309	1.3	34.1	115	284	1.1	31.3	100
GENTLEMEN'S QUARTERLY	791	644	0.9	81.4	92	275	1.2	34.8	126	*210	0.9	26.5	90	*159	0.6	20.1	64
GLAMOUR	5265	4620	6.4	87.7	99	1543	6.9	29.3	106	1478	6.2	28.1	95	1599	6.3	30.4	97
GOLF DIGEST	636	541	0.8	85.1	96	*148	0.7	23.3	84	*234	1.0	36.8	124	*159	0.6	25.0	79
GOLF DIGEST/TENNIS (GROSS)	1186	1039	1.4	87.6	99	290	1.3	24.5	88	359	1.5	30.3	102	389	1.5	32.8	104
GOLF MAGAZINE	441	415	0.6	94.1	106	**97	0.4	22.0	80	**161	0.7	36.5	123	*158	0.6	35.8	114
GOLF MAGAZINE/SKI (GROSS)	922	868	1.2	94.1	106	*198	0.9	21.5	78	326	1.4	35.4	120	344	1.3	37.3	119
GOOD HOUSEKEEPING	16487	14965	20.8	90.8	102	4688	21.0	28.4	103	5069	21.2	30.7	104	5208	20.4	31.6	100
HARPER'S BAZAAR	2423	2127	3.0	87.8	99	716	3.2	29.6	107	642	2.7	26.5	90	769	3.0	31.7	101
HEALTH	1994	1787	2.5	89.6	101	580	2.6	29.1	105	552	2.3	27.7	94	655	2.6	32.8	104
HEARST MAG CORP. BUY (GROSS)	44101	39527	55.0	89.6	101	13312	59.5	30.2	109	12857	53.7	29.2	99	13358	52.4	30.3	96
HEARST MAN POWER (GROSS)	1993	1764	2.5	88.5	100	671	3.0	33.7	122	564	2.4	28.3	96	528	2.1	26.5	84
HEARST WOMAN POWER (GROSS)	31274	28173	39.2	90.1	102	9410	42.1	30.1	109	9236	38.6	29.5	100	9528	37.4	30.5	97
HOUSE BEAUTIFUL	36223	3199	4.5	88.3	100	1106	4.9	30.5	110	1076	4.5	29.7	100	1017	4.0	28.1	89
INC.	283	*216	0.3	76.3	86	**83	0.4	29.3	106	**32	0.1	11.3	38	**101	0.4	35.7	113
JET	2928	2476	3.4	84.6	95	1148	5.1	39.2	142	683	2.9	23.3	79	645	2.5	22.0	70
LADIES' HOME JOURNAL	11918	10743	15.0	90.1	102	3577	16.0	30.0	109	3547	14.8	29.8	101	3618	14.2	30.4	96
LHJ FAMILY GRP COMBO(GROSS)	16764	15111	21.0	90.1	102	4999	22.3	29.8	108	5045	21.1	30.1	102	5067	19.9	30.2	96
LIFE	4254	3736	5.2	87.8	99	1340	6.0	31.5	114	1275	5.3	30.0	101	1121	4.4	26.4	84
L.A. TIMES HOME MAGAZINE	1145	963	1.3	84.1	95	*188	0.8	16.4	59	409	1.7	35.7	121	366	1.4	32.0	102
MADEMOISELLE	2884	2631	3.7	91.2	103	995	4.4	34.5	125	760	3.2	26.4	89	877	3.4	30.4	97
MC CALL'S	13460	12237	17.0	90.9	103	3907	17.5	29.0	105	4108	17.2	30.5	103	4222	16.6	31.4	100
MC CALL'S/MRK MOTHER (GROSS)	14606	13285	18.5	91.0	103	4280	19.1	29.3	106	4425	18.5	30.3	102	4580	18.0	31.4	100
MECHANIX ILLUSTRATED	772	719	1.0	93.1	105	*229	1.0	29.7	107	*284	1.2	36.8	124	*206	0.8	26.7	85
METROPOLITAN HOME	967	825	1.1	85.3	96	*251	1.1	26.0	94	236	1.0	24.4	83	337	1.3	34.9	111
MONEY	1588	1388	1.9	87.4	99	341	1.5	21.5	78	500	2.1	31.5	106	546	2.1	34.4	109
MOTHER EARTH NEWS	1002	923	1.3	92.1	104	294	1.3	29.3	106	344	1.4	34.3	116	285	1.1	28.4	90
MS.	825	769	1.1	93.2	105	256	1.1	31.0	112	220	0.9	26.7	90	293	1.1	35.5	113
NATIONAL ENQUIRER	10336	9117	12.7	88.2	99	3589	16.0	34.7	126	2968	12.4	28.7	97	2561	10.0	24.8	79
NATIONAL GEOGRAPHIC	9597	8521	11.9	88.8	100	2431	10.9	25.3	92	3038	12.7	31.7	107	3051	12.0	31.8	101
NATIONAL SUNDAY MAGAZINE PKG	49558	44508	62.0	89.8	101	14303	63.9	28.9	104	14811	61.8	29.9	101	15394	60.4	31.1	99
NATURAL HISTORY	573	514	0.7	89.7	101	*147	0.7	25.7	93	*211	0.9	36.8	125	*156	0.6	27.2	87
NEW WOMAN	1699	1543	2.1	90.8	102	432	1.9	25.4	92	507	2.1	29.8	101	604	2.4	35.6	113
NEW YORK INCLUDING CUE	443	412	0.6	93.0	105	*163	0.7	36.8	133	*101	0.4	22.8	77	*148	0.6	33.4	106
THE NEW YORKER	1270	1122	1.6	88.3	100	301	1.3	23.7	86	357	1.5	28.1	95	463	1.8	36.5	116
NEWSWEEK	6277	5480	7.6	87.3	98	1609	7.2	25.6	93	1847	7.7	29.4	100	2024	7.9	32.2	102
THE N.Y. TIMES DAILY EDITION	1205	1113	1.5	92.4	104	335	1.5	27.8	101	283	1.2	23.5	79	495	1.9	41.1	131
THE N.Y. TIMES MAGAZINE	2081	1889	2.6	90.8	102	597	2.7	28.7	104	538	2.2	25.9	87	754	3.0	36.2	115
OMNI	788	658	0.9	83.5	94	*208	0.9	26.4	96	*198	0.8	25.1	85	251	1.0	31.9	101
ON CABLE	1158	1004	1.4	86.7	98	427	1.9	36.9	133	336	1.4	29.0	98	*241	0.9	20.8	66
1001 HOME IDEAS	2852	2582	3.6	90.5	102	842	3.8	29.5	107	946	4.0	33.2	112	794	3.1	27.8	88
ORGANIC GARDENING	1658	1472	2.0	88.8	100	511	2.3	30.8	112	454	1.9	27.4	93	508	2.0	30.6	97
OUTDOOR LIFE	896	824	1.1	92.0	104	278	1.2	31.0	112	*234	1.0	26.1	88	312	1.2	34.8	111
PARADE MAGAZINE	24275	21767	30.3	89.7	101	7108	31.8	29.3	106	7374	30.8	30.4	103	7286	28.6	30.0	95

MAYONNAISE & MAYONNAISE TYPE SALAD DRESSING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	71808	100.0	88.7	100	22376	100.0	27.6	100	23947	100.0	29.6	100	25485	100.0	31.5	100
PARENTS	3845	3441	4.8	89.5	101	1276	5.7	33.2	120	1192	5.0	31.0	105	974	3.8	25.3	80
PENTHOUSE	831	697	1.0	83.9	95	*335	1.5	40.3	146	*187	0.8	22.5	76	*175	0.7	21.1	67
PEOPLE	11645	10284	14.3	88.3	100	3659	16.4	31.4	114	3396	14.2	29.2	99	3229	12.7	27.7	88
PLAYBOY	2006	1777	2.5	88.6	100	734	3.3	36.6	132	547	2.3	27.3	92	496	1.9	24.7	79
POPULAR HOT RODDING	297	*243	0.3	81.8	92	**105	0.5	35.4	128	**68	0.3	22.9	77	**70	0.3	23.6	75
POPULAR MECHANICS	1018	934	1.3	91.7	103	*389	1.7	38.2	138	320	1.3	31.4	106	*226	0.9	22.2	71
POPULAR SCIENCE	878	758	1.1	86.3	97	*290	1.3	33.0	120	*271	1.1	30.9	104	*197	0.8	22.4	71
PREVENTION	3913	3541	4.9	90.5	102	1063	4.8	27.2	98	1149	4.8	29.4	91	1329	5.2	34.0	108
PSYCHOLOGY TODAY	1710	1577	2.2	92.2	104	601	2.7	35.1	127	460	1.9	26.9	91	516	2.0	30.2	96
READER'S DIGEST	22204	20040	27.9	90.3	102	6151	27.5	27.7	100	6693	27.9	30.1	102	7196	28.2	32.4	103
REDBOOK	7684	6970	9.7	90.7	102	2345	10.5	30.5	110	2308	9.6	30.0	102	2317	9.1	30.2	96
ROAD & TRACK	410	382	0.5	93.2	105	*174	0.8	42.4	154	**110	0.5	26.8	91	**98	0.4	23.9	76
ROLLING STONE	969	896	1.2	92.5	104	303	1.4	31.3	113	318	1.3	32.8	111	275	1.1	28.4	90
RUNNER'S WORLD	298	272	0.4	91.3	103	**91	0.4	30.5	111	**68	0.3	22.8	77	*113	0.4	37.9	121
SATURDAY EVENING POST	1169	1045	1.5	89.4	101	258	1.2	22.1	80	373	1.6	31.9	108	414	1.6	35.4	113
SCIENCE 84	587	561	0.8	95.6	108	*210	0.9	35.8	129	*144	0.6	24.5	83	*207	0.8	35.3	112
SCIENCE DIGEST	482	441	0.6	91.5	103	*157	0.7	32.6	118	**87	0.4	18.0	61	*197	0.8	40.9	130
SCIENTIFIC AMERICAN	594	533	0.7	89.7	101	*164	0.7	27.6	100	**154	0.6	25.9	88	*215	0.8	36.2	115
SELF	2089	1730	2.4	82.8	93	624	2.8	29.9	108	519	2.2	24.8	84	587	2.3	28.1	89
SEVENTEEN	2411	2039	2.8	84.6	95	929	4.2	38.5	139	617	2.6	25.6	87	492	1.9	20.4	65
SKI	480	453	0.6	94.4	106	**101	0.5	21.0	76	*166	0.7	34.6	117	*186	0.7	38.8	123
SMITHSONIAN	2760	2463	3.4	89.2	101	682	3.0	24.7	89	733	3.1	26.6	90	1048	4.1	38.0	121
SOAP OPERA DIGEST	3013	2662	3.7	88.4	100	1211	5.4	40.2	145	871	3.6	28.9	98	579	2.3	19.2	61
SOUTHERN LIVING	4184	3728	5.2	89.1	100	1062	4.7	25.4	92	1273	5.3	30.4	103	1393	5.5	33.3	106
SPORT	559	496	0.7	87.8	100	*199	0.9	35.6	129	**146	0.6	26.1	88	*152	0.6	27.2	86
THE SPORTING NEWS	436	424	0.6	97.2	110	**120	0.5	27.5	100	**197	0.8	45.2	153	**107	0.4	24.5	78
SPORTS AFIELD	493	389	0.5	78.9	89	*126	0.6	25.6	93	*157	0.7	31.8	108	**106	0.4	21.5	68
SPORTS ILLUSTRATED	2758	2419	3.4	87.7	99	804	3.6	29.2	106	829	3.5	30.1	102	785	3.1	28.5	90
STAR	7456	6586	9.2	88.3	100	2461	11.0	33.0	119	2149	9.0	28.8	97	1976	7.8	26.5	84
SUNDAY	24936	22191	30.9	89.0	100	7276	32.5	29.2	106	7060	29.5	28.3	96	7855	30.8	31.5	100
SUNSET	2124	1994	2.8	93.9	106	464	2.1	21.8	79	748	3.1	35.2	119	782	3.1	36.8	117
TV GUIDE	21661	19362	27.0	89.4	101	7000	31.3	32.3	117	6329	26.4	29.2	99	6032	23.7	27.8	88
TENNIS	550	497	0.7	90.4	102	*142	0.6	25.8	93	**125	0.5	22.7	77	*230	0.9	41.8	133
TIME	8880	7950	11.1	89.5	101	2737	12.2	30.8	112	2507	10.5	28.2	95	2705	10.6	30.5	97
TOWN & COUNTRY	917	773	1.1	84.3	95	*219	1.0	23.9	86	243	1.0	26.5	90	310	1.2	33.8	107
TRAVEL & LEISURE	972	896	1.2	92.2	104	262	1.2	27.0	98	396	1.7	40.7	138	238	0.9	24.5	78
TRUE STORY	3356	3025	4.2	90.1	102	1293	5.8	38.5	139	1054	4.4	31.4	106	678	2.7	20.2	64
U.S. NEWS & WORLD REPORT	3410	3026	4.2	88.7	100	879	3.9	25.8	93	1161	4.8	34.0	115	986	3.9	28.9	92
USA TODAY	1759	1563	2.2	88.9	100	521	2.3	29.6	107	502	2.1	28.5	97	540	2.1	30.7	98
US	1873	1700	2.4	90.8	102	642	2.9	34.3	124	527	2.2	28.1	95	531	2.1	28.4	90
VOGUE	3909	3316	4.6	84.8	96	1181	5.3	30.2	109	998	4.2	25.5	86	1137	4.5	29.1	92
WALL STREET JOURNAL	1886	1716	2.4	91.0	103	470	2.1	24.9	90	589	2.5	31.2	106	657	2.6	34.8	111
WEIGHT WATCHERS	2120	1868	2.6	88.1	99	699	3.1	33.0	119	408	1.7	19.2	65	761	3.0	35.9	114
WOMAN'S DAY	14172	12826	17.9	90.5	102	4284	19.1	30.2	109	4336	18.1	30.6	103	4206	16.5	29.7	94
WORKING MOTHER	1146	1048	1.5	91.4	103	373	1.7	32.5	118	317	1.3	27.7	94	358	1.4	31.2	99
WORKING WOMAN	1322	1133	1.6	85.7	97	315	1.4	23.8	86	356	1.5	26.9	91	462	1.8	34.9	111
WORLD TENNIS	*163	*142	0.2	87.1	98	**77	0.3	47.2	171	**42	0.2	25.8	87	**22	0.1	13.5	43
ZIFF-DAVIS MAG NETHK (GROSS)	2532	2250	3.1	88.9	100	584	2.6	23.1	83	958	4.0	37.8	128	708	2.8	28.0	89
BLAIR INSERTS	43657	39021	54.3	89.4	101	12462	55.7	28.5	103	12848	53.7	29.4	100	13711	53.8	31.4	100
DAILY NEWSPAPERS																	
READ ANY	51633	46424	64.7	89.9	101	14730	65.8	28.5	103	15403	64.3	29.8	101	16292	63.9	31.6	100
READ ONE	43463	38932	54.2	89.6	101	12303	55.0	28.3	102	13163	55.0	30.3	102	13467	52.8	31.0	98
READ TWO OR MORE	8170	7492	10.4	91.7	103	2427	10.8	29.7	108	2240	9.4	27.4	93	2825	11.1	34.6	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	47264	65.8	89.7	101	15141	67.7	28.7	104	15793	65.9	30.0	101	16330	64.1	31.0	99
READ ONE	46126	41293	57.5	89.5	101	13102	58.6	28.4	103	13884	58.0	30.1	102	14308	56.1	31.0	99
READ TWO OR MORE	6552	5971	8.3	91.1	103	2039	9.1	31.1	113	1909	8.0	29.1	99	2022	7.9	30.9	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.76				28.11				28.19				27.03			
30 DAY REACH	71455	63071	87.8	88.3	100	19503	87.2	27.3	99	21333	89.1	29.9	101	22234	87.2	31.1	99
50 SHWG - 30 DAY AV FREQ	14.56	14.65				14.70				14.89				14.37			
30 DAY REACH	67742	59886	83.4	88.4	100	18668	83.4	27.6	100	20242	84.5	29.9	101	20976	82.3	31.0	98
25 SHWG - 30 DAY AV FREQ	7.94	7.98				7.99				8.14				7.82			
30 DAY REACH	62117	54925	76.5	88.4	100	17132	76.6	27.6	100	18502	77.3	29.8	101	19290	75.7	31.1	99
CABLE TV: HOME WIRED	32077	29099	40.5	90.7	102	9362	41.8	29.2	106	9971	41.6	31.1	105	9766	38.3	30.4	97
HOME NOT WIRED	48909	42709	59.5	87.3	98	13014	58.2	26.6	96	13976	58.4	28.6	97	15719	61.7	32.1	102
HAVE PAY CABLE	15935	14549	20.3	91.3	103	5376	24.0	33.7	122	5010	20.9	31.4	106	4164	16.3	26.1	83

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	71808	100.0	88.7	100	22376	100.0	27.6	100	23947	100.0	29.6	100	25485	100.0	31.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	39363	54.8	89.6	101	12774	57.1	29.1	105	13210	55.2	30.1	102	13378	52.5	30.5	97
10:00 AM - 3:00 PM	30659	27515	38.3	89.7	101	9159	40.9	29.9	108	8917	37.2	29.1	98	9439	37.0	30.8	98
3:00 PM - 7:00 PM	31045	27515	38.3	88.6	100	9229	41.2	29.7	108	9244	38.6	29.8	101	9042	35.5	29.1	93
7:00 PM - MIDNIGHT	15767	13961	19.4	88.5	100	4714	21.1	29.9	108	4541	19.0	28.8	97	4706	18.5	29.8	95
MIDNIGHT - 6:00 AM	9120	8225	11.5	90.2	102	2528	11.3	27.7	100	2763	11.5	30.3	102	2933	11.5	32.2	102
6:00 AM - MIDNIGHT	58527	52243	72.8	89.3	101	16908	75.6	28.9	105	17502	73.1	29.9	101	17833	70.0	30.5	97
ENTIRE DAY	59311	52928	73.7	89.2	101	17069	76.3	28.8	104	17706	73.9	29.9	101	18152	71.2	30.6	97
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14607	20.3	90.3	102	4726	21.1	29.2	106	4728	19.7	29.2	99	5153	20.2	31.9	101
ALL NEWS	2256	1960	2.7	86.9	98	647	2.9	28.7	104	658	2.7	29.2	99	656	2.6	29.1	92
AOR/PROGRESSIVE	3874	3481	4.8	89.9	101	1035	4.6	26.7	97	1120	4.7	28.9	98	1327	5.2	34.3	109
BEAUTIFUL MUSIC	5660	5133	7.1	90.7	102	1726	7.7	30.5	110	1618	6.8	28.6	97	1788	7.0	31.6	100
BLACK	2204	1852	2.6	84.0	95	812	3.6	36.8	133	634	2.6	28.8	97	405	1.6	18.4	58
CLASSICAL	1418	1316	1.8	92.8	105	426	1.9	30.0	109	446	1.9	31.5	106	444	1.7	31.3	100
CHR/ROCK	9538	8417	11.7	88.2	100	2853	12.8	29.9	108	3019	12.6	31.7	107	2546	10.0	26.7	85
COUNTRY	12648	11401	15.9	90.1	102	3791	16.9	30.0	108	3798	15.9	30.0	102	3812	15.0	30.1	96
GOLDEN OLDIES	1191	1054	1.5	88.5	100	381	1.7	32.0	116	397	1.7	33.3	113	276	1.1	23.2	74
MOR/NOSTALGIA	4757	4297	6.0	90.3	102	1060	4.7	22.3	81	1553	6.5	32.6	110	1684	6.6	35.4	112
NEWS/TALK	3863	3419	4.8	88.5	100	883	3.9	22.9	83	1188	5.0	30.8	104	1347	5.3	34.9	111
RELIGIOUS	3084	2646	3.7	85.8	97	784	3.5	25.4	92	1009	4.2	32.7	111	853	3.3	27.7	88
SOFT ROCK	521	439	0.6	84.3	95	*114	0.5	21.9	79	*164	0.7	31.5	106	*162	0.6	31.1	99
URBAN CONTEMPORARY	1585	1356	1.9	85.6	96	626	2.8	39.5	143	425	1.8	26.8	91	305	1.2	19.2	61
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2819	3.9	86.4	97	918	4.1	28.2	102	1049	4.4	32.2	109	852	3.3	26.1	83
ABC DIRECTION	2316	2099	2.9	90.6	102	720	3.2	31.1	113	772	3.2	33.3	113	607	2.4	26.2	83
ABC ENTERTAINMENT	4834	4326	6.0	89.5	101	1274	5.7	26.4	95	1578	6.6	32.6	110	1474	5.8	30.5	97
ABC FM	2202	1924	2.7	87.4	99	758	3.4	34.4	125	584	2.4	26.5	90	583	2.3	26.5	84
ABC INFORMATION	5425	4937	6.9	91.0	103	1332	6.0	24.6	89	1682	7.0	31.0	105	1922	7.5	35.4	113
ABC ROCK	1677	1445	2.0	86.2	97	502	2.2	29.9	108	491	2.1	29.3	99	452	1.8	27.0	86
CBS	4430	3915	5.5	88.4	100	1076	4.8	24.3	88	1259	5.3	28.4	96	1580	6.2	35.7	113
MUTUAL	4992	4436	6.2	88.9	100	1462	6.5	29.3	106	1405	5.9	28.1	95	1569	6.2	31.4	100
NBC	4679	4150	5.8	88.7	100	1337	6.0	28.6	103	1162	4.9	24.8	84	1651	6.5	35.3	112
RADIORADIO	1994	1778	2.5	89.2	101	616	2.8	30.9	112	574	2.4	28.8	97	588	2.3	29.5	94
RKO ONE	2298	2026	2.8	88.2	99	712	3.2	31.0	112	721	3.0	31.4	106	593	2.3	25.8	82
RKO TWO	3311	2902	4.0	87.6	99	1060	4.7	32.0	116	976	4.1	29.5	100	866	3.4	26.2	83
THE SOURCE	2114	1911	2.7	90.4	102	690	3.1	32.6	118	539	2.3	25.5	86	682	2.7	32.3	103
NON-WIRED : BLAIR	8654	7875	11.0	91.0	103	2574	11.5	29.7	108	2884	12.0	33.3	113	2417	9.5	27.9	89
INTERNET	12025	10775	15.0	89.6	101	3696	16.5	30.7	111	3465	14.5	28.8	97	3614	14.2	30.1	96
KATZ RADIO GROUP	15359	13807	19.2	89.9	101	4494	20.1	29.3	106	4457	18.6	29.0	98	4856	19.1	31.6	100
SUPERNET	10628	9303	13.0	87.5	99	2930	13.1	27.6	100	2929	12.2	27.6	93	3445	13.5	32.4	103
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	7554	10.5	87.2	98	2266	10.1	26.2	95	2436	10.2	28.1	95	2853	11.2	32.9	105
MKDAY 9:00 AM - 1:00 PM	12163	10655	14.8	87.6	99	3317	14.8	27.3	99	3701	15.5	30.4	103	3636	14.3	29.9	95
MKDAY 1:00 PM - 4:30 PM	16150	14210	19.8	88.0	99	4598	20.5	28.5	103	4654	19.4	28.8	97	4959	19.5	30.7	98
MKDAY 4:30 PM - 7:30 PM	22463	19803	27.6	88.2	99	5878	26.3	26.2	95	6625	27.7	29.5	100	7299	28.6	32.5	103
MKDAY 7:30 PM - 8:00 PM	31795	28275	39.4	88.9	100	8233	36.8	25.9	94	9520	39.8	29.9	101	10522	41.3	33.1	105
MKDAY 11:00 PM - 11:30 PM	23977	21096	29.4	88.0	99	6600	29.5	27.5	100	6783	28.3	28.3	96	7713	30.3	32.2	102
MKDAY 11:30 PM - 1:00 AM	7703	6713	9.3	87.1	98	2247	10.0	29.2	106	2099	8.8	27.2	92	2368	9.3	30.7	98
M-SAT 8-11 PM+SUN 7-11 PM	33800	30029	41.8	88.8	100	9312	41.6	27.6	100	9935	41.5	29.4	99	10782	42.3	31.9	101
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5720	8.0	87.5	99	2014	9.0	30.8	111	1878	7.8	28.7	97	1827	7.2	27.9	89
ANOTHER WORLD	N 4620	4082	5.7	88.4	100	1259	5.6	27.3	99	1328	5.5	28.7	97	1496	5.9	32.4	103
AS THE WORLD TURNS	C 5614	4954	6.9	88.2	100	1559	7.0	27.8	101	1595	6.7	28.4	96	1799	7.1	32.0	102
CAPITOL	C 3396	2946	4.1	86.7	98	1026	4.6	30.2	109	882	3.7	26.0	88	1039	4.1	30.6	97
CBS MORN. NEWS 1	C 1446	1218	1.7	84.2	95	352	1.6	24.3	88	410	1.7	28.4	96	456	1.8	31.5	100
CBS MORN. NEWS 2	C 1207	995	1.4	82.4	93	289	1.3	23.9	87	330	1.4	27.3	92	375	1.5	31.1	99
DAYS OF OUR LIVES	N 5877	5266	7.3	89.6	101	1682	7.5	28.6	104	1777	7.4	30.2	102	1807	7.1	30.7	98
FACTS OF LIFE - DAYTIME	N 2290	1888	2.6	82.4	93	576	2.6	25.2	91	642	2.7	28.0	95	670	2.6	29.3	93
FAMILY FEUD	A 3023	2635	3.7	87.2	98	866	3.9	28.6	104	851	3.6	28.2	95	919	3.6	30.4	97
GENERAL HOSPITAL	A 6097	5200	7.2	85.3	96	1767	7.9	29.0	105	1675	7.0	27.5	93	1757	6.9	28.8	92
GOOD MORNING, AMERICA-730A	A 3515	3156	4.4	89.8	101	864	3.9	24.6	89	971	4.1	27.6	93	1321	5.2	37.6	119
GOOD MORNING, AMERICA-830A	A 2818	2568	3.6	91.1	103	780	3.5	27.7	100	876	3.7	31.1	105	912	3.6	32.4	103
GUIDING LIGHT	C 5339	4709	6.6	88.2	99	1517	6.8	28.4	103	1519	6.3	28.5	96	1674	6.6	31.4	100
ONE LIFE TO LIVE	A 4478	3844	5.4	85.8	97	1318	5.9	29.4	107	1189	5.0	26.6					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	71808	100.0	88.7	100	22376	100.0	27.6	100	23947	100.0	29.6	100	25485	100.0	31.5	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	23006	32.0	88.3	100	6203	27.7	23.8	86	7855	32.8	30.1	102	8948	35.1	34.3	109
NETWORK AFFILIATES - LATE	20261	17826	24.8	88.0	99	5440	24.3	26.8	97	5771	24.1	28.5	96	6615	26.0	32.6	104
INDEPENDENTS - LATE	2076	1828	2.5	88.1	99	515	2.3	24.8	90	623	2.6	30.0	101	691	2.7	33.3	106
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	9383	13.1	89.8	101	3299	14.7	31.6	114	2948	12.3	28.2	95	3135	12.3	30.0	95
ABC MONDAY NIGHT MOVIE	A 6412	5762	8.0	89.9	101	1604	7.2	25.0	91	1946	8.1	30.3	103	2212	8.7	34.5	110
ABC SUNDAY NIGHT MOVIE	A 12407	10974	15.3	88.5	100	3276	14.6	26.4	96	3625	15.1	29.2	99	4073	16.0	32.8	104
ABC WORLD NEWS TONIGHT	A 6176	5574	7.8	90.3	102	1622	7.2	26.3	95	1920	8.0	31.1	105	2032	8.0	32.9	105
AFTERMASH	C 5863	5028	7.0	85.8	97	1511	6.8	25.8	93	1703	7.1	29.0	98	1814	7.1	30.9	98
ALICE	C 9594	8500	11.8	88.6	100	2492	11.1	26.0	94	2748	11.5	28.6	97	3261	12.8	34.0	108
AMERICAN PARADE	C 6622	5774	8.0	87.2	98	1468	6.6	22.2	80	1938	8.1	29.3	99	2369	9.3	35.8	114
BENSON	A 10886	9599	13.4	88.2	99	2631	11.8	24.2	87	3245	13.6	29.8	101	3723	14.6	34.2	109
BLUE THUNDER	A 5036	4575	6.4	90.8	102	1322	5.9	26.3	95	1565	6.5	31.1	105	1688	6.6	33.5	107
CAGNEY & LACEY	C 9965	9018	12.6	90.5	102	2670	11.9	26.8	97	2853	11.9	28.6	97	3495	13.7	35.1	111
CBS EVENING NEWS-DEAN	C 3491	3046	4.2	87.3	98	737	3.3	21.1	76	993	4.1	28.4	96	1317	5.2	37.7	120
CBS EVENING NEWS-RATHER	C 7123	6304	8.8	88.5	100	1559	7.0	21.9	79	2008	8.4	28.2	95	2736	10.7	38.4	122
CBS SAT. NEWS-SCHIEFFER	C 3621	3209	4.5	88.6	100	781	3.5	21.6	78	1019	4.3	28.1	95	1410	5.5	38.9	124
CBS SATURDAY NIGHT MOVIE	C 5436	4907	6.8	90.3	102	1643	7.3	30.2	109	1587	6.6	29.2	99	1677	6.6	30.8	98
CBS WEDNESDAY NIGHT MOVIE	C 6100	5415	7.5	88.8	100	1551	6.9	25.4	92	1802	7.5	29.5	100	2062	8.1	33.8	107
CHEERS	N 8889	7728	10.8	86.9	98	2500	11.2	28.1	102	2453	10.2	27.6	93	2774	10.9	31.2	99
DALLAS	C 22109	19270	26.8	87.2	98	5897	26.4	26.7	97	6255	26.1	28.3	96	7118	27.9	32.2	102
DIFF'RENT STROKES	N 6940	6157	8.6	88.7	100	1827	8.2	26.3	95	2228	9.3	32.1	109	2103	8.3	30.3	96
DOUBLE TROUBLE	N 7223	6401	8.9	88.6	100	2049	9.2	28.4	103	2179	9.1	30.2	102	2173	8.5	30.1	96
DUCK FACTORY	N 5595	4871	6.8	87.1	98	1672	7.5	29.9	108	1438	6.0	25.7	87	1762	6.9	31.5	100
DUKES OF HAZZARD	C 5768	5081	7.1	88.1	99	1611	7.2	27.9	101	1557	6.5	27.0	91	1913	7.5	33.2	105
DYNASTY	A 20053	17843	24.8	89.0	100	5677	25.4	28.3	102	6253	26.1	31.2	105	5914	23.2	29.5	94
FACTS OF LIFE	N 8087	7154	10.0	88.5	100	2349	10.5	29.0	105	2290	9.6	28.3	96	2515	9.9	31.1	99
FALCON CREST	C 20046	17516	24.4	87.4	99	5357	23.9	26.7	97	5674	23.7	28.3	96	6485	25.4	32.4	103
FALL GUY	A 9084	8205	11.4	90.3	102	2622	11.7	28.9	104	2498	10.4	27.5	93	3085	12.1	34.0	108
FAMILY TIES	N 7964	7066	9.8	88.7	100	2182	9.8	27.4	99	2421	10.1	30.4	103	2462	9.7	30.9	98
FANTASY ISLAND	A 7687	6699	9.3	87.1	98	2035	9.1	26.5	96	2264	9.5	29.5	100	2399	9.4	31.2	99
FOULUPS, BLEEPS & BLUNDERS	A 8861	7917	11.0	89.3	101	2292	10.2	25.9	94	2728	11.4	30.8	104	2897	11.4	32.7	104
FOUR SEASONS	C 5095	4467	6.2	87.7	99	1466	6.6	28.8	104	1418	5.9	27.8	94	1583	6.2	31.1	99
GIMME A BREAK	N 8838	7739	10.8	87.6	99	2344	10.5	26.5	96	2653	11.1	30.0	102	2743	10.8	31.0	99
HART TO HART	A 8978	7870	11.0	87.7	99	2324	10.4	25.9	94	2805	11.7	31.2	106	2740	10.8	30.5	97
HILL STREET BLUES	N 8590	7486	10.4	87.1	98	2767	12.4	32.2	117	2253	9.4	26.2	89	2466	9.7	28.7	91
HOTEL	A 14085	12599	17.5	89.4	101	3994	17.8	28.4	103	4196	17.5	29.8	101	4410	17.3	31.3	99
JEFFERSONS	C 9360	8239	11.5	88.0	99	2636	11.8	28.2	102	2575	10.8	27.5	93	3028	11.9	32.4	103
JENNIFER SLEPT HERE	N 5841	5115	7.1	87.6	99	1583	7.1	27.1	98	1834	7.7	31.4	106	1698	6.7	29.1	92
KATE & ALLIE	C 9206	8183	11.4	88.9	100	2422	10.8	26.3	95	2635	11.0	28.6	97	3126	12.3	34.0	108
KNIGHT RIDER	N 7076	6479	9.0	91.6	103	2088	9.3	29.5	107	2145	9.0	30.3	103	2246	8.8	31.7	101
LOVE BOAT	A 12219	10878	15.1	89.0	100	3186	14.2	26.1	94	3860	16.1	31.6	107	3832	15.0	31.4	100
MAGNUM PI	C 11199	9966	13.9	89.0	100	3332	14.9	29.8	108	3052	12.7	27.3	92	3582	14.1	32.0	102
MAMA'S FAMILY	N 6057	5312	7.4	87.7	99	1635	7.3	27.0	98	1603	6.7	26.5	90	2075	8.1	34.3	109
MASTER, THE	N 3598	3146	4.4	87.4	99	1244	5.6	34.6	125	853	3.6	23.7	80	1048	4.1	29.1	93
MATT HOUSTON	A 6344	5714	8.0	90.1	102	1839	8.2	29.0	105	1872	7.8	29.5	100	2003	7.9	31.6	100
NBC MONDAY NIGHT MOVIE	N 11994	10485	14.6	87.4	99	3438	15.4	28.7	104	3454	14.4	28.8	97	3593	14.1	30.0	95
NBC NIGHTLY NEWS	N 5132	4567	6.4	89.0	100	1189	5.3	33.2	84	1512	6.3	29.5	100	1866	7.3	36.4	116
NBC NIGHTLY NEWS-SAT	N 3375	2969	4.1	88.0	99	723	3.2	21.4	78	1091	4.6	32.3	109	1155	4.5	34.2	109
NBC NIGHTLY NEWS-SUN	N 3130	2707	3.8	86.5	98	594	2.7	19.0	69	1019	4.3	32.6	110	1094	4.3	35.0	111
NBC SUNDAY NIGHT MOVIE	N 8284	7408	10.3	89.4	101	2420	10.8	29.2	106	2393	10.0	28.9	98	2594	10.2	31.3	100
NEWMART	C 9240	8235	11.5	89.1	101	2396	10.7	25.9	94	2641	11.0	28.6	97	3198	12.5	34.6	110
ONE DAY AT A TIME	C 7288	6312	8.8	86.6	98	2028	9.1	27.8	101	2147	9.0	29.5	100	2136	8.4	29.3	93
PEOPLE ARE FUNNY	N 4855	4232	5.9	87.2	98	1196	5.3	24.6	89	1331	5.6	27.4	93	1704	6.7	35.1	112
REAL PEOPLE	N 8869	7965	11.1	89.8	101	2355	10.5	26.6	96	2839	11.9	32.0	108	2771	10.9	31.2	99
REMINGTON STEELE	N 7743	6754	9.4	87.2	98	2127	9.5	27.5	99	2113	8.8	27.3	92	2515	9.9	32.5	103
RIPLY'S BELIEVE IT - NOT A	N 5345	4763	6.6	89.1	101	1433	6.4	26.8	97	1639	6.8	30.7	104	1692	6.6	31.7	101
RIPTIDE	N 6988	6272	8.7	89.8	101	2078	9.3	29.7	108	2060	8.6	29.5	100	2135	8.4	30.6	97
SCARECROW & MRS. KING	C 10002	8822	12.3	88.2	99	2463	11.0	24.6	89	3002	12.5	30.0	102	3357	13.2	33.6	107
SIMON & SIMON	C 10638	9597	13.4	90.2	102	3132	14.0	29.4	107	3092	12.9	29.1	98	3373	13.2	31.7	101
60 MINUTES	C 13293	11640	16.2	87.6	99	2966	13.3	22.3	81	3969	16.6	29.9	101	4704	18.5	35.4	112
ST. ELSEWHERE	N 7017	6106	8.5	87.0	98	1812	8.1	25.8	93	2142	8.9	30.5	103	2152	8.4	30.7	97
THREE'S COMPANY	A 10917																

	TOTAL U.S. '000	IMITATION MAYONNAISE				LOW CALORIE MAYONNAISE				REAL MAYONNAISE				SALAD DRESSING TYPE MAYONNAISE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	3516	100.0	4.3	100	5470	100.0	6.8	100	49347	100.0	60.9	100	26930	100.0	33.3	100
18 - 24	9282	*555	15.8	6.0	138	*607	11.1	6.5	97	5234	10.6	56.4	93	2991	11.1	32.2	97
25 - 34	19072	1124	32.0	5.9	136	1101	20.1	5.8	85	11677	23.7	61.2	100	6831	25.4	35.8	108
35 - 44	14591	775	22.0	5.3	122	864	15.8	5.9	88	8685	17.6	59.5	98	5704	21.2	39.1	118
45 - 54	11345	*415	11.8	3.7	84	978	17.9	8.6	128	7180	14.6	63.3	104	3929	14.6	34.6	104
55 - 64	11635	*369	10.5	3.2	73	969	17.7	8.3	123	7585	15.4	65.2	107	3725	13.8	32.0	96
65 OR OLDER	15061	*278	7.9	1.8	43	952	17.4	6.3	94	8986	18.2	59.7	98	3750	13.9	24.9	75
18 - 34	28354	1679	47.8	5.9	136	1708	31.2	6.0	89	16911	34.3	59.6	98	9822	36.5	34.6	104
18 - 49	48339	2674	76.1	5.5	127	3071	56.1	6.4	94	29051	58.9	60.1	99	17655	65.6	36.5	110
25 - 54	45008	2314	65.8	5.1	118	2942	53.8	6.5	97	27541	55.8	61.2	100	16464	61.1	36.6	110
35 - 49	19985	995	28.3	5.0	115	1363	24.9	6.8	101	12140	24.6	60.7	100	7833	29.1	39.2	118
50 OR OLDER	32647	842	23.9	2.6	59	2399	43.9	7.3	109	20296	41.1	62.2	102	9275	34.4	28.4	85
GRADUATED COLLEGE	11155	817	23.2	7.3	169	1081	19.8	9.7	143	7373	14.9	66.1	108	3452	12.8	30.9	93
ATTENDED COLLEGE	13682	769	21.9	5.6	129	1202	22.0	8.8	130	9048	18.3	66.1	109	4883	18.1	35.7	107
GRADUATED HIGH SCHOOL	33880	1193	33.9	3.5	81	1972	36.1	5.8	86	20512	41.6	60.5	99	12338	45.8	36.4	110
DID NOT GRADUATE HIGH SCHOOL	22270	737	21.0	3.3	76	1214	22.2	5.5	81	12413	25.2	55.7	91	6257	23.2	28.1	84
EMPLOYED	40306	2104	59.8	5.2	120	3283	60.0	8.1	121	25221	51.1	62.6	103	13697	50.9	34.0	102
EMPLOYED FULL-TIME	32850	1572	44.7	4.8	110	2672	48.8	8.1	120	20431	41.4	62.2	102	11052	41.0	33.6	101
EMPLOYED PART-TIME	7456	*531	15.1	7.1	164	611	11.2	8.2	121	4790	9.7	64.2	105	2645	9.8	35.5	107
NOT EMPLOYED	40680	1412	40.2	3.5	80	2187	40.0	5.4	80	24125	48.9	59.3	97	13233	49.1	32.5	98
PROFESSIONAL/MANAGER	10392	841	23.9	8.1	186	939	17.2	9.0	134	6952	14.1	66.9	110	3239	12.0	31.2	94
TECH/CLERICAL/SALES	17574	809	23.0	4.6	106	1527	27.9	8.7	129	11060	22.4	62.9	103	6096	22.6	34.7	104
PRECISION/CRAFT	985	*115	0.4	1.5	35	*667	1.2	6.8	101	665	1.3	67.5	111	**276	1.0	28.0	84
OTHER EMPLOYED	11354	*440	12.5	3.9	89	750	13.7	6.6	98	6544	13.3	57.6	95	4086	15.2	36.0	108
SINGLE	9863	*529	15.0	5.4	124	744	13.6	7.5	112	5979	12.1	60.6	99	2548	9.5	25.8	78
MARRIED	51375	2276	64.7	4.4	102	3541	64.7	6.9	102	31527	63.9	61.4	101	18808	69.8	36.6	110
DIVORCED/SEPARATED/WIDOWED	19748	711	20.2	3.6	83	1185	21.7	6.0	89	11841	24.0	60.0	98	5574	20.7	28.2	85
PARENTS	32590	1773	50.4	5.4	125	1500	27.4	4.6	68	19933	40.4	61.2	100	12479	46.3	38.3	115
WHITE	70416	3158	89.8	4.5	103	4805	87.8	6.8	101	43574	88.3	61.9	102	23660	87.9	33.6	101
BLACK	8778	*329	9.4	3.7	86	512	9.4	5.8	86	4869	9.9	55.5	91	2790	10.4	31.8	96
OTHER	1791	*29	0.8	1.6	37	**153	2.8	8.5	126	*904	1.8	50.5	83	**480	1.8	26.8	81
NORTHEAST-CENSUS	17786	686	19.5	3.9	89	1260	23.0	7.1	105	12414	25.2	69.8	115	4017	14.9	22.6	68
NORTH CENTRAL	20741	787	22.4	3.8	87	1270	23.2	6.1	91	9708	19.7	46.8	77	10794	40.1	52.0	157
SOUTH	27775	784	22.3	2.8	65	1767	32.3	6.4	94	17388	35.2	62.6	103	8515	31.6	30.7	92
WEST	14683	1258	35.8	8.6	197	1173	21.4	8.0	118	9837	19.9	67.0	110	3604	13.4	24.5	74
NORTHEAST-MKTG.	17961	750	21.3	4.2	96	1457	26.6	8.1	120	12665	25.7	70.5	116	3691	13.7	20.6	62
EAST CENTRAL	11885	*553	15.7	4.7	107	778	14.2	6.5	97	5866	11.9	49.4	81	5575	20.7	46.9	141
WEST CENTRAL	14090	510	14.5	3.6	83	809	14.8	5.7	85	6841	13.9	48.6	80	7174	26.6	50.9	153
SOUTH	24081	591	16.8	2.5	57	1344	24.6	5.6	83	15071	30.5	62.6	103	7581	28.2	31.5	95
PACIFIC	12969	1112	31.6	8.6	197	1082	19.8	8.3	124	8905	18.0	68.7	113	2908	10.8	22.4	67
COUNTY SIZE A	32439	1462	41.6	4.5	104	2345	42.9	7.2	107	20711	42.0	63.8	105	9224	34.3	28.4	86
COUNTY SIZE B	24915	1082	30.8	4.3	100	1633	29.9	6.6	97	15229	30.9	61.1	100	8496	31.5	34.1	103
COUNTY SIZE C	12930	616	17.5	4.8	110	906	16.6	7.0	104	7826	15.9	60.5	99	4465	16.6	34.5	104
COUNTY SIZE D	10703	*355	10.1	3.3	76	586	10.7	5.5	81	5581	11.3	52.1	86	4744	17.6	44.3	133
METRO CENTRAL CITY	24518	931	26.5	3.8	87	1517	27.7	6.2	92	15201	30.8	62.0	102	6946	25.8	28.3	85
METRO SUBURBAN	35919	1816	51.6	5.1	116	2752	50.3	7.7	113	23056	46.7	64.2	105	11509	42.7	32.0	96
NON METRO	20549	769	21.9	3.7	86	1202	22.0	5.8	87	11090	22.5	54.0	89	8475	31.5	41.2	124
TOP 5 ADI'S	18341	885	25.2	4.8	111	1275	23.3	7.0	103	12548	25.4	68.4	112	4000	14.9	21.8	66
TOP 10 ADI'S	25378	1069	30.4	4.2	97	1951	35.7	7.7	114	16341	33.1	64.4	106	6791	25.2	26.8	80
TOP 20 ADI'S	36488	1619	46.0	4.4	102	2718	49.7	7.4	110	22966	46.5	62.9	103	10581	39.3	29.0	87
HSHLD INC. \$50,000 OR MORE	6612	*217	6.2	3.3	76	*670	12.2	10.1	150	4689	9.5	70.9	116	2461	9.1	37.2	112
\$40,000 OR MORE	12659	*590	16.8	4.7	107	1223	22.4	9.7	143	8882	18.0	70.2	115	4466	16.6	35.3	106
\$30,000 OR MORE	24698	1200	34.1	4.9	112	2121	38.8	8.6	127	16241	32.9	65.8	108	9042	33.6	36.6	110
\$25,000 OR MORE	32077	1628	46.3	5.1	117	2587	47.3	8.1	119	21053	42.7	65.6	108	11898	44.2	37.1	112
\$20,000 - \$24,999	9144	*334	9.5	3.7	84	579	10.6	6.3	94	5628	11.4	61.5	101	2855	10.6	31.2	94
\$15,000 - \$19,999	8728	*398	11.3	4.6	105	502	9.2	5.8	85	5091	10.3	58.3	96	2985	11.1	34.2	103
\$10,000 - \$14,999	12562	*463	13.2	3.7	85	803	14.7	6.4	95	7414	15.0	59.0	97	3873	14.4	30.8	93
UNDER \$10,000	18475	694	19.7	3.8	87	999	18.3	5.4	80	10161	20.6	55.5	90	5320	19.8	28.8	87
HOUSEHOLD OF 1 PERSON	11987	358	10.2	3.0	69	841	15.4	7.0	104	6566	13.3	54.8	90	3075	11.4	25.7	77
2 PEOPLE	26577	1195	34.0	4.5	104	2032	37.1	7.6	113	16998	34.4	64.0	105	7833	29.1	29.5	89
3 OR 4 PEOPLE	30617	1254	35.7	4.1	94	1994	36.5	6.5	96	18463	37.4	60.3	99	11492	42.7	37.5	113
5 OR MORE PEOPLE	11804	*709	20.2	6.0	138	*602	11.0	5.1	76	7319	14.8	62.0	102	4530	16.8	38.4	115
NO CHILD IN HSHLD	46165	1632	46.4	3.5	81	3793	69.3	8.2	122	28159	57.1	61.0	100	13644	50.7	29.6	89
CHILD(REN) UNDER 2 YRS	5325	**309	8.8	5.8	134	**139	2.5	2.6	39	3120	6.3	58.6	96	2212	8.2	41.5	125
2 - 5 YEARS	14221	904	25.7	6.4	146	*548	10.0	3.9	57	8672	17.6	61.0	100	5606	20.8	39.4	119
6 - 11 YEARS	15117	869	24.7	5.7	132	796	14.6	5.3	78	9103	18.4	60.2	99	5714	21.2	37.8	114
12 - 17 YEARS	16611	891	25.3	5.4	124	891	16.3	5.4	79	10242	20.8	61.7	101	6147	22.8	37.0	111
RESIDENCE OWNED	55884	2287	65.0	4.1	94	4025	73.6	7.2	107	34621	70.2	62.0	102	19821	73.6	35.5	107
VALUE: \$50,000 OR MORE	31744	1458	41.5	4.6	106	2527	46.2	8.0	118	21061	42.7	66.3	109	10742	39.9	33.8	102
VALUE: UNDER \$50,000	24140	829	23.6	3.4	79	1497	27.4	6.2	92	13560	27.5	56.2	92	9079	33.7	37.6	113

			TOTAL U.S. '000	IMITATION MAYONNAISE				LOW CALORIE MAYONNAISE				REAL MAYONNAISE				SALAD DRESSING TYPE MAYONNAISE			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS			80986	3516	100.0	4.3	100	5470	100.0	6.8	100	49347	100.0	60.9	100	26930	100.0	33.3	100
MAGAZINES	QUINTILE 1	15799	929	26.4	5.9	135	1580	28.9	10.0	148	10176	20.6	64.4	106	5519	20.5	34.9	105	
	QUINTILE 2	17259	855	24.3	5.0	114	1149	21.0	6.7	99	11070	22.4	64.1	105	5745	21.3	33.3	100	
	QUINTILE 3	13545	*514	14.6	3.8	87	677	12.4	5.0	74	8518	17.3	62.9	103	4683	17.4	34.6	104	
	QUINTILE 4	15133	607	17.3	4.0	92	972	17.8	6.4	95	8673	17.6	57.3	94	5171	19.2	34.2	103	
	QUINTILE 5	19250	611	17.4	3.2	73	1091	19.9	5.7	84	10910	22.1	56.7	93	5812	21.6	30.2	91	
NEWSPAPERS	QUINTILE 1	12413	*501	14.2	4.0	93	1027	18.8	8.3	122	8227	16.7	66.3	109	3979	14.8	32.1	96	
	QUINTILE 2	24116	924	26.3	3.8	88	1601	29.3	6.6	98	15033	30.5	62.3	102	8560	31.8	35.5	107	
	QUINTILE 3	11261	*573	16.3	5.1	117	943	17.2	8.4	124	7128	14.4	63.3	104	3710	13.8	32.9	99	
	QUINTILE 4	20255	1105	31.4	5.5	126	1220	22.3	6.0	89	11975	24.3	59.1	97	6711	24.9	33.1	100	
	QUINTILE 5	12940	*413	11.7	3.2	74	679	12.4	5.2	78	6984	14.2	54.0	89	3969	14.7	30.7	92	
OUTDOOR	QUINTILE 1	14852	695	19.8	4.7	108	1221	22.3	8.2	122	9028	18.3	60.8	100	5138	19.1	34.6	104	
	QUINTILE 2	15725	724	20.6	4.6	106	974	17.8	6.2	92	9760	19.8	62.1	102	5502	20.4	35.0	105	
	QUINTILE 3	16330	724	20.6	4.4	102	826	15.1	5.1	75	10120	20.5	62.0	102	5492	20.4	33.6	101	
	QUINTILE 4	16744	655	18.6	3.9	90	1331	24.3	7.9	118	9916	20.1	59.2	97	5269	19.6	31.5	95	
	QUINTILE 5	17334	716	20.4	4.1	95	1118	20.4	6.4	95	10522	21.3	60.7	100	5529	20.5	31.9	96	
RADIO-DRIVE TIME	QUINTILE 1	15911	655	18.6	4.1	95	1344	24.6	8.4	125	9847	20.0	61.9	102	5601	20.8	35.2	106	
	QUINTILE 2	14837	773	22.0	5.2	120	1064	19.5	7.2	106	9174	18.6	61.8	101	5042	18.7	34.0	102	
	QUINTILE 3	15339	667	19.0	4.3	100	913	16.7	6.0	88	9289	18.8	60.6	99	5095	18.9	33.2	100	
	QUINTILE 4	16723	583	16.6	3.5	80	982	18.0	5.9	87	10284	20.8	61.5	101	5514	20.5	33.0	99	
	QUINTILE 5	18176	838	23.8	4.6	106	1167	21.3	6.4	95	10753	21.8	59.2	97	5677	21.1	31.2	94	
RADIO-MID-DAY	TERCILE 1	21020	977	27.8	4.6	107	1549	28.3	7.4	109	12861	26.1	61.2	100	7307	27.1	34.8	105	
	TERCILE 2	21610	1081	30.7	5.0	115	1470	26.9	6.8	101	13049	26.4	60.4	99	7700	28.6	35.6	107	
	TERCILE 3	18355	1458	41.5	3.8	88	2451	44.8	6.4	95	23437	47.5	61.1	100	11923	44.3	31.1	93	
RADIO-TOTAL	QUINTILE 1	15988	741	21.1	4.6	107	1372	25.1	8.6	127	10006	20.3	62.6	103	5333	19.8	33.4	100	
	QUINTILE 2	15626	736	20.9	4.7	108	888	16.2	5.7	84	9376	19.0	60.0	98	5537	20.6	35.4	107	
	QUINTILE 3	16723	732	20.8	4.4	101	1188	21.7	7.1	105	10094	20.5	60.4	99	5886	21.9	35.2	106	
	QUINTILE 4	16342	720	20.5	4.4	101	977	17.9	6.0	89	10249	20.8	62.7	103	5120	19.0	31.3	94	
	QUINTILE 5	16306	586	16.7	3.6	83	1044	19.1	6.4	95	9621	19.5	59.0	97	5054	18.8	31.0	93	
TV-PRIME TIME	QUINTILE 1	15953	*402	11.4	2.5	58	1094	20.0	6.9	102	9722	19.7	60.9	100	5135	19.1	32.2	97	
	QUINTILE 2	16137	712	20.3	4.4	102	1140	20.8	7.1	105	10088	20.4	62.5	103	5210	19.3	32.3	97	
	QUINTILE 3	16420	832	23.7	5.1	117	1076	19.7	6.6	97	10242	20.8	62.4	102	5844	21.7	35.6	107	
	QUINTILE 4	16687	812	23.1	4.9	112	1041	19.0	6.2	92	9919	20.1	59.4	98	5740	21.3	34.4	103	
	QUINTILE 5	15789	757	21.5	4.8	110	1118	20.4	7.1	105	9376	19.0	59.4	97	5000	18.6	31.7	95	
TV-DAYTIME	TERCILE 1	27736	1174	33.4	4.2	97	1551	28.4	5.6	83	16440	33.3	59.3	97	9419	35.0	34.0	102	
	TERCILE 2	26489	960	27.3	3.6	83	1682	30.7	6.3	94	16114	32.7	60.8	100	9213	34.2	34.8	105	
	TERCILE 3	26761	1382	39.3	5.2	119	2237	40.9	8.4	124	16793	34.0	62.8	103	8298	30.8	31.0	93	
TV-TOTAL	QUINTILE 1	16345	583	16.6	3.6	82	949	17.3	5.8	86	9597	19.4	58.7	96	5251	19.5	32.1	97	
	QUINTILE 2	16447	635	18.1	3.9	89	817	14.9	5.0	74	10139	20.5	61.6	101	5637	20.9	34.3	103	
	QUINTILE 3	15980	603	17.2	3.8	87	1279	23.4	8.0	118	10083	20.4	63.1	104	5330	19.8	33.4	100	
	QUINTILE 4	15887	858	24.4	5.4	124	1165	21.3	7.3	109	9473	19.2	59.6	98	5434	20.2	34.2	103	
	QUINTILE 5	16326	837	23.8	5.1	118	1260	23.0	7.7	114	10056	20.4	61.6	101	5278	19.6	32.3	97	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	876	24.9	4.2	97	1738	31.8	8.4	124	13640	27.6	65.8	108	7099	26.4	34.3	103	
	MAGAZINE IMPERATIVE	19186	1218	34.6	6.3	146	1733	24.0	6.8	101	11922	24.2	62.1	102	6442	23.9	33.6	101	
	NEWSPAPER IMPERATIVE	21899	722	20.5	3.3	76	1284	23.5	5.9	87	13472	27.3	61.5	101	7325	27.2	33.4	101	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	813	23.1	5.3	121	1210	22.1	7.8	116	9708	19.7	62.8	103	5691	21.1	36.8	111	
	MAGAZINE IMPERATIVE	25953	1307	37.2	5.0	116	1955	35.7	7.5	112	16606	33.7	64.0	105	8480	31.5	32.7	98	
	OUTDOOR IMPERATIVE	24400	903	25.7	3.7	85	1332	24.4	5.5	81	14456	29.3	59.2	97	8092	30.0	33.2	100	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	844	24.0	4.7	108	1241	22.7	6.9	102	11208	22.7	62.1	102	6343	23.6	35.1	106	
	MAGAZINE IMPERATIVE	23571	1168	33.2	5.0	114	1817	33.2	7.7	114	15365	31.1	65.2	107	7893	29.3	33.5	101	
	RADIO IMPERATIVE	23278	893	25.4	3.8	88	1530	28.0	6.6	97	13776	27.9	59.2	97	7981	29.6	34.3	103	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	660	18.8	4.3	98	986	18.0	6.4	94	9575	19.4	61.9	102	5462	20.3	35.3	106	
	MAGAZINE IMPERATIVE	25829	1475	42.0	5.7	132	2119	38.7	8.2	121	16897	34.2	65.4	107	8600	31.9	33.3	100	
	TELEVISION IMPERATIVE	26039	855	24.3	3.3	76	1429	26.1	5.5	81	15160	30.7	58.2	96	8556	31.8	32.9	99	
NEWSPAPERS-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	16605	711	20.2	4.3	99	1110	20.3	6.7	99	10416	21.1	62.7	103	5935	22.0	35.7	107	
	MAGAZINE IMPERATIVE	26834	1026	29.2	3.8	88	2044	37.4	7.6	113	17070	34.6	63.6	104	8843	32.8	33.0	99	
	OUTDOOR IMPERATIVE	23346	1178	33.5	5.0	116	1502	27.5	6.4	95	13888	28.1	59.5	98	7750	28.8	33.2	100	
NEWSPAPERS-RADIO: DUAL	MAGAZINE IMPERATIVE	17133	607	17.3	3.5	82	1170	21.4	6.8	101	10931	22.2	63.8	105	6015	22.3	35.1	106	
	MAGAZINE IMPERATIVE	25892	1097	31.2	4.2	98	1982	36.2	7.7	113	16572	33.6	64.0	105	8655	32.1	33.4	101	
	RADIO IMPERATIVE	23167	1210	34.4	5.2	120	1540	28.2	6.6	98	13465	27.3	58.1	95	7944	29.5	34.3	103	
NEWSPAPERS-TELEVISION: DUAL	MAGAZINE IMPERATIVE	17159	630	17.9	3.7	85	1037	19.0	6.0	89	10896	22.1	63.5	104	6006	22.3	35.0	105	
	MAGAZINE IMPERATIVE	26214	1208	34.4	4.6	106	2210	40.4	8.4	125	16808	34.1	64.1	105	8776	32.6	33.5	101	
	TELEVISION IMPERATIVE	23412	937	26.6	4.0	92	1296	23.7	5.5	82	13491	27.3	57.6	95	7558	28.1	32.3	97	
OUTDOOR-RADIO: DUAL	MAGAZINE IMPERATIVE	15303	632	18.0	4.1	95	1209	22.1	7.9	117	9236	18.7	60.4	99	5388	20.0	35.2	106	
	MAGAZINE IMPERATIVE	24901	1186	33.7	4.8	110	1442	26.4	5.8	86	15369	31.1	61.7	101	8451	31.4	33.9	102	
	RADIO IMPERATIVE	264926																	

	TOTAL U.S. '000	IMITATION MAYONNAISE				LOW CALORIE MAYONNAISE				REAL MAYONNAISE				SALAD DRESSING TYPE MAYONNAISE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	3516	100.0	4.3	100	5470	100.0	6.8	100	49347	100.0	60.9	100	26930	100.0	33.3	100
ATLANTIC MONTHLY	415	**12	0.3	2.9	67	**38	0.7	9.2	136	246	0.5	59.3	97	*145	0.5	34.9	105
BARRON'S	453	**34	1.0	7.5	173	**17	0.3	3.8	56	268	0.5	59.2	97	**106	0.4	23.4	70
BETTER HOMES & GARDENS	16256	667	19.0	4.1	95	1269	23.2	7.8	116	10086	20.4	62.0	102	6062	22.5	37.3	112
BON APPETIT	2535	*254	7.2	10.0	231	340	6.2	13.4	199	1868	3.8	73.7	121	591	2.2	23.3	70
BUSINESS WEEK	1278	**74	2.1	5.8	133	**113	2.1	8.8	131	732	1.5	57.3	94	376	1.4	29.4	88
CAR AND DRIVER	378	**27	0.8	7.1	165	**39	0.7	10.3	153	*278	0.6	73.5	121	**96	0.4	25.4	76
CBS MAGAZINE NETWORK (GROSS)	1498	**38	1.1	2.5	58	**112	2.0	7.5	111	998	2.0	66.6	109	557	2.1	37.2	112
CHANGING TIMES	1505	**74	2.1	4.9	113	*143	2.6	9.5	141	1042	2.1	69.2	114	423	1.6	28.1	85
COLONIAL HOMES	1231	**38	1.1	3.1	71	*101	1.8	8.2	121	760	1.5	61.7	101	312	1.2	25.3	76
CONDE NAST MAG. PKG. (GROSS)	14146	949	27.0	6.7	155	1338	24.5	9.5	140	9387	19.0	66.4	109	4215	15.7	29.8	90
CONSUMERS DIGEST	1323	**46	1.3	3.5	80	**143	2.6	10.8	160	895	1.8	67.6	111	349	1.3	26.4	79
COSMOPOLITAN	7102	378	10.8	5.3	123	614	11.2	8.6	128	4763	9.7	67.1	110	2136	7.9	30.1	90
COUNTRY LIVING	2481	**82	2.3	3.3	76	243	4.4	9.8	145	1630	3.3	65.7	108	1018	3.8	41.0	123
CUISINE	1472	**60	1.7	4.1	94	*166	3.0	11.3	167	1117	2.3	75.9	125	324	1.2	22.0	66
CYCLE WORLD	425	**14	0.4	3.3	76	**17	0.3	4.0	59	*232	0.5	54.6	90	*240	0.9	56.5	170
DCI:CREATIVE IDEAS FOR LIV	2510	**56	1.6	2.2	51	**116	2.1	4.6	68	1607	3.3	64.0	105	1061	3.9	42.3	127
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*139	4.0	2.1	48	385	7.0	5.8	85	4461	9.0	66.6	109	2357	8.8	35.2	106
DISCOVER	894	**63	1.8	7.0	162	**78	1.4	8.7	129	508	1.0	56.8	93	287	1.1	32.1	97
EBONY	3507	*102	2.9	2.9	67	*147	2.7	4.2	62	2029	4.1	57.9	95	1137	4.2	34.5	97
ESQUIRE	1083	**8	0.2	0.7	17	**34	0.6	3.1	46	608	1.2	56.1	92	288	1.1	26.6	80
ESSENCE	1830	**64	1.8	3.5	81	**91	1.7	5.0	74	1096	2.2	59.9	98	641	2.4	35.0	105
FAMILY CIRCLE	15930	906	25.8	5.7	131	1282	23.4	8.0	119	10087	20.4	63.3	104	6047	22.5	38.0	114
THE FAMILY HANDYMAN	1126	**70	2.0	6.2	143	**99	1.8	8.8	130	719	1.5	63.9	105	477	1.8	42.4	127
FAMILY WEEKLY	11468	659	18.7	5.7	132	778	14.2	6.8	100	7328	14.8	63.9	105	3954	14.7	34.5	104
FIELD & STREAM	2234	**53	1.5	2.4	55	**119	2.2	5.3	79	1274	2.6	57.0	94	944	3.5	42.3	127
FOOD & WINE	579	**4	0.1	0.7	16	**98	1.8	16.9	251	422	0.9	72.9	120	**72	0.3	12.4	37
FORBES	728	**43	1.2	5.9	136	**69	1.3	9.5	140	373	0.8	51.2	84	*214	0.8	29.4	88
FORTUNE	906	**25	0.7	2.8	64	**80	1.5	8.8	131	527	1.1	58.2	95	*295	1.1	32.6	98
GENTLEMEN'S QUARTERLY	791	**69	2.0	8.7	201	**91	1.7	11.5	170	472	1.0	59.7	98	*178	0.7	22.5	68
GLAMOUR	5265	408	11.6	7.7	178	521	9.5	9.9	147	3404	6.9	64.7	106	1617	6.0	30.7	92
GOLF DIGEST	636	**24	0.7	3.8	87	**35	0.6	5.5	81	362	0.7	56.9	93	*220	0.8	34.6	104
GOLF DIGEST/TENNIS (GROSS)	1186	**39	1.1	3.3	76	**80	1.5	6.7	100	764	1.5	64.4	106	447	1.7	37.7	113
GOLF MAGAZINE	441	**50	1.4	11.3	261	**53	1.0	12.0	178	*302	0.6	68.5	112	*121	0.4	27.4	83
GOLF MAGAZINE/SKI (GROSS)	922	**109	3.1	11.8	272	**55	1.0	6.0	88	672	1.4	72.9	120	232	0.9	25.2	76
GOOD HOUSEKEEPING	16487	738	21.0	4.5	103	1372	25.1	8.3	123	10083	20.4	61.2	100	6442	23.9	39.1	118
HARPER'S BAZAAR	2423	**66	1.9	2.7	63	*159	2.9	6.6	97	1703	3.5	70.3	115	690	2.6	28.5	86
HEALTH	1994	**90	2.6	4.5	104	*167	3.1	8.4	124	1184	2.4	59.4	97	706	2.6	35.4	106
HEARST MAG CORP. BUY (GROSS)	44101	1915	54.5	4.3	100	3690	67.5	8.4	124	27879	56.5	63.2	104	15951	59.2	36.2	109
HEARST MAN POWER (GROSS)	1993	**82	2.3	4.1	95	**84	1.5	4.2	62	1091	2.2	54.7	90	924	3.4	46.4	139
HEARST WOMAN POWER (GROSS)	31274	1478	42.0	4.7	109	2663	48.7	8.5	126	19607	39.7	62.7	103	11538	42.8	36.9	111
HOUSE BEAUTIFUL	3623	**122	3.5	3.4	78	348	6.4	9.6	142	2372	4.8	65.5	107	1189	4.4	32.8	99
INC.	283	**0	0.0	0.0	0	*18	0.3	6.4	94	*161	0.3	56.9	93	**66	0.2	23.3	70
JET	2928	**81	2.3	2.8	64	*161	2.9	5.5	81	1708	3.5	58.3	96	1002	3.7	34.2	103
LADIES' HOME JOURNAL	11918	626	17.8	5.3	121	181	14.8	6.8	101	7653	15.5	64.2	105	4285	15.9	36.0	108
LHJ FAMILY GRP COMBO(GROSS)	16764	859	24.4	5.1	118	1206	22.0	7.2	107	10663	21.6	63.6	104	6096	22.6	36.4	109
LIFE	4254	*211	6.0	5.0	114	434	7.9	10.2	151	2770	5.6	65.1	107	1322	4.9	31.1	93
L.A. TIMES HOME MAGAZINE	1145	**52	1.5	4.5	105	*168	3.1	14.7	217	736	1.5	64.3	105	*256	1.0	22.4	67
MADMOISELLE	2884	*159	4.5	5.5	127	293	5.4	10.2	150	1936	3.9	67.1	110	974	3.6	33.8	102
MC CALL'S	13460	693	19.7	5.1	119	1070	19.6	7.9	118	8443	17.1	62.7	103	5222	19.4	38.8	117
MC CALL'S/MRK MOTHER (GROSS)	14606	747	21.2	5.1	118	1129	20.6	7.7	114	9243	18.7	63.3	104	5589	20.8	38.3	115
MECHANIX ILLUSTRATED	772	**24	0.7	3.1	72	**64	1.2	8.3	123	473	1.0	61.3	101	319	1.2	41.3	124
METROPOLITAN HOME	967	**47	1.3	4.9	112	**82	1.5	8.5	126	657	1.3	67.9	112	234	0.9	24.2	73
MONEY	1588	**79	2.2	5.0	115	*138	2.5	8.7	129	990	2.0	62.3	102	542	2.0	34.1	103
MOTHER EARTH NEWS	1002	**91	2.6	9.1	209	**60	1.1	6.0	89	581	1.2	58.0	95	488	1.8	48.7	146
MS.	825	**30	0.9	3.6	84	*37	0.7	4.5	66	620	1.3	75.2	123	270	1.0	32.7	98
NATIONAL ENQUIRER	10336	388	11.0	3.8	86	499	9.1	4.8	71	6296	12.8	60.9	100	3368	12.5	32.6	98
NATIONAL GEOGRAPHIC	9597	426	12.1	4.4	102	765	14.0	8.0	118	6116	12.4	63.7	105	3407	12.7	35.5	107
NATIONAL SUNDAY MAGAZINE PKG	49558	2223	63.2	4.5	103	3618	66.1	7.3	108	31192	63.2	62.9	103	16799	62.4	33.9	102
NATURAL HISTORY	573	*135	1.0	6.1	141	*38	0.7	6.6	98	409	0.8	71.4	117	*193	0.7	33.7	101
NEW WOMAN	1699	**135	3.8	7.9	183	*190	3.5	11.2	166	1166	2.4	68.6	113	523	1.9	30.8	93
NEW YORK INCLUDING CUE	443	**18	0.5	4.1	94	**23	0.4	5.2	77	354	0.7	79.9	131	**62	0.2	14.0	42
THE NEW YORKER	1270	**71	2.0	5.6	129	**95	1.7	7.5	111	873	1.8	68.7	113	324	1.2	25.5	77
NEWSWEEK	6277	396	11.3	6.3	145	592	10.8	9.4	140	3941	8.0	62.8	103	2001	7.4	31.9	96
THE N.Y. TIMES DAILY EDITION	1205	**90	2.6	7.5	172	*151	2.8	12.5	186	904	1.8	75.0	123	*186	0.7	15.4	46
THE N.Y. TIMES MAGAZINE	2081	**119	3.4	5.7	132	*213	3.9	10.2	152	1545	3.1	74.2	122	361	1.3	17.3	52
OMNI	788	**30	0.9	3.8	88	**71	1.3	9.0	133	431	0.9	54.7	90	284	1.1	36.0	108
ON CABLE	1158	**91	2.6	7.9	181	**67	1.2	5.8	86	560	1.1	48.4	79	605	2.2	52.2	157
1001 HOME IDEAS	2852	*143	4.1	5.0	115	*229	4.2	8.0	119	1826	3.7	64.0	105	1106	4.1	38.8	117
ORGANIC GARDENING	1658	**127	3.6	7.7	176	*103	1.9	6.2	92	912	1.8	55.0	90	631	2.3	38.1	114
OUTDOOR LIFE	896	**34	1.0	3.8	87	**48	0.9	5.4	79	502	1.0	56.0	92	394	1.5	44.0	132
PARADE MAGAZINE	24275	1206	34.3	5.0	114	1796	32.8	7.4	110	15549	31.5	64.1	105	7960	29.6	32.8	99

	TOTAL U.S. '000	IMITATION MAYONNAISE				LOW CALORIE MAYONNAISE				REAL MAYONNAISE				SALAD DRESSING TYPE MAYONNAISE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3516	100.0	4.3	100	5470	100.0	6.8	100	49347	100.0	60.9	100	26930	100.0	33.3	100
PARENTS	3845	*203	5.8	5.3	122	*190	3.5	4.9	73	2372	4.8	61.7	101	1594	5.9	41.5	125
PENTHOUSE	831	**51	1.5	6.1	141	**59	1.1	7.1	105	468	0.9	56.3	92	*228	0.8	27.4	83
PEOPLE	11645	670	19.1	5.8	133	970	16.8	7.9	117	7397	15.0	63.5	104	3778	14.0	32.4	98
PLAYBOY	2006	**87	2.5	4.3	100	*119	2.2	5.9	88	1271	2.6	63.4	104	646	2.4	32.2	97
POPULAR HOT RODDING	297	**17	0.5	5.7	132	**22	0.4	7.4	110	*181	0.4	60.9	100	*70	0.3	23.6	71
POPULAR MECHANICS	1018	**37	1.1	3.6	84	**31	0.6	3.0	45	581	1.2	57.1	94	495	1.8	48.6	146
POPULAR SCIENCE	878	**35	1.0	4.0	92	**56	1.0	6.4	94	530	1.1	60.4	99	283	1.1	32.2	97
PREVENTION	3913	*122	3.5	3.1	72	433	7.9	11.1	164	2572	5.2	65.7	108	1230	4.6	31.4	95
PSYCHOLOGY TODAY	1710	**167	4.7	9.8	225	*149	2.7	8.7	129	1162	2.4	68.0	112	670	2.5	39.2	118
READER'S DIGEST	22204	861	24.5	3.9	89	1614	29.5	7.3	108	13709	27.8	61.7	101	8071	30.0	36.3	109
REDBOOK	7684	362	10.3	4.7	109	677	12.4	8.8	130	4761	9.6	62.0	102	*260	11.0	38.5	116
ROAD & TRACK	410	**2	0.1	0.5	11	**23	0.4	5.6	83	336	0.7	82.0	134	*110	0.4	26.8	81
ROLLING STONE	969	**51	1.5	5.3	121	**76	1.4	7.8	116	711	1.4	73.4	120	271	1.0	28.0	84
RUNNER'S WORLD	298	**21	0.6	7.0	162	**24	0.4	8.1	119	*171	0.3	57.4	94	*111	0.4	37.2	112
SATURDAY EVENING POST	1169	**79	2.2	6.8	156	**69	1.3	5.9	87	647	1.3	55.3	91	463	1.7	39.6	119
SCIENCE 84	587	**25	0.7	4.3	98	**48	0.9	8.2	121	375	0.8	63.9	105	*204	0.8	34.8	105
SCIENCE DIGEST	482	**40	1.1	8.3	191	**25	0.5	5.2	77	298	0.6	61.8	101	*219	0.8	45.4	137
SCIENTIFIC AMERICAN	594	**10	0.3	1.7	39	**51	0.9	8.6	127	344	0.7	57.9	95	*221	0.8	37.2	112
SELF	2089	*124	3.5	5.9	137	*189	3.5	9.0	134	1408	2.9	67.4	111	524	1.9	25.1	75
SEVENTEEN	2411	*140	4.0	5.8	134	*200	3.7	8.3	123	1408	2.9	58.4	96	837	3.1	34.7	104
SKI	480	**59	1.7	12.3	283	**2	0.0	0.4	6	370	0.7	77.1	127	*110	0.4	22.9	69
SMITHSONIAN	2760	*102	2.9	3.7	85	317	5.8	11.5	170	1897	3.8	68.7	113	800	3.0	29.0	87
SOAP OPERA DIGEST	3013	*169	4.8	5.6	129	*187	3.4	6.2	92	1850	3.7	61.4	101	1026	3.8	34.1	102
SOUTHERN LIVING	4184	*83	2.4	2.0	46	264	4.9	6.4	95	2853	5.8	68.2	112	1296	4.8	31.0	93
SPORT	559	**30	0.9	5.4	124	*50	0.9	8.9	132	296	0.6	53.0	87	*204	0.8	36.5	110
THE SPORTING NEWS	436	**25	0.7	5.7	132	**33	0.6	7.6	112	*308	0.6	70.6	116	*180	0.7	41.3	124
SPORTS AFIELD	493	**5	0.1	1.0	23	**28	0.5	5.7	84	*212	0.4	43.0	71	*210	0.8	42.6	128
SPORTS ILLUSTRATED	2758	*117	3.3	4.2	98	*155	2.8	5.6	83	1843	3.7	66.8	110	*52	3.6	34.9	105
STAR	7456	*253	7.2	3.4	78	421	7.7	5.6	84	4820	9.8	64.6	106	2086	7.7	28.0	84
SUNDAY	24936	1176	33.4	4.7	109	1979	36.2	7.9	118	15422	31.3	61.8	101	8644	32.1	34.7	104
SUNSET	2124	*279	7.9	13.1	303	*196	3.6	9.2	137	1466	3.0	69.0	113	563	2.1	26.5	80
TV GUIDE	21661	1010	28.7	4.7	107	1448	26.5	6.7	99	13543	27.4	62.5	103	7039	26.1	32.5	98
TENNIS	550	*15	0.4	2.7	63	*45	0.8	8.2	121	402	0.8	73.1	120	*227	0.8	41.3	124
TIME	8880	507	14.4	5.7	132	772	14.1	8.7	129	5808	11.8	65.4	107	2785	10.3	31.4	94
TOWN & COUNTRY	917	*39	1.1	4.3	98	*89	1.6	9.7	144	586	1.2	63.9	105	255	0.9	27.8	84
TRAVEL & LEISURE	972	*16	0.5	1.6	38	*77	1.4	7.9	117	656	1.3	67.5	111	275	1.0	28.3	85
TRUE STORY	3356	*98	2.8	2.9	67	*146	2.7	4.4	64	1888	3.8	56.3	92	1420	5.3	42.3	127
U.S. NEWS & WORLD REPORT	3410	*168	4.8	4.9	113	*246	4.5	7.2	107	2055	4.2	60.3	99	1298	4.8	38.1	114
USA TODAY	1759	*112	3.2	6.4	147	*243	4.4	13.8	205	1144	2.3	65.0	107	509	1.9	28.9	87
US	1873	*62	1.8	3.3	76	*197	3.6	10.5	156	1212	2.5	64.7	106	643	2.4	34.3	103
VOGUE	3909	*259	7.4	6.6	153	335	6.1	8.6	127	2639	5.3	67.5	111	1101	4.1	28.2	85
WALL STREET JOURNAL	1886	*88	2.5	4.7	107	*125	2.3	6.6	98	1207	2.4	64.0	105	698	2.6	37.0	111
WEIGHT WATCHERS	2120	*233	6.6	11.0	253	398	7.3	18.8	278	1205	2.4	56.8	93	743	2.8	35.0	105
WOMAN'S DAY	14172	812	23.1	5.7	132	1150	21.0	8.1	120	8910	18.1	62.9	103	5198	19.3	36.7	110
WORKING MOTHER	1146	*54	1.5	4.7	109	*59	1.1	5.1	76	800	1.6	69.8	115	367	1.4	32.0	96
WORKING WOMAN	1322	*75	2.1	5.7	131	*92	1.7	7.0	103	827	1.7	62.6	103	422	1.6	31.9	96
WORLD TENNIS	*163	*15	0.4	9.2	212	*31	0.6	19.0	282	*96	0.2	58.9	97	*69	0.3	42.3	127
ZIFF-DAVIS MAG NETWK' (GROSS)	2532	*87	2.5	3.4	79	*218	4.0	8.6	127	1646	3.3	65.0	107	859	3.2	33.9	102
BLAIR INSERTS	43657	1995	56.7	4.6	105	3281	60.0	7.5	111	27601	55.9	63.2	104	14664	54.5	33.6	101
DAILY NEWSPAPERS																	
READ ANY	51633	2175	61.9	4.2	97	3772	69.0	7.3	108	32531	65.9	63.0	103	17437	64.7	33.8	102
READ ONE	43463	1830	52.0	4.2	97	3078	56.3	7.1	105	27060	54.8	62.3	102	14730	54.7	33.9	102
READ TWO OR MORE	8170	345	9.8	4.2	97	694	12.7	8.5	126	5471	11.1	67.0	110	2707	10.1	33.1	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2362	67.2	4.5	103	3785	69.2	7.2	106	33048	67.0	62.7	103	17885	66.4	34.0	102
READ ONE	46126	2070	58.9	4.5	103	3189	58.3	6.9	102	28803	58.4	62.4	102	15647	58.1	33.9	102
READ TWO OR MORE	6552	*293	8.3	4.5	103	596	10.9	9.1	135	4245	8.6	64.8	106	2237	8.3	34.1	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.92				27.83				28.29				27.68			
30 DAY REACH	71455	3135	89.2	4.4	101	4877	89.2	6.8	101	43374	87.9	60.7	100	23923	88.8	33.5	101
50 SHWG - 30 DAY AV FREQ	14.56	15.58				14.49				14.95				14.68			
30 DAY REACH	67742	3021	85.9	4.5	103	4702	86.0	6.9	103	41163	83.4	60.8	100	22602	83.9	33.4	100
25 SHWG - 30 DAY AV FREQ	7.94	8.64				8.08				8.12				7.91			
30 DAY REACH	62117	2719	77.3	4.4	101	4218	77.1	6.8	101	37840	76.7	60.9	100	20981	77.9	33.8	102
CABLE TV: HOME WIRED	32077	1485	42.2	4.6	107	2240	41.0	7.0	103	20576	41.7	64.1	105	10966	40.7	34.2	103
HOME NOT WIRED	48909	2031	57.8	4.2	96	3230	59.0	6.6	98	28770	58.3	58.8	97	15964	59.3	32.6	98
HAVE PAY CABLE	15935	783	22.3	4.9	113	1214	22.2	7.6	113	10291	20.9	64.6	106	5746	21.3	36.1	108

	TOTAL U.S. '000	IMITATION MAYONNAISE				LOW CALORIE MAYONNAISE				REAL MAYONNAISE				SALAD DRESSING TYPE MAYONNAISE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	3516	100.0	4.3	100	5470	100.0	6.8	100	49347	100.0	60.9	100	26930	100.0	33.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1912	54.4	4.4	100	3247	59.4	7.4	109	27193	55.1	61.9	102	15013	55.7	34.2	103
10:00 AM - 3:00 PM	30659	1523	43.3	5.0	114	2120	38.8	6.9	102	18651	37.8	60.8	100	10888	40.4	35.5	107
3:00 PM - 7:00 PM	31045	1458	41.5	4.7	108	2272	41.5	7.3	108	19058	38.6	61.4	101	10808	40.1	34.8	105
7:00 PM - MIDNIGHT	15767	783	22.3	5.0	114	1238	22.6	7.9	116	9662	19.6	61.3	101	5188	19.3	32.9	99
MIDNIGHT - 6:00 AM	9120	428	9.3	3.6	83	662	12.1	7.3	107	5742	11.6	63.0	103	3087	11.5	33.8	102
6:00 AM - MIDNIGHT	58527	2648	75.3	4.5	104	4055	74.1	6.9	103	36228	73.4	61.9	102	19986	74.2	34.1	103
ENTIRE DAY	59311	2682	76.3	4.5	104	4134	75.6	7.0	103	36688	74.3	61.9	102	20219	75.1	34.1	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	682	19.4	4.2	97	1056	19.3	6.5	97	9844	19.9	60.9	100	6049	22.5	37.4	112
ALL NEWS	2256	**76	2.2	3.4	78	*183	3.3	8.1	120	1482	3.0	65.7	108	606	2.3	26.9	81
AOR/PROGRESSIVE	3874	*201	5.7	5.2	120	271	5.0	7.0	104	2559	5.2	66.1	108	1189	4.4	30.7	92
BEAUTIFUL MUSIC	5660	*177	5.0	3.1	72	396	7.2	7.0	104	3671	7.4	64.9	106	1749	6.5	30.9	93
BLACK	2204	*119	3.4	5.4	124	**86	1.6	3.9	58	1239	2.5	56.2	92	630	2.3	28.6	86
CLASSICAL	1418	**83	2.4	5.9	135	**110	2.0	7.8	115	1096	2.2	77.3	127	416	1.5	29.3	88
CHR/ROCK	9538	500	14.2	5.2	121	651	11.9	6.8	101	6109	12.4	64.0	105	2968	11.0	31.1	94
COUNTRY	12648	443	12.6	3.5	81	873	16.0	6.9	102	7390	15.0	58.4	96	5344	19.8	42.3	127
GOLDEN OLDIES	1191	**48	1.4	4.0	93	**62	1.1	5.2	77	666	1.3	55.9	92	412	1.5	34.6	104
MOR/NTALGIA	4757	*302	8.6	6.3	146	368	6.7	7.7	115	3008	6.1	63.2	104	1541	5.7	32.4	97
NEWS/TALK	3863	*276	7.8	7.1	165	310	5.7	8.0	119	2527	5.1	65.4	107	985	3.7	25.5	77
RELIGIOUS	3084	**124	3.5	4.0	93	*260	4.8	8.4	125	1823	3.7	59.1	97	984	3.7	31.9	96
SOFT ROCK	521	**26	0.7	5.0	115	**13	0.2	2.5	37	312	0.6	59.9	98	*154	0.6	29.6	89
URBAN CONTEMPORARY	1585	**84	2.4	5.3	122	*98	1.8	6.2	92	997	2.0	62.9	103	399	1.5	25.2	76
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*192	5.5	5.9	136	*173	3.2	5.3	79	1932	3.9	59.2	97	1046	3.9	32.1	96
ABC DIRECTION	2316	*140	4.0	6.0	139	*132	2.4	5.7	84	1464	3.0	63.2	104	727	2.7	31.4	94
ABC ENTERTAINMENT	4834	*207	5.9	4.3	99	305	5.6	6.3	93	3025	6.1	62.6	103	1549	5.8	32.0	96
ABC FM	2202	**96	2.7	4.4	100	*130	2.4	5.9	87	1246	2.5	56.6	93	852	3.2	38.7	116
ABC INFORMATION	5425	*233	6.6	4.3	99	466	8.5	8.6	127	3267	6.6	60.2	99	2038	7.6	37.6	113
ABC ROCK	1677	**54	1.5	3.2	74	**56	1.0	3.3	49	1031	2.1	61.5	101	610	2.3	36.4	109
CBS	4430	*173	4.9	3.9	90	373	6.8	8.4	125	2737	5.5	61.8	101	1546	5.7	34.9	105
MUTUAL	4992	*266	7.6	5.3	123	410	7.5	8.2	122	2988	6.1	59.9	98	1693	6.3	33.9	102
NBC	4679	*198	5.6	4.2	97	305	5.6	6.5	97	2732	5.5	58.4	96	1993	7.4	42.6	128
RADIOARIO	1994	**83	2.4	4.2	96	*109	2.0	5.5	81	1272	2.6	63.8	105	681	2.5	34.2	103
RKO ONE	2298	*86	2.4	3.7	86	**93	1.7	4.0	60	1414	2.9	61.5	101	788	2.9	34.3	103
RKO TWO	3311	**160	4.6	4.8	111	*184	3.4	5.6	82	2149	4.4	64.9	107	993	3.7	30.0	90
THE SOURCE	2114	**108	3.1	5.1	118	*130	2.4	6.1	91	1489	3.0	70.4	116	573	2.1	27.1	82
NON-WIRED : BLAIR	8654	*176	11.3	4.6	106	570	10.4	6.6	98	5257	10.7	60.7	100	3176	11.8	36.7	110
INTERNET	12025	648	18.4	5.4	124	909	16.6	7.6	112	7846	15.9	65.2	107	3678	13.7	30.6	92
KATZ RADIO GROUP	15359	824	23.4	5.4	124	1124	20.5	7.3	108	10158	20.6	66.1	109	4635	17.2	30.2	91
SUPERNET	10628	488	13.9	4.6	106	683	12.5	6.4	95	6028	12.2	56.7	93	3985	14.8	37.5	113
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	324	9.2	3.7	86	525	9.6	6.1	90	5255	10.6	60.7	100	2638	9.8	30.5	92
WKDAY 9:00 AM - 1:00 PM	12163	497	14.1	4.1	94	652	11.9	5.4	79	7322	14.8	60.2	99	3946	14.7	32.4	98
WKDAY 1:00 PM - 4:30 PM	16150	654	18.6	4.0	93	951	17.4	5.9	87	9536	19.3	59.0	97	5517	20.5	34.2	103
WKDAY 4:30 PM - 7:30 PM	22463	945	26.9	4.2	97	1441	26.3	6.4	95	13628	27.6	60.7	100	7177	26.7	32.0	96
WKDAY 7:30 PM - 8:00 PM	31795	1231	35.0	3.9	89	2052	37.5	6.5	96	19395	39.3	61.0	100	10498	39.0	33.0	99
WKDAY 11:00 PM - 11:30 PM	23977	875	24.9	3.6	84	1517	27.7	6.3	94	13975	28.3	58.3	96	8548	31.7	35.7	107
WKDAY 11:30 PM - 1:00 AM	7703	284	8.1	3.7	85	416	7.6	5.4	80	4489	9.1	58.3	96	2809	10.4	36.5	110
M-SAT 8-11 PM-SUN 7-11 PM	33800	1333	37.9	3.9	91	2270	41.5	6.7	99	20713	42.0	61.3	101	11209	41.6	33.2	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 5538	341	9.7	5.2	120	466	8.5	7.1	106	3857	7.8	59.0	97	2218	8.2	33.9	102
ANOTHER WORLD	N 4620	*149	4.2	3.2	74	237	4.3	5.1	76	2753	5.6	59.6	98	1641	6.1	35.5	107
AS THE WORLD TURNS	C 5614	251	7.1	4.5	103	274	5.0	4.9	72	3361	6.8	59.9	98	1998	7.4	35.6	107
CAPITOL	C 3396	*142	4.0	4.2	96	129	2.4	3.8	56	1955	4.0	57.6	94	1252	4.6	36.9	111
CBS MORN. NEWS 1	C 1446	**21	0.6	1.5	33	*68	1.2	4.7	70	862	1.7	59.6	98	382	1.4	26.4	79
CBS MORN. NEWS 2	C 1207	**29	0.8	2.4	55	*65	1.2	5.4	80	708	1.4	58.7	96	301	1.1	24.9	75
DAYS OF OUR LIVES	N 5877	200	5.7	3.4	78	350	6.4	6.0	88	3622	7.3	61.6	101	2032	7.5	34.6	104
FACTS OF LIFE - DAYTIME	N 2290	*73	2.1	3.2	73	93	1.7	4.1	60	1298	2.6	56.7	93	721	2.7	31.5	95
FAMILY FEUD	A 3023	127	3.6	4.2	97	189	3.5	6.3	93	1692	3.4	56.0	92	1034	3.8	34.2	103
GENERAL HOSPITAL	A 6097	246	7.0	4.0	93	369	6.7	6.1	90	3484	7.1	57.1	94	1999	7.4	32.8	99
GODD MORNING, AMERICA-730A	A 3515	141	4.0	4.0	92	212	3.9	6.0	89	2103	4.3	59.8	98	1287	4.8	36.6	110
GODD MORNING, AMERICA-830A	A 2818	*117	3.3	4.2	96	173	3.2	6.1	91	1787	3.6	63.4	104	989	3.7	35.1	106
GUIDING LIGHT	C 5339	220	6.3	4.1	95	318	5.8	6.0	88	3268	6.6	61.2	100	1809	6.7	33.9	102
ONE LIFE TO LIVE	A 4478	217	6.2	4.8	112	259	4.7	5.8	86	2449	5.0	54.7	90	1560	5.8	34.8	105
PRESS YOUR LUCK	C 2244	*95	2.7	4.2	98	150	2.7	6.7	99	1256	2.5	56.0	92	849	3.2	37.8	114
PRICE IS RIGHT 1	C 4348	147	4.2	3.4	78	214	3.9	4.9	73	2413	4.9	55.5	91	1525	5.7	35.1	105
PRICE IS RIGHT 2	C 5014	168	4.8	3.4	77	231	4.2	4.6	68	2781	5.6	55.5	91	1798	6.7	35.9	108
RYAN'S HOPE	A 3150	207	5.9	6.6	151	270	4.9										

	TOTAL U.S. '000	IMITATION MAYONNAISE				LOW CALORIE MAYONNAISE				REAL MAYONNAISE				SALAD DRESSING TYPE MAYONNAISE			
		'000	B DOWN	ACROSS		'000	B DOWN	ACROSS		'000	B DOWN	ACROSS		'000	B DOWN	ACROSS	
				%	INDX			%	INDX			%	INDX			%	INDX
TOTAL FEMALE HOMEOWNERS	80986	3516	100.0	4.3	100	5470	100.0	6.8	100	49347	100.0	60.9	100	26930	100.0	33.3	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	918	26.1	3.5	81	1654	30.2	6.3	94	15612	31.6	59.9	98	8437	31.3	32.4	97
NETWORK AFFILIATES - LATE	20261	749	21.3	3.7	85	1311	24.0	6.5	96	11748	23.8	58.0	95	7195	26.7	35.5	107
INDEPENDENTS - LATE	2076	144	4.1	6.9	160	193	3.5	9.3	138	1372	2.8	66.1	108	492	1.8	23.7	71
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	380	10.8	3.6	84	676	12.4	6.5	96	6139	12.4	58.7	96	3879	14.4	37.1	112
ABC MONDAY NIGHT MOVIE	A 6412	196	5.6	3.1	70	433	7.9	6.8	100	3948	8.0	61.6	101	2266	8.4	35.3	106
ABC SUNDAY NIGHT MOVIE	A 12407	546	15.5	4.4	101	970	17.7	7.8	116	7585	15.4	61.1	100	4249	15.8	34.2	103
ABC WORLD NEWS TONIGHT	A 6176	190	5.4	3.1	71	398	7.3	6.4	95	3806	7.7	61.6	101	2089	7.8	33.8	103
AFTERMASH	C 5863	*184	5.2	3.1	72	*352	6.4	6.0	89	3480	7.1	59.4	97	1859	6.9	31.7	95
ALICE	C 9594	341	9.7	3.6	82	575	10.5	6.0	89	5820	11.8	60.7	100	3099	11.5	32.3	97
AMERICAN PARADE	C 6622	237	6.7	3.6	82	434	7.9	6.6	97	3852	7.8	58.2	95	2160	8.0	32.6	98
NEWSOM	A 10886	461	13.1	4.2	98	773	14.1	7.1	105	6577	13.3	60.4	99	3616	13.4	33.2	100
BLUE THUNDER	A 5036	234	6.7	4.6	107	310	5.7	6.2	91	3077	6.2	61.1	100	1772	6.6	35.2	106
CAGNEY & LACEY	C 9965	435	12.4	4.4	101	706	12.9	7.1	105	5709	11.6	57.3	94	3750	13.9	37.6	113
CBS EVENING NEWS-DEAN	C 3491	*164	4.7	4.7	108	*212	3.9	6.1	90	2156	4.4	61.8	101	958	3.6	27.4	83
CBS EVENING NEWS-RATHER	C 7123	356	10.1	5.0	115	474	8.7	6.7	99	4128	8.4	58.0	95	2326	8.6	32.7	98
CBS SAT. NEWS-SCHIEFFER	C 3621	148	4.2	4.1	94	243	4.4	6.7	99	2306	4.7	63.7	105	1022	3.8	28.2	85
CBS SATURDAY NIGHT MOVIE	C 5436	191	5.4	3.5	81	414	7.6	7.6	113	3346	6.8	61.6	101	1939	7.2	35.7	107
CBS WEDNESDAY NIGHT MOVIE	C 6100	196	5.6	3.2	74	412	7.5	6.8	100	3570	7.2	58.5	96	2195	8.2	36.0	108
CHEERS	N 8869	395	11.2	4.4	102	540	9.9	6.1	90	5474	11.1	61.6	101	3053	11.3	34.3	103
DALLAS	C 22109	816	23.2	3.7	85	1478	27.0	6.7	99	13509	27.4	61.1	100	7269	27.0	32.9	99
DIFF'RENT STROKES	N 6940	257	7.3	3.7	85	400	7.3	5.8	85	4155	8.4	59.9	98	2235	8.3	32.2	97
DOUBLE TROUBLE	N 7223	228	6.5	3.2	73	424	7.8	5.9	87	4436	9.0	61.4	101	2438	9.1	33.8	102
DUCK FACTORY	N 5595	*257	7.3	4.6	106	376	6.9	6.7	99	3402	6.9	60.8	100	1831	6.8	32.7	98
DUKES OF HAZZARD	C 5768	*178	5.1	3.1	71	329	6.0	5.7	84	3332	6.8	57.8	95	2128	7.9	36.9	111
DYNASTY	A 20053	821	23.4	4.1	94	1150	21.0	5.7	85	12620	25.6	62.9	103	6359	23.6	31.7	95
FACTS OF LIFE	N 8087	293	8.3	3.6	83	473	8.6	5.8	87	4804	9.7	59.4	97	2747	10.2	34.0	102
FALCON CREST	C 20046	699	19.9	3.5	80	1164	21.3	5.8	86	12092	24.5	60.3	99	6703	24.9	33.4	101
FALL GUY	A 9084	415	11.8	4.6	105	583	10.7	6.4	95	5466	11.1	60.2	99	3446	12.8	37.9	114
FAMILY TIES	N 7964	*238	6.8	3.0	69	487	8.9	6.1	91	4751	9.6	59.7	98	2869	10.7	36.0	108
FANTASY ISLAND	A 7687	231	6.6	3.0	69	450	8.2	5.9	87	4710	9.5	61.3	101	2509	9.3	32.6	98
FOULUPS, BLEEPs & BLUNDERS	A 8861	343	9.8	3.9	89	510	9.3	5.8	85	5553	11.3	62.7	103	2760	10.2	31.1	94
FOUR SEASONS	C 5095	*151	4.3	3.0	68	*290	5.3	5.7	84	3203	6.5	62.9	103	1568	5.8	30.8	93
GIMME A BREAK	N 8838	244	6.9	2.8	64	534	9.8	6.0	89	5023	10.2	56.8	93	3075	11.4	34.8	105
HART TO HART	A 8978	321	9.1	3.6	82	607	11.1	6.8	100	5227	10.6	58.2	96	3095	11.5	34.5	104
HILL STREET BLUES	N 8590	488	13.9	5.7	131	656	12.0	7.6	113	5199	10.5	60.5	99	2774	10.3	32.3	97
HOTEL	A 14085	562	16.0	4.0	92	960	17.6	6.8	101	8366	17.0	59.4	97	4902	18.2	34.8	105
JEFFERSONS	C 9360	362	10.3	3.9	89	553	10.1	5.9	87	5536	11.2	59.1	97	3065	11.4	32.8	99
JENNIFER SLEPT HERE	N 5841	*193	5.5	3.3	76	391	7.1	6.7	99	3500	7.1	59.9	98	1818	6.8	31.1	94
KATE & ALLIE	C 9206	348	9.9	3.8	87	582	10.6	6.3	94	5322	10.8	57.8	95	3145	11.7	34.2	103
KNIGHT RIDER	N 7076	297	8.4	4.2	97	483	8.8	6.8	101	4378	8.9	61.9	102	2466	9.2	34.9	105
LOVE BOAT	A 12219	487	13.9	4.0	92	837	15.3	6.8	101	7763	15.7	63.5	104	3810	14.1	31.2	94
MAGNUM PI	C 11199	472	13.4	4.2	97	747	13.7	6.7	99	6618	13.4	59.1	97	3897	14.5	34.8	105
MAMA'S FAMILY	N 6057	*221	6.3	3.6	84	307	5.6	5.1	75	3616	7.3	59.7	98	2064	7.7	34.1	102
MASTER, THE	N 3598	*141	4.0	3.9	90	*167	3.1	4.6	69	2275	4.6	63.2	104	1160	4.3	32.2	97
MATT HOUSTON	A 6344	*202	5.7	3.2	73	442	8.1	7.0	103	3802	7.7	59.9	98	2549	9.5	40.2	121
NBC MONDAY NIGHT MOVIE	N 11994	480	13.7	4.0	92	759	13.9	6.3	94	7196	14.6	60.0	98	4018	14.9	33.5	101
NBC NIGHTLY NEWS	N 5132	179	5.1	3.5	80	327	6.0	6.4	94	3229	6.5	62.9	103	1641	6.1	32.0	96
NBC NIGHTLY NEWS-SAT	N 3375	*108	3.1	3.2	74	*148	2.7	4.4	65	2034	4.1	60.3	99	1070	4.0	31.7	95
NBC NIGHTLY NEWS-SUN	N 3130	*109	3.1	3.5	80	*159	2.9	5.1	75	1710	3.5	54.6	90	1021	3.8	32.6	98
NBC SUNDAY NIGHT MOVIE	N 8284	*282	8.0	3.4	78	524	9.6	6.3	94	5146	10.4	62.1	102	2589	9.6	31.3	94
NEWHART	C 9240	418	11.9	4.5	104	649	11.9	7.0	104	5355	10.9	58.0	95	3269	12.1	35.4	106
ONE DAY AT A TIME	C 7288	288	8.2	4.0	91	546	10.0	7.5	111	4195	8.5	57.6	94	2472	9.2	33.9	102
PEOPLE ARE FUNNY	N 4855	*168	4.8	3.5	80	*245	4.5	5.0	75	2878	5.8	59.3	97	1641	6.1	33.8	102
REAL PEOPLE	N 8849	264	7.5	3.0	69	459	8.4	5.2	77	5584	11.3	63.0	103	2797	10.4	31.5	95
REMINGTON STEELE	N 7743	281	8.0	3.6	84	510	9.3	6.6	98	4683	9.5	60.5	99	2673	9.9	34.5	104
RIPLEY'S BELIEVE IT - NOT	A 5345	*237	6.7	4.4	102	332	6.1	6.2	92	3379	6.8	63.2	104	1859	6.9	34.8	105
RPTIDE	N 6988	292	8.3	4.2	96	518	9.5	7.4	110	4122	8.4	59.0	97	2664	9.9	38.1	115
SCARECROW & MRS. KING	C 10002	366	10.4	3.7	84	783	14.3	7.8	116	5668	11.5	56.7	93	3398	12.6	34.0	102
SIMON & SIMON	C 10638	436	12.4	4.1	94	617	11.3	5.8	86	6354	12.9	59.7	98	3717	13.8	34.9	105
60 MINUTES	C 13293	527	15.0	4.0	91	901	16.5	6.8	100	7980	16.2	60.0	99	4018	14.9	30.2	91
ST. ELSEWHERE	N 7017	369	10.5	5.3	121	492	9.0	7.0	104	4336	8.8	61.8	101	2126	7.9	30.3	91
THREE'S COMPANY	A 10917	424	12.1	3.9	89	766	14.0	7.0	104	6800	13.8	62.3	102	3647	13.5	33.4	100
T.J. HOOKER	A 9204	347	9.9	3.8	87	633	11.6	6.9	102	5670	11.5	61.6	101	3118	11.6	33.9	102
TONIGHT SHOW	N 2372	*56	1.6	2.4	54	131											

	TOTAL U.S. '000	BEST FOODS				BLUE PLATE				DUKES				HELLMAN'S REAL MAYONNAISE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	7879	100.0	9.7	100	4110	100.0	5.1	100	3462	100.0	4.3	100	23586	100.0	29.1	100
18 - 24	9282	1016	12.9	10.9	113	*384	9.3	4.1	82	*424	12.2	4.6	107	1892	8.0	20.4	70
25 - 34	19072	2089	26.5	11.0	113	705	17.2	3.7	73	572	16.5	3.0	70	5158	21.9	27.0	93
35 - 44	14591	1433	18.2	9.8	101	622	15.1	4.3	84	706	20.4	4.8	113	4476	19.0	30.7	105
45 - 54	11345	1000	12.7	8.8	91	*604	14.7	5.3	105	*709	20.5	6.2	146	3614	15.3	31.9	109
55 - 64	11635	1079	13.7	9.3	95	661	16.1	5.7	112	*475	13.7	4.1	96	3952	16.8	34.0	117
65 OR OLDER	15061	1262	16.0	8.4	86	1135	27.6	7.5	148	576	16.6	3.8	89	4494	19.1	29.8	102
18 - 34	28354	3105	39.4	11.0	113	1089	26.5	3.8	76	996	28.8	3.5	82	7050	29.9	24.9	85
18 - 49	48339	5056	64.2	10.5	108	1931	47.0	4.0	79	2014	58.2	4.2	97	13264	56.2	27.4	94
25 - 54	45008	4522	57.4	10.0	103	1931	47.0	4.3	85	1987	57.4	4.4	103	13248	56.2	29.4	101
35 - 49	19985	1951	24.8	9.8	100	842	20.5	4.2	83	1018	29.4	5.1	119	6214	26.3	31.1	107
50 OR OLDER	32647	2823	35.8	8.6	89	2179	53.0	6.7	132	1447	41.8	4.4	104	10323	43.8	31.6	109
GRADUATED COLLEGE	11155	1436	18.2	12.9	132	*445	10.8	4.0	79	*347	10.0	3.1	73	3780	16.0	33.9	116
ATTENDED COLLEGE	13682	2094	26.6	15.3	157	*455	11.1	3.3	66	*491	14.2	3.6	84	4041	17.1	29.5	101
GRADUATED HIGH SCHOOL	33880	2766	35.1	8.2	84	1501	36.5	4.4	87	1299	37.5	3.8	90	10490	44.5	31.0	106
DID NOT GRADUATE HIGH SCHOOL	22270	1583	20.1	7.1	73	1708	41.6	7.7	151	1326	38.3	6.0	139	5275	22.4	23.7	81
EMPLOYED	40305	4234	53.7	10.5	108	1618	39.4	4.0	79	2070	59.8	5.1	120	12019	51.0	29.8	102
EMPLOYED FULL-TIME	32850	3389	43.0	10.3	106	1400	34.1	4.3	84	1777	51.3	5.4	127	9750	41.3	29.7	102
EMPLOYED PART-TIME	7456	845	10.7	11.3	116	*218	5.3	2.9	58	*293	8.5	3.9	92	2269	9.6	30.4	104
NOT EMPLOYED	40680	3645	46.3	9.0	92	2292	60.6	6.1	121	1392	40.2	3.4	80	11567	49.0	28.8	98
PROFESSIONAL/MANAGER	10392	1350	17.1	13.0	134	*430	10.5	4.1	82	*428	12.4	4.1	96	3317	14.1	31.9	110
TECH/CLERICAL/SALES	17574	1995	25.3	11.4	117	584	14.2	3.3	65	700	20.2	4.0	93	5439	23.1	30.9	106
PRECISION/CRAFT	985	*68	0.9	6.9	71	*80	1.9	8.1	160	*72	2.1	7.3	171	*243	1.0	24.7	85
OTHER EMPLOYED	11354	821	10.4	7.2	74	*524	12.7	4.6	91	870	25.1	7.7	179	3020	12.8	26.6	91
SINGLE	9863	1088	13.8	11.0	113	*517	12.6	5.2	103	*224	6.5	2.3	53	7825	12.0	28.6	98
MARRIED	51375	4623	58.7	9.0	92	2159	52.5	4.2	83	2326	67.2	4.5	106	15537	65.9	30.2	104
DIVORCED/SEPARATED/WIDOWED	19748	2167	27.5	11.0	113	1434	34.9	7.3	143	912	26.3	4.6	108	5224	22.1	26.5	91
PARENTS	32590	3343	42.4	10.3	105	1331	32.4	4.1	80	1424	41.1	4.4	102	9152	38.8	28.1	96
WHITE	70416	7336	93.1	10.4	107	3030	73.7	4.3	85	2817	81.4	4.0	94	21261	90.1	30.2	104
BLACK	8778	*249	3.2	2.8	29	1018	24.8	11.6	229	616	17.8	7.0	164	1944	8.2	22.1	76
OTHER	1791	*294	3.7	16.4	169	*61	1.5	3.4	67	*29	0.8	1.6	38	*381	1.6	21.3	73
NORTHEAST-CENSUS	17786	*44	0.6	0.2	3	*46	1.1	0.3	5	*154	4.4	0.9	20	9755	41.4	54.8	188
NORTH CENTRAL	20741	*310	3.9	1.5	15	*68	1.7	0.3	6	*76	2.2	0.4	9	5268	26.6	30.2	104
SOUTH	27775	*367	4.7	1.3	14	3841	93.5	13.8	272	3172	91.6	11.4	267	8803	28.8	24.5	84
WEST	14683	7159	90.9	48.8	501	*154	3.7	1.0	21	*61	1.8	0.4	10	761	3.2	5.2	18
NORTHEAST-MKTG.	17961	*69	0.9	0.4	4	*226	5.5	1.3	25	*336	9.7	1.9	44	9206	39.0	51.3	176
EAST CENTRAL	11885	*27	0.3	0.2	2	*191	4.6	1.6	32	*21	0.6	0.2	4	4338	18.4	36.5	125
WEST CENTRAL	14090	723	9.2	5.1	53	*9	0.2	0.1	1	*54	1.6	0.4	9	3780	16.0	26.8	92
SOUTH	24081	442	5.6	1.8	19	3529	85.9	14.7	289	2989	86.3	12.4	290	5708	24.2	23.7	81
PACIFIC	12969	6617	84.0	51.0	524	*154	3.7	1.2	23	*61	1.8	0.5	11	*555	2.4	4.3	15
COUNTY SIZE A	32439	3831	48.6	11.8	121	906	22.0	2.8	55	*447	12.9	1.4	32	11346	48.1	35.0	120
COUNTY SIZE B	24915	2257	28.6	9.1	93	1490	36.3	6.0	118	900	26.0	3.6	85	7034	29.8	28.2	97
COUNTY SIZE C	12930	1552	19.7	12.0	123	513	12.5	4.0	78	1713	49.5	13.2	310	2691	11.4	20.8	71
COUNTY SIZE D	10703	*239	3.0	2.2	23	1201	29.2	11.2	221	*402	11.6	3.8	88	2515	10.7	23.5	81
METRO CENTRAL CITY	24518	3068	38.9	12.5	129	1260	30.7	5.1	101	698	20.2	2.8	67	6801	28.8	27.7	95
METRO SUBURBAN	35919	3873	49.2	10.8	111	1402	34.1	3.9	77	1503	43.4	4.2	98	11716	49.7	32.6	112
NON METRO	20549	938	11.9	4.6	47	1448	35.2	7.0	139	1261	36.4	6.1	144	5069	21.5	24.7	85
TOP 5 ADI'S	18341	2929	37.2	16.0	164	*101	2.5	0.6	11	*162	4.7	0.9	21	7005	29.7	38.2	131
TOP 10 ADI'S	25378	3022	38.4	11.9	122	*384	9.3	1.5	30	*337	9.7	1.3	31	9203	39.0	36.3	125
TOP 20 ADI'S	36488	4476	56.8	12.3	126	1132	27.5	3.1	61	733	21.2	2.0	47	12206	51.8	33.5	115
HSOLD INC. \$50,000 OR MORE	6612	*681	8.6	10.3	106	*141	3.4	2.1	42	*121	3.5	1.8	43	2702	11.5	40.9	140
\$40,000 OR MORE	12659	1610	20.4	12.7	131	*474	11.5	3.7	74	*409	11.8	3.2	76	4755	20.2	37.6	129
\$30,000 OR MORE	24698	2772	35.2	11.2	115	892	21.7	3.6	71	827	23.9	3.3	78	8563	36.3	34.7	119
\$25,000 OR MORE	32077	3510	44.5	10.9	112	1181	28.7	3.7	73	1265	36.5	3.9	92	11145	47.3	34.7	119
\$20,000 - \$24,999	9144	925	11.7	10.1	104	*432	10.5	4.7	93	*516	14.9	5.6	132	2813	11.9	30.8	106
\$15,000 - \$19,999	8728	843	10.7	9.7	99	*329	8.0	3.8	74	*294	8.5	3.4	79	2166	9.2	24.8	85
\$10,000 - \$14,999	12562	1075	13.6	8.6	88	773	18.8	6.2	121	*584	16.9	4.6	109	3287	13.9	26.2	90
UNDER \$10,000	18475	1526	19.4	8.3	85	1394	33.9	7.5	149	803	23.2	4.3	102	4175	17.7	22.6	78
HOUSEHOLD OF 1 PERSON	11987	1319	16.7	11.0	113	605	14.7	5.0	99	397	11.5	3.3	77	1336	14.1	27.8	96
2 PEOPLE	26577	2486	31.6	9.4	96	1629	39.6	6.1	121	1041	30.1	3.9	92	8138	34.5	30.6	105
3 OR 4 PEOPLE	30617	2773	35.2	9.1	93	1308	31.8	4.3	84	1545	44.6	5.0	118	8820	36.5	28.2	97
5 OR MORE PEOPLE	11804	1301	16.5	11.0	113	*568	13.8	4.8	95	*479	13.8	4.1	95	3492	14.8	29.6	102
NO CHILD IN HSOLD	46165	4285	54.4	9.3	95	2603	63.3	5.6	111	1972	57.0	4.3	100	14008	59.4	30.3	104
CHILD(REN) UNDER 2 YRS	5325	*493	6.3	9.3	95	*257	6.3	4.8	95	*210	6.1	3.9	92	1197	5.1	22.5	77
2 - 5 YEARS	14221	1641	20.8	11.5	119	670	16.3	4.7	93	*584	16.9	4.1	96	3481	14.8	24.5	84
6 - 11 YEARS	15117	1477	18.7	9.8	100	570	13.9	3.8	74	*590	17.0	3.9	91	4152	17.6	27.5	94
12 - 17 YEARS	16611	1683	21.4	10.1	104	753	18.3	4.5	89	769	22.2	4.6	108	4933	20.9	29.7	102
RESIDENCE OWNED	55884	5079	64.5	9.1	93	2961	72.0	5.3	104	2621	75.7	4.7	110	17217	73.0	30.8	106
VALUE: \$50,000 OR MORE	31744	4064	51.6	12.8	132	1193	29.0	3.8	74	1109	32.0	3.5	82	10731	45.5	33.8	116
VALUE: UNDER \$50,000	24140	1015	12.9	4.2	43	1768	43.0	7.3	144	1512	43.7	6.3	147	6486	27.5	26.9	92

		TOTAL U.S. '000	BEST FOODS				BLUE PLATE				DUKES				HELLMAN'S REAL MAYONNAISE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	7879	100.0	9.7	100	4110	100.0	5.1	100	3462	100.0	4.3	100	23586	100.0	29.1	100
MAGAZINES	QUINTILE 1	15799	1845	23.4	11.7	120	667	16.2	4.2	83	702	20.3	4.4	104	5273	22.4	33.4	115
	QUINTILE 2	17259	1793	22.8	10.4	107	856	20.8	5.0	98	656	18.9	3.8	89	5636	23.9	32.7	112
	QUINTILE 3	13545	1284	16.3	9.5	97	*565	13.7	4.2	82	*503	14.5	3.7	87	4204	17.8	31.0	107
	QUINTILE 4	15133	1401	17.8	9.3	95	805	19.6	5.3	105	631	18.2	4.2	98	3877	16.4	25.6	88
	QUINTILE 5	19250	1556	19.7	8.1	83	1217	29.6	6.3	125	971	28.0	5.0	118	4597	19.5	23.9	82
NEWSPAPERS	QUINTILE 1	12413	918	11.7	7.4	76	*195	4.7	1.6	31	*328	9.5	2.6	62	5359	22.7	43.2	148
	QUINTILE 2	24116	2135	27.1	8.9	91	921	22.4	3.8	75	1110	32.1	4.6	108	7518	31.9	31.2	107
	QUINTILE 3	11261	1278	16.2	11.3	117	648	15.8	5.8	113	*545	15.7	4.8	113	3155	13.4	28.0	96
	QUINTILE 4	20255	2297	29.2	11.3	117	1258	30.6	6.2	122	1059	30.6	5.2	122	5161	21.9	25.5	87
	QUINTILE 5	12940	1252	15.9	9.7	99	1087	26.4	8.4	166	*420	12.1	3.2	76	2394	10.2	18.5	64
OUTDOOR	QUINTILE 1	14852	1386	17.6	9.3	96	744	18.1	5.0	99	*378	10.9	2.5	60	4701	19.9	31.7	109
	QUINTILE 2	15725	1616	20.5	10.3	106	689	16.8	4.4	86	653	18.9	4.2	97	4391	18.6	27.9	96
	QUINTILE 3	16330	1790	22.7	11.0	113	835	20.3	5.1	101	694	20.0	4.2	99	4832	20.5	29.6	102
	QUINTILE 4	16744	1750	22.2	10.5	107	877	21.3	5.2	103	743	21.5	4.4	104	4948	21.0	29.6	101
	QUINTILE 5	17334	1336	17.0	7.7	79	965	23.5	5.6	110	994	28.7	5.7	134	4714	20.0	27.2	93
RADIO-DRIVE TIME	QUINTILE 1	15911	1318	16.7	8.3	85	702	17.1	4.4	87	856	24.7	5.4	126	5154	21.9	32.4	111
	QUINTILE 2	14837	1433	18.2	9.7	99	*593	14.4	4.0	79	723	20.9	4.9	114	4500	19.1	30.3	104
	QUINTILE 3	15339	1553	19.7	10.1	104	722	17.6	4.7	93	645	18.6	4.2	98	4494	19.1	29.3	101
	QUINTILE 4	16723	1541	19.6	9.2	95	916	22.3	5.5	108	616	17.8	3.7	86	4777	20.3	28.6	98
	QUINTILE 5	18176	2033	25.8	11.2	115	1177	28.6	6.5	128	622	18.0	3.4	80	4663	19.8	25.7	88
RADIO-MID- DAY	QUINTILE 1	21020	1769	22.5	8.4	87	905	22.0	4.3	85	1052	30.4	5.0	117	6572	27.9	31.3	107
	QUINTILE 2	21610	1992	25.3	9.2	95	917	22.3	4.2	84	937	27.1	4.3	101	6521	27.6	30.2	104
	QUINTILE 3	38355	4118	52.3	10.7	110	2288	55.7	6.0	118	1473	42.5	3.8	90	10494	44.5	27.4	94
	QUINTILE 4	15988	1445	18.3	9.0	93	727	17.7	4.5	90	958	27.7	6.0	140	5093	21.6	31.9	109
	QUINTILE 5	15626	1417	18.0	9.1	93	598	14.5	3.8	75	*546	15.8	3.5	82	4794	20.3	30.7	105
RADIO-TOTAL	QUINTILE 1	16723	1546	19.6	9.2	95	791	19.2	4.7	93	687	19.8	4.1	96	4970	21.1	29.7	102
	QUINTILE 2	16342	1878	23.8	11.5	118	802	19.5	4.9	97	676	19.5	4.1	97	4666	19.8	28.6	98
	QUINTILE 3	16306	1591	20.2	9.8	100	1191	29.0	7.3	144	596	17.2	3.7	86	4063	17.2	24.9	86
	QUINTILE 4	15953	1297	16.5	8.1	84	765	18.6	4.8	94	904	26.1	5.7	133	4871	20.7	30.5	105
	QUINTILE 5	16137	1576	20.0	9.8	100	928	22.6	5.8	113	*594	17.2	3.7	86	4821	20.4	29.9	103
TV-PRIME TIME	QUINTILE 1	16420	1580	20.1	9.6	99	691	16.8	4.2	83	694	20.0	4.2	99	5112	21.7	31.1	107
	QUINTILE 2	16687	1569	19.9	9.4	97	877	21.3	5.3	104	*562	16.2	3.4	79	4505	19.1	27.0	93
	QUINTILE 3	15789	1857	23.6	11.8	121	849	20.7	5.4	106	708	20.5	4.5	105	4277	18.1	27.1	93
	QUINTILE 4	16687	1569	19.9	9.4	97	877	21.3	5.3	104	708	20.5	4.5	105	4277	18.1	27.1	93
	QUINTILE 5	15789	1857	23.6	11.8	121	849	20.7	5.4	106	708	20.5	4.5	105	4277	18.1	27.1	93
TV-DAYTIME	QUINTILE 1	27736	2244	28.5	8.1	83	1717	41.8	6.2	122	1441	41.6	5.2	122	7432	31.5	26.8	92
	QUINTILE 2	26489	2106	26.7	8.0	82	1136	27.6	4.3	85	889	25.7	3.4	79	8129	34.5	30.7	105
	QUINTILE 3	26761	3529	44.8	13.2	136	1256	30.6	4.7	92	1132	32.7	4.2	99	8025	34.0	30.0	103
	QUINTILE 4	16345	1528	19.4	9.3	96	841	20.5	5.1	101	869	25.1	5.3	124	4429	18.8	27.1	93
	QUINTILE 5	16447	1147	14.6	7.0	72	1028	25.0	6.3	123	856	24.7	5.2	122	5006	21.2	30.4	105
TV-TOTAL	QUINTILE 1	15980	1415	18.0	8.9	91	802	19.5	5.0	99	*441	12.7	2.8	65	5042	21.4	31.6	108
	QUINTILE 2	15887	1593	20.2	10.0	103	660	16.1	4.2	82	*467	13.5	2.9	69	4859	20.6	30.6	105
	QUINTILE 3	16326	2196	27.9	13.5	138	780	19.0	4.8	94	828	23.9	5.1	119	4250	18.0	26.0	89
	QUINTILE 4	20721	1908	24.2	9.2	95	703	17.1	3.4	67	841	24.3	4.1	95	7607	32.3	36.7	126
	QUINTILE 5	19186	2543	32.3	13.3	136	1238	30.1	6.5	127	875	25.3	4.6	107	5117	21.7	26.7	92
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 1	21899	1775	22.5	8.1	83	739	18.0	3.4	66	873	25.2	4.0	93	7053	29.9	32.2	111
	QUINTILE 2	15451	1657	21.0	10.7	110	669	16.3	4.3	85	654	18.9	4.2	99	5093	21.6	33.0	113
	QUINTILE 3	25953	2708	34.4	10.4	107	1186	28.9	4.6	90	1045	30.2	4.0	94	8346	35.4	32.2	110
	QUINTILE 4	24400	2340	29.7	9.6	99	1185	28.8	4.9	96	785	22.7	3.2	75	6387	27.1	26.2	90
	QUINTILE 5	18049	1753	22.2	9.7	100	813	19.8	4.5	89	838	24.2	4.6	109	5667	24.0	31.4	108
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	23571	2786	35.4	11.8	121	1118	27.2	4.7	93	844	24.4	3.6	84	7614	32.3	32.3	111
	QUINTILE 2	23278	1852	23.5	8.0	82	974	23.7	4.2	82	1183	34.2	5.1	119	6808	28.9	29.2	100
	QUINTILE 3	15459	1281	16.3	8.3	85	790	19.2	5.1	101	779	22.5	5.0	118	4975	21.1	32.2	111
	QUINTILE 4	25829	3225	40.9	12.5	128	1035	25.2	4.0	79	865	25.0	3.3	78	8584	36.4	33.2	114
	QUINTILE 5	26039	2016	25.6	7.7	80	1490	36.3	5.7	113	1261	36.4	4.8	113	6739	28.6	25.9	89
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	16605	1459	18.5	8.8	90	*555	13.5	3.3	66	626	18.1	3.8	88	5470	23.2	32.9	113
	QUINTILE 2	26834	2386	30.3	8.9	91	910	22.1	3.4	67	1242	35.9	4.6	108	9281	39.3	34.6	119
	QUINTILE 3	23346	2747	34.9	11.8	121	1541	37.5	6.6	130	888	25.6	3.8	89	5763	24.4	24.7	85
	QUINTILE 4	17133	1251	15.9	7.3	75	*587	14.3	3.4	68	687	19.8	4.0	94	6157	26.1	35.9	123
	QUINTILE 5	25892	2572	32.6	9.9	102	837	20.4	3.2	64	1033	29.8	4.0	93	8525	36.1	32.9	113
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	23167	2566	32.6	11.1	114	1308	31.8	5.6	111	1143	33.0	4.9	115	5850	24.8	25.3	87
	QUINTILE 2	17159	1133	14.4	6.6	68	639	15.5	3.7	73	787	22.7	4.6	107	6088	25.8	35.5	122
	QUINTILE 3	26214	2740	34.8	10.5	107	866	21.1	3.3	65	902	26.1	3.4	80	8788	37.3	33.5	115
	QUINTILE 4	23412	2211	28.1	9.4	97	1762	42.9	7.5	148	1236	35.7	5.3	123	5241	22.2	22.4	77
	QUINTILE 5	15303	1411	17.9	9.2	95	722	17.6	4.7	93	675	19.5	4.4	103	4488	19.0	29.3	101
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE	QUINT																	

	TOTAL U.S. '000	BEST FOODS				BLUE PLATE				DUKES				HELLMAN'S REAL MAYONNAISE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	7879	100.0	9.7	100	4110	100.0	5.1	100	3462	100.0	4.3	100	23586	100.0	29.1	100
ATLANTIC MONTHLY	415	**33	0.4	8.0	82	**0	0.0	0.0	0	**6	0.2	1.4	34	*178	0.8	42.9	147
BARRON'S	453	**41	0.5	9.1	93	**5	0.1	1.1	22	**21	0.6	4.6	108	*140	0.6	30.9	106
BETTER HOMES & GARDENS	16256	1366	17.3	8.4	86	714	17.4	4.4	87	672	19.4	4.1	97	5439	23.1	33.5	115
BON APPETIT	2535	363	4.6	14.3	147	**136	3.3	5.4	106	**59	1.7	2.3	54	1005	4.3	39.6	136
BUSINESS WEEK	1278	**96	1.2	7.5	77	**29	0.7	2.3	45	**22	0.6	1.7	40	370	1.6	29.0	99
CAR AND DRIVER	378	**16	0.2	4.2	44	**2	0.0	0.5	10	**18	0.5	4.8	111	**139	0.6	36.8	126
CBS MAGAZINE NETWORK (GROSS)	1498	**180	2.3	12.0	124	**47	1.1	3.1	62	**97	2.8	6.5	151	488	2.1	32.6	112
CHANGING TIMES	1505	**132	1.7	8.8	90	**59	1.4	3.9	77	**43	1.2	2.9	67	481	2.0	32.0	110
COLONIAL HOMES	1231	**52	0.7	4.2	43	**37	0.9	3.0	59	**47	1.4	3.8	89	420	1.8	34.1	117
CONDE NAST MAG. PKG. (GROSS)	14146	1454	18.5	10.3	106	541	13.2	3.8	75	462	13.3	3.3	76	5355	22.7	37.9	130
CONSUMERS DIGEST	1323	**138	1.8	10.4	107	**51	1.2	3.9	76	**53	1.5	4.0	94	505	2.1	38.2	131
COSMOPOLITAN	7102	817	10.4	11.5	118	**278	6.8	3.9	77	**251	7.3	3.5	83	2334	9.9	32.9	113
COUNTRY LIVING	2481	**126	1.6	5.1	52	**55	1.3	2.2	44	**106	3.1	4.3	100	879	3.7	35.4	122
CUISINE	1472	**258	3.3	17.5	180	**67	1.6	4.6	90	**22	0.6	1.5	35	619	2.6	42.1	144
CYCLE WORLD	425	**62	0.8	14.6	150	**27	0.7	6.4	125	**0	0.0	0.0	0	**87	0.4	20.5	70
DCI:CREATIVE IDEAS FOR LIV	2510	**218	2.8	8.7	89	**63	1.5	2.5	49	*167	4.8	6.7	156	884	3.7	35.2	121
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	289	3.7	4.3	44	505	12.3	7.5	149	878	25.4	13.1	307	2147	9.1	32.1	110
DISCOVER	894	**81	1.0	9.1	93	**37	0.9	4.1	82	**34	1.0	3.8	89	298	1.3	33.3	114
EBONY	3507	*138	1.8	3.9	40	294	7.2	8.4	165	247	7.1	7.0	165	972	4.1	27.7	95
ESQUIRE	1083	**69	0.9	6.4	65	**78	1.9	7.2	142	**61	1.8	5.6	132	335	1.4	30.9	106
ESSENCE	1830	**75	1.0	4.1	42	*170	4.1	9.3	183	*158	4.6	8.6	202	428	1.8	23.4	80
FAMILY CIRCLE	15930	1466	18.6	9.2	95	646	15.7	4.1	80	631	18.2	4.0	93	5499	23.3	34.5	119
THE FAMILY HANDYMAN	1126	**68	0.9	6.0	62	**18	0.4	1.6	31	**17	0.5	1.5	35	447	1.9	39.7	136
FAMILY WEEKLY	11468	1656	21.0	14.4	148	778	18.9	6.8	134	495	14.3	4.3	101	3121	13.2	27.2	93
FIELD & STREAM	2234	*144	1.8	6.4	66	*108	2.6	4.8	95	*149	4.3	6.7	156	700	3.0	31.3	108
FOOD & WINE	579	**90	1.1	15.5	160	**38	0.9	6.6	129	**3	0.1	0.5	12	222	0.9	38.3	132
FORBES	728	**42	0.5	5.8	59	**8	0.2	1.1	22	**9	0.3	1.2	29	279	1.2	38.3	132
FORTUNE	906	**53	0.7	5.8	60	**42	1.0	4.6	91	**4	0.1	0.4	10	357	1.5	39.4	135
GENTLEMEN'S QUARTERLY	791	**105	1.3	13.3	136	**43	1.0	5.4	107	**53	1.5	6.7	157	260	1.1	32.9	113
GLAMOUR	5265	541	6.9	10.3	106	*180	4.4	3.4	67	*245	7.1	4.7	109	1919	8.1	36.4	125
GOLF DIGEST	636	**86	1.1	13.5	139	**0	0.0	0.0	0	**42	1.2	6.6	154	*193	0.8	30.3	104
GOLF DIGEST/TENNIS (GROSS)	1186	**104	1.3	8.8	90	**3	0.1	0.3	5	**69	2.0	5.8	136	416	1.8	35.1	120
GOLF MAGAZINE	441	**40	0.5	9.1	93	**0	0.0	0.0	0	*24	0.7	5.4	127	*177	0.8	40.1	138
GOLF MAGAZINE/SKI (GROSS)	922	**151	1.9	16.4	168	**0	0.0	0.0	0	**33	1.0	3.6	84	319	1.4	34.6	119
GOOD HOUSEKEEPING	16487	1416	18.0	8.6	88	747	18.2	4.5	89	596	17.2	3.6	85	5490	23.3	33.3	114
HARPER'S BAZAAR	2423	*272	3.5	11.2	115	**67	1.6	2.8	54	**28	0.8	1.2	27	947	4.0	39.1	134
HEALTH	1994	*203	2.6	10.2	105	**68	1.7	3.4	67	**61	1.8	3.1	72	608	2.6	30.5	105
HEARST MAG CORP. BUY (GROSS)	44101	3882	49.3	8.8	90	1752	42.6	4.0	78	1609	46.5	3.6	85	15227	64.6	34.5	119
HEARST MAN POWER (GROSS)	1993	*108	1.4	5.4	56	**13	0.3	0.7	13	*101	2.9	5.1	119	665	2.8	33.4	115
HEARST WOMAN POWER (GROSS)	31274	2960	37.6	9.5	97	1361	33.1	4.4	86	1109	32.0	3.5	83	10417	44.2	33.3	114
HOUSE BEAUTIFUL	3623	311	3.9	8.6	88	*168	4.1	4.6	91	*188	5.4	5.2	121	1400	5.9	38.6	133
INC.	283	**22	0.3	7.8	80	**5	0.1	1.8	35	*17	0.5	6.0	141	*75	0.3	26.5	91
JET	2928	*109	1.4	3.7	38	*271	6.6	9.3	182	309	8.9	10.6	247	778	3.3	26.6	91
LADIES' HOME JOURNAL	11918	1166	14.8	9.8	101	577	14.0	4.8	95	510	14.7	4.3	100	4033	17.1	33.8	116
LHJ FAMILY GRP COMBO(GROSS)	16764	1645	20.9	9.8	101	710	17.3	4.2	83	734	21.2	4.4	102	5563	23.6	33.2	114
LIFE	4254	431	5.5	10.1	104	*148	3.6	3.5	69	*118	3.4	2.8	65	1447	6.1	34.0	117
L.A. TIMES HOME MAGAZINE	1145	466	5.9	40.7	418	*116	0.4	1.4	28	*18	0.5	1.6	37	*63	0.3	5.5	19
MADMOISELLE	2884	*256	3.2	8.9	91	*122	3.0	4.2	83	*90	2.6	3.1	73	1098	4.7	38.1	131
MC CALL'S	13460	1332	16.9	9.9	102	675	16.4	5.0	99	573	16.6	4.3	100	4434	18.8	32.9	113
MC CALL'S/WRK MOTHER (GROSS)	14606	1427	18.1	9.8	100	753	18.3	5.2	102	628	18.1	4.3	101	4901	20.8	33.6	115
MECHANIX ILLUSTRATED	772	**60	0.8	7.8	80	**27	0.7	3.5	69	**18	0.5	2.3	55	*244	1.0	31.6	109
METROPOLITAN HOME	967	**128	1.6	13.2	136	**17	0.4	1.8	35	*14	0.4	1.4	34	403	1.7	41.7	143
MONEY	1588	**125	1.6	7.9	81	**72	1.8	4.5	89	*61	1.8	3.8	90	472	2.0	29.7	102
MOTHER EARTH NEWS	1002	**111	1.4	11.1	114	*57	1.4	5.7	112	*34	1.0	3.4	79	296	1.3	29.5	101
MS.	825	**103	1.3	12.5	128	**32	0.8	3.9	76	*14	0.4	1.7	40	286	1.2	34.7	119
NATIONAL ENQUIRER	10336	1095	13.9	10.6	109	689	16.8	6.7	131	601	17.4	5.8	136	2715	11.5	26.3	90
NATIONAL GEOGRAPHIC	9597	1257	16.0	13.1	135	284	6.9	3.0	58	*255	7.4	2.7	62	3184	13.5	33.2	114
NATIONAL SUNDAY MAGAZINE PKG	49558	4856	61.6	9.8	101	2029	49.4	4.1	81	2116	61.1	4.3	100	16074	68.2	32.4	111
NATURAL HISTORY	573	**78	1.0	13.6	140	**0	0.0	0.0	0	*4	0.1	0.7	16	*211	0.9	36.8	126
NEW WOMAN	1699	*151	1.9	8.9	91	*122	3.0	7.2	141	*43	1.2	2.5	59	580	2.5	34.1	117
NEW YORK INCLUDING CUE	443	**2	0.0	0.5	5	**3	0.1	0.7	13	**0	0.0	0.0	0	269	1.1	60.7	208
THE NEW YORKER	1270	**98	1.2	7.7	79	*18	0.4	1.4	28	*8	0.2	0.6	15	669	2.8	52.7	181
NEWSWEEK	6277	724	9.2	11.5	119	*150	3.6	2.4	47	*163	4.7	2.6	61	2143	9.1	34.1	117
THE N.Y. TIMES DAILY EDITION	1205	**29	0.4	2.4	25	*12	0.3	1.0	20	*19	0.5	1.6	37	799	3.4	66.3	228
THE N.Y. TIMES MAGAZINE	2081	**28	0.4	1.3	14	*16	0.4	0.8	15	*21	0.6	1.0	24	1370	5.8	65.8	226
OMNI	788	**92	1.2	11.7	120	*23	0.6	2.9	58	*6	0.2	0.8	18	*146	0.6	18.5	64
ON CABLE	1158	**95	1.2	8.2	84	*38	0.9	3.3	65	*42	1.2	3.6	85	279	1.2	24.1	83
1001 HOME IDEAS	2852	*277	3.5	9.7	100	*65	1.6	2.3	45	*163	4.7	5.7	134	922	3.9	32.3	111
ORGANIC GARDENING	1658	*190	2.4	11.5	118	*94	2.3	5.7	112	*56	1.6	3.4	79	465	2.0	28.0	96
OUTDOOR LIFE	896	*56	0.7	6.3	64	*34	0.8	3.8	75	*26	0.8	2.9	68	290	1.2	32.4	111
PARADE MAGAZINE	24275	2232	28.3	9.2	95	694	16.9	2.9	56	1337	38.6	5.5	129	8112	34.4	33.4	115

	TOTAL U.S. '000	BEST FOODS				BLUE PLATE				DUKES				HELLMAN'S REAL MAYONNAISE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	7879	100.0	9.7	100	4110	100.0	5.1	100	3462	100.0	4.3	100	23586	100.0	29.1	100
PARENTS	3845	378	4.8	9.8	101	**77	1.9	2.0	39	**77	2.2	2.0	47	1137	4.8	29.6	102
PENTHOUSE	831	**53	0.7	6.4	66	**14	0.3	1.7	33	**8	0.2	1.0	23	*207	0.9	24.9	86
PEOPLE	11645	1614	20.5	13.9	142	464	11.3	4.0	79	358	10.3	3.1	72	3515	14.9	30.2	104
PLAYBOY	2006	**163	2.1	8.1	84	**87	2.1	4.3	85	**55	1.6	2.7	64	606	2.6	30.2	104
POPULAR HOT RODDING	297	**20	0.3	6.7	69	**15	0.4	5.1	100	**12	0.3	4.0	95	**93	0.4	31.3	108
POPULAR MECHANICS	1018	**45	0.6	4.4	45	**9	0.2	0.9	17	**44	1.3	4.3	101	351	1.5	34.5	118
POPULAR SCIENCE	878	**46	0.6	5.2	54	**8	0.2	0.9	18	**55	1.6	6.3	147	*316	1.3	36.0	124
PREVENTION	3913	565	7.2	14.4	148	*221	5.4	5.6	111	**66	1.9	1.7	39	1216	5.2	31.1	107
PSYCHOLOGY TODAY	1710	*147	1.9	8.6	88	**42	1.0	2.5	48	**88	2.5	5.1	120	627	2.7	36.7	126
READER'S DIGEST	22204	2254	28.6	10.2	104	1149	28.0	5.2	102	985	28.5	4.4	104	6612	28.0	29.8	102
WEEKBOOK	7684	727	9.2	9.5	97	*337	8.2	4.4	86	*262	7.6	3.4	80	2593	11.0	33.7	116
ROAD & TRACK	410	**88	1.1	21.5	221	**0	0.0	0.0	0	**22	0.6	5.4	126	**145	0.6	35.4	121
ROLLING STONE	969	**117	1.5	12.1	124	**44	1.1	4.5	89	**28	0.8	2.9	68	318	1.3	32.8	113
RUNNER'S WORLD	298	**44	0.6	14.8	152	**0	0.0	0.0	0	**2	0.1	0.7	16	**74	0.3	24.8	85
SATURDAY EVENING POST	1169	**50	0.6	4.3	44	**43	1.0	3.7	72	**20	0.6	1.7	40	458	1.9	39.2	135
SCIENCE 84	587	**96	1.2	16.4	168	**5	0.1	0.9	17	**30	0.9	5.1	120	*164	0.7	27.9	96
SCIENCE DIGEST	482	**38	0.5	7.9	81	**5	0.1	1.0	20	**21	0.6	4.4	102	*173	0.7	35.9	123
SCIENTIFIC AMERICAN	594	**67	0.9	11.3	116	**16	0.4	2.7	53	**17	0.5	2.9	67	*181	0.8	30.5	105
SELF	2089	*217	2.8	10.4	107	**56	1.4	2.7	53	**11	0.3	0.5	12	755	3.2	36.1	124
SEVENTEEN	2411	*198	2.5	8.2	84	**98	2.4	4.1	80	**61	1.8	2.5	59	841	3.6	34.9	120
SKI	480	**111	1.4	23.1	238	**0	0.0	0.0	0	**9	0.3	1.9	44	*142	0.6	29.6	102
SMITHSONIAN	2760	403	5.1	14.6	150	**55	1.3	2.0	39	**77	2.2	2.8	65	999	4.2	36.2	124
SOAP OPERA DIGEST	3013	*138	1.8	4.6	47	*160	3.9	5.3	105	*109	3.1	3.6	85	1023	4.3	34.0	117
SOUTHERN LIVING	4184	**70	0.9	1.7	17	443	10.8	10.6	209	711	20.5	17.0	398	1264	5.4	30.2	104
SPORT	559	**40	0.5	7.2	74	**26	0.6	4.7	92	**53	1.5	9.5	222	*116	0.5	20.8	71
THE SPORTING NEWS	436	**36	0.5	8.3	85	**1	0.0	0.2	5	**2	0.1	0.5	11	**130	0.6	29.8	102
SPORTS AFIELD	493	**25	0.3	5.1	52	**0	0.0	0.0	0	**36	1.0	7.3	171	*140	0.6	28.4	98
SPORTS ILLUSTRATED	2758	*237	3.0	8.6	88	**54	1.3	2.0	39	**98	2.8	3.6	83	841	3.6	30.5	105
STAR	7456	*62	8.4	8.9	91	434	10.6	5.8	115	455	13.1	6.1	143	2398	10.2	32.2	110
SUNDAY	24936	1854	23.5	7.4	76	897	21.8	3.6	71	451	13.0	1.8	42	9122	38.7	36.6	126
SUNSET	2124	1077	13.7	50.7	521	**3	0.1	0.1	3	**10	0.3	0.5	11	*157	0.7	7.4	25
TV GUIDE	21661	2687	34.1	12.4	128	1030	25.1	4.8	94	868	25.1	4.0	94	6291	26.7	29.0	100
TENNIS	550	**18	0.2	3.3	34	**3	0.1	0.5	11	**27	0.8	4.9	115	*223	0.9	40.5	139
TIME	8880	*32	11.8	10.5	108	308	7.5	3.5	68	306	8.8	3.4	81	3395	14.4	38.2	131
TOWN & COUNTRY	917	**47	0.6	5.1	53	**43	1.0	4.7	92	**16	0.5	1.7	41	416	1.8	45.4	156
TRAVEL & LEISURE	972	**112	1.4	11.5	118	**27	0.7	2.8	55	**32	0.9	3.3	77	405	1.7	41.7	143
TRUE STORY	3356	**142	1.8	4.2	43	**103	2.5	3.1	60	**114	3.3	3.4	79	846	3.6	25.2	87
U.S. NEWS & WORLD REPORT	3410	316	4.0	9.3	95	**70	1.7	2.1	40	**154	4.4	4.5	106	1085	4.6	31.8	109
USA TODAY	1759	*156	2.0	8.9	91	**70	1.7	4.0	78	**42	1.2	2.4	56	709	3.0	30.3	138
US	1873	*217	2.8	11.6	119	**97	2.4	5.2	102	**44	1.3	2.3	55	672	2.8	35.9	123
VOGUE	3909	440	5.6	11.3	116	*184	4.5	4.7	93	**116	3.4	3.0	69	1583	6.7	40.5	139
WALL STREET JOURNAL	1886	*192	2.4	10.2	105	**19	0.5	1.0	20	**26	0.8	1.4	32	656	2.8	34.8	119
WEIGHT WATCHERS	2120	255	3.2	12.0	124	**50	1.2	2.4	46	**85	2.5	4.0	94	678	2.9	32.0	110
WOMAN'S DAY	14172	1302	16.5	9.2	94	559	13.6	3.9	78	557	16.1	3.9	92	4945	21.0	34.9	120
WORKING MOTHER	1146	**95	1.2	8.3	85	**78	1.9	6.8	134	**54	1.6	4.7	110	467	2.0	40.8	140
WORKING WOMAN	1322	**92	1.2	7.0	72	**51	1.2	3.9	76	**36	1.0	2.7	64	432	1.8	32.7	112
WORLD TENNIS	*163	**9	0.1	5.5	57	**4	0.1	2.5	48	**18	0.5	11.0	258	**39	0.2	23.9	82
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*195	2.5	7.7	79	**107	2.6	4.2	83	**82	2.4	3.2	76	899	3.8	35.5	122
BLAIR INSERTS	43657	3849	48.9	8.8	91	1559	37.9	3.6	70	1895	54.7	4.3	102	14966	63.5	34.3	118
DAILY NEWSPAPERS																	
READ ANY	51633	4721	59.9	9.1	94	2122	51.6	4.1	81	2221	64.2	4.3	101	16761	71.1	32.5	111
READ ONE	43463	4138	52.5	9.5	98	1928	46.9	4.4	87	1927	55.7	4.4	104	13361	56.6	30.7	106
READ TWO OR MORE	8170	583	7.4	7.1	73	*194	4.7	2.4	47	293	8.5	3.6	84	3400	14.4	41.6	143
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4974	63.1	9.4	97	1991	48.4	3.8	74	2290	66.1	4.3	102	17314	73.4	32.9	113
READ ONE	46126	4489	57.0	9.7	100	1914	46.6	4.1	82	2230	64.4	4.8	113	14643	62.1	31.7	109
READ TWO OR MORE	6552	485	6.2	7.4	76	**77	1.9	1.2	23	**60	1.7	0.9	21	2671	11.3	40.8	140
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.50				27.17				23.69				29.39			
30 DAY REACH	71455	7188	91.2	10.1	103	3592	87.4	5.0	99	2808	81.1	3.9	92	20888	88.6	29.2	100
50 SHWG - 30 DAY AV FREQ	14.56	15.14				14.34				12.48				15.32			
30 DAY REACH	67742	6803	86.3	10.0	103	3423	83.3	5.1	100	2668	77.1	3.9	92	20074	85.1	29.6	102
25 SHWG - 30 DAY AV FREQ	7.94	8.06				8.02				6.92				8.37			
30 DAY REACH	62117	6348	80.6	10.2	105	3071	74.7	4.9	97	2401	69.4	3.9	90	18362	77.9	29.6	101
CABLE TV: HOME WIRED	32077	3528	44.8	11.0	113	1782	43.4	5.6	109	1028	29.7	3.2	75	10347	43.9	32.3	111
HOME NOT WIRED	48909	4351	55.2	8.9	91	2328	56.6	4.8	94	2434	70.3	5.0	116	13240	56.1	27.1	93
HAVE PAY CABLE	15935	1836	23.3	11.5	118	689	16.8	4.3	85	*485	14.0	3.0	71	5242	22.2	32.9	113

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	TOTAL U.S. '000	BEST FOODS				BLUE PLATE				DUKES				HELLMAN'S REAL MAYONNAISE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	7879	100.0	9.7	100	4110	100.0	5.1	100	3462	100.0	4.3	100	23586	100.0	29.1	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1932	24.5	7.4	76	1654	40.2	6.3	125	1199	34.6	4.6	108	7687	32.6	29.5	101
NETWORK AFFILIATES - LATE	20261	1399	17.8	6.9	71	1067	26.0	5.3	104	727	21.0	3.6	84	6045	25.6	29.8	102
INDEPENDENTS - LATE	2076	251	3.2	12.1	124	*59	1.4	2.8	56	*65	1.9	3.1	73	764	3.2	36.8	126
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	703	8.9	6.7	69	489	11.9	4.7	92	681	19.7	6.5	152	2882	12.2	27.6	95
ABC MONDAY NIGHT MOVIE	A 6412	596	7.6	9.3	96	384	9.3	6.0	118	*216	6.2	3.4	79	1957	8.3	30.5	105
ABC SUNDAY NIGHT MOVIE	A 12407	1209	15.3	9.7	100	618	15.0	5.0	98	418	12.1	3.4	79	3780	16.0	30.5	105
ABC WORLD NEWS TONIGHT	A 6176	469	6.0	7.6	78	434	10.6	7.0	138	153	4.4	2.5	58	2007	8.5	32.5	111
AFTERMASH	C 5863	563	7.1	9.6	99	*309	7.5	5.3	104	**202	5.8	3.4	81	1604	6.8	27.4	94
ALICE	C 9594	767	9.7	8.0	82	*554	13.5	5.8	114	302	8.7	3.1	74	2882	12.2	30.0	103
AMERICAN PARADE	C 6622	504	6.4	7.6	78	404	9.8	6.1	120	258	7.5	3.9	91	1818	7.7	27.5	94
BENSON	A 10886	1058	13.4	9.7	100	472	11.5	4.3	85	416	12.0	3.8	89	3090	13.1	28.4	97
BLUE THUNDER	A 5036	602	7.6	12.0	123	*246	6.0	4.9	96	*176	5.1	3.5	82	1270	5.4	25.2	87
CAGNEY & LACEY	C 9965	692	8.8	6.9	71	573	13.9	5.8	113	290	8.4	2.9	68	2992	12.7	30.0	103
CBS EVENING NEWS-DEAN	C 3491	411	5.2	11.8	121	*135	3.3	3.9	76	*779	2.3	2.3	53	913	3.9	26.2	90
CBS EVENING NEWS-RATHER	C 7123	585	7.4	8.2	84	377	9.2	5.3	104	299	8.6	4.2	98	2059	8.7	28.9	99
CBS SAT. NEWS-SCHIEFFER	C 3621	428	5.4	11.8	121	275	6.7	7.6	150	162	4.7	4.5	105	947	4.0	26.2	90
CBS SATURDAY NIGHT MOVIE	C 5436	459	5.8	8.4	87	271	6.6	5.0	98	232	6.7	4.3	100	1588	6.7	29.2	100
CBS WEDNESDAY NIGHT MOVIE	C 6100	539	6.8	8.8	91	261	6.4	4.3	84	204	5.9	3.3	78	1620	6.9	26.6	91
CHEERS	N 8889	941	11.9	10.6	109	258	6.3	2.9	57	439	12.7	4.9	116	2750	11.7	30.9	106
DALLAS	C 22109	1592	20.2	7.2	74	1076	26.2	4.9	96	1258	36.3	5.7	133	6878	29.2	31.1	107
DIFF'RENT STROKES	N 6940	500	6.3	7.2	74	467	11.4	6.7	133	373	10.8	5.4	126	1929	8.2	27.8	95
DOUBLE TROUBLE	N 7223	744	9.4	10.3	106	378	9.2	5.2	103	374	10.8	5.2	121	1943	8.2	26.9	92
DUCK FACTORY	N 5595	548	7.0	9.8	101	*264	6.4	4.7	93	*302	8.7	5.4	126	1737	7.4	31.0	107
DUKES OF HAZZARD	C 5768	382	4.8	6.6	68	313	7.6	5.4	107	410	11.8	7.1	166	1456	6.2	25.2	87
DYNASTY	A 20053	1774	22.5	8.8	91	1107	26.9	5.5	109	891	25.7	4.4	104	5908	25.0	29.5	101
FACTS OF LIFE	N 8087	974	12.4	12.0	124	391	9.5	4.8	95	531	15.3	6.6	154	2056	8.7	25.4	87
FALCON CREST	C 20046	1163	14.8	5.8	60	1034	25.2	5.2	102	1172	33.9	5.8	137	6275	26.6	31.3	107
FALL GUY	A 9084	738	9.4	8.1	84	471	11.5	5.2	102	585	16.9	6.4	151	2561	10.9	28.2	97
FAMILY TIES	N 7964	563	7.1	7.1	73	457	11.1	5.7	113	479	13.8	6.0	141	2268	9.6	28.5	98
FANTASY ISLAND	A 7687	696	8.8	9.1	93	483	11.8	6.3	124	*274	7.9	3.6	83	2226	9.4	29.0	99
FOOLUPS, BLEEP & BLUNDERS	A 8861	934	11.9	10.5	108	405	9.9	4.6	90	350	10.1	3.9	92	2726	11.6	30.8	106
FOUR SEASONS	C 5095	568	7.2	11.1	115	*239	5.8	4.7	92	**168	4.9	3.3	77	1535	6.5	30.1	103
GIMME A BREAK	N 8838	547	6.9	6.2	64	582	14.2	6.6	130	471	13.6	5.3	125	2437	10.3	27.6	95
HART TO HART	A 8978	746	9.5	8.3	85	478	11.6	5.3	105	465	13.4	5.2	121	2396	10.2	26.7	92
HILL STREET BLUES	N 8590	807	10.2	9.4	97	333	8.1	3.9	76	435	12.6	5.1	118	2511	10.6	29.2	100
HOTEL	A 14085	1123	14.3	8.0	82	821	20.0	5.8	115	500	14.4	3.5	83	4054	17.2	28.8	99
JEFFERSONS	C 9360	867	11.0	9.3	95	537	13.1	5.7	113	338	9.8	3.6	84	2569	10.9	27.4	94
JENNIFER SLEPT HERE	N 5841	454	5.8	7.8	80	334	8.1	5.7	113	*358	10.3	6.1	143	1548	6.6	26.5	91
KATE & ALLIE	C 9206	819	10.4	8.9	91	246	6.0	2.7	53	362	10.5	3.9	92	2774	11.8	30.1	103
KNIGHT RIDER	N 7076	833	10.6	11.8	121	398	9.7	5.6	111	581	16.8	8.2	192	1861	7.9	26.3	90
LOVE BOAT	A 12219	1170	14.8	9.6	98	690	16.8	5.6	111	525	15.2	4.3	101	3637	15.4	29.8	102
MAGNUM PI	C 11199	986	12.5	8.8	90	655	15.9	5.8	115	804	23.2	7.2	168	2962	12.6	26.4	91
MAMA'S FAMILY	N 6057	586	7.4	9.7	99	313	7.6	5.2	102	*243	7.0	4.0	94	1794	7.6	29.6	102
MASTER, THE	N 3598	362	4.6	10.1	103	*210	5.1	5.8	115	*253	7.3	7.0	164	961	4.1	26.7	92
MATT HOUSTON	A 6344	706	9.0	11.1	114	*208	5.1	3.3	65	*249	7.2	3.9	92	1811	7.7	28.5	98
NBC MONDAY NIGHT MOVIE	N 11994	1121	14.2	9.3	96	628	15.3	5.2	103	703	20.3	5.9	137	3120	13.2	26.0	89
NBC NIGHTLY NEWS	N 5132	438	5.6	8.5	88	384	9.3	7.5	147	288	8.3	5.6	131	1586	6.7	30.9	106
NBC NIGHTLY NEWS-SAT	N 3375	269	3.4	8.0	82	*154	3.7	4.6	90	*136	3.9	4.0	94	1164	4.9	34.5	118
NBC NIGHTLY NEWS-SUN	N 3130	*194	2.5	6.2	64	*154	3.7	4.9	97	*443	1.2	1.4	32	1121	4.8	35.8	123
NBC SUNDAY NIGHT MOVIE	N 8284	727	9.2	8.8	90	412	10.0	5.0	98	659	19.0	8.0	186	2470	10.5	29.8	102
NEWHART	C 9240	783	9.9	8.5	87	351	8.5	3.8	75	302	8.7	3.3	76	2799	11.9	30.3	104
ONE DAY AT A TIME	C 7288	630	8.0	8.6	89	281	6.8	3.9	76	*229	6.6	3.1	74	1860	7.9	25.5	88
PEOPLE ARE FUNNY	N 4855	500	6.3	10.3	106	329	8.0	6.8	134	*211	6.1	4.3	102	1206	5.1	24.8	85
REAL PEOPLE	N 8869	797	10.1	9.0	92	588	14.3	6.6	131	472	13.6	5.3	124	2415	10.2	27.2	93
REMINGTON STEELE	N 7743	639	8.1	8.3	85	291	7.1	3.8	74	346	10.0	4.5	105	2410	10.2	31.1	107
RIPLEY'S BELIEVE IT - NOT	A 5345	747	9.5	14.0	144	*225	5.5	4.2	83	*148	4.3	2.8	65	1375	5.8	25.7	88
RIPTIDE	N 6988	521	6.6	7.5	77	270	6.6	3.9	76	341	9.8	4.9	114	1981	8.4	28.3	97
SCARECROW & MRS. KING	C 10002	850	10.8	8.5	87	452	11.0	4.5	89	526	15.2	5.3	123	2583	11.0	25.8	89
SIMON & SIMON	C 10638	882	11.2	8.3	85	675	16.4	6.3	125	516	14.9	4.9	113	3049	12.9	28.7	98
60 MINUTES	C 13293	1221	15.5	9.2	94	737	17.9	5.5	109	428	12.4	3.2	75	3963	16.8	29.8	102
ST. ELSEWHERE	N 7017	604	7.7	8.6	88	246	6.0	3.5	69	418	12.1	6.0	139	2069	8.8	29.5	101
THREE'S COMPANY	A 10917	1107	14.1	10.1	104	562	13.7	5.1	101	482	13.9	4.4	103	3003	12.7	27.5	94
T.J. HOOKER	A 9204	878	11.1	9.5	98	521	12.7	5.7	112	384	11.1	4.2	98	2566	10.9	27.9	96
TONIGHT SHOW	N 2372	113	1.4	4.8	49	69											

	TOTAL U.S. '000	KRAFT REAL MAYONNAISE				KRAFT MIRACLE WHIP				WEIGHT WATCHERS				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	19986	100.0	24.7	100	28861	100.0	35.6	100	3612	100.0	4.5	100				
18 - 24	9282	2303	11.5	24.8	101	3272	11.3	35.3	99	*388	10.7	4.2	94				
25 - 34	19072	5281	26.4	27.7	112	7062	24.5	37.0	104	755	20.9	4.0	89				
35 - 44	14591	3416	17.1	23.4	95	5539	19.2	38.0	107	725	20.1	5.0	111				
45 - 54	11345	2688	13.4	23.7	96	4229	14.7	37.3	105	718	19.9	6.3	142				
55 - 64	11635	2810	14.1	24.2	98	4157	14.4	35.7	100	587	16.3	5.0	113				
65 OR OLDER	15061	3489	17.5	23.2	94	4603	15.9	30.6	86	440	12.2	2.9	66				
18 - 34	28354	7584	37.9	26.7	108	10333	35.8	36.4	102	1143	31.6	4.0	90				
18 - 49	48339	12463	62.4	25.8	104	18117	62.8	37.5	105	2191	60.7	4.5	102				
25 - 54	45008	11385	57.0	25.3	103	16830	58.3	37.4	105	2198	60.9	4.9	109				
35 - 49	19985	4879	24.4	24.4	99	7784	27.0	38.9	109	1048	29.0	5.2	118				
50 OR OLDER	32647	7524	37.6	23.0	93	10744	37.2	32.9	92	1421	39.3	4.4	98				
GRADUATED COLLEGE	11155	2917	14.6	26.1	106	3344	11.6	30.0	84	694	19.2	6.2	139				
ATTENDED COLLEGE	13682	3740	18.7	27.3	111	5253	18.2	38.4	108	854	23.6	6.2	140				
GRADUATED HIGH SCHOOL	33880	8171	40.9	24.1	98	13132	45.5	38.8	109	1472	40.8	4.3	97				
DID NOT GRADUATE HIGH SCHOOL	22270	5158	25.8	23.2	94	7133	24.7	32.0	90	591	16.4	2.7	60				
EMPLOYED	40306	9826	49.2	24.4	99	14109	48.9	35.0	98	2424	67.1	6.0	135				
EMPLOYED FULL-TIME	32850	7922	39.6	24.1	98	11222	38.9	34.2	96	1938	53.7	5.9	132				
EMPLOYED PART-TIME	7456	1904	9.5	25.5	103	2887	10.0	38.7	109	*486	13.5	6.5	146				
NOT EMPLOYED	40680	10161	50.8	25.0	101	14752	51.1	36.3	102	1188	32.9	2.9	65				
PROFESSIONAL/MANAGER	10392	2531	12.7	24.4	99	3235	11.2	31.1	87	680	18.8	6.5	147				
TECH/CLERICAL/SALES	17574	4317	21.6	24.6	100	6380	22.1	36.3	102	1143	31.6	6.5	146				
PRECISION/CRAFT	985	*294	1.5	29.8	121	*303	1.0	30.8	86	*37	1.0	3.8	84				
OTHER EMPLOYED	11354	2684	13.4	23.6	96	4190	14.5	36.9	104	564	15.6	5.0	111				
SINGLE	9863	2430	12.2	24.6	100	2693	9.3	27.3	77	*376	10.4	3.8	85				
MARRIED	51375	13112	65.6	25.5	103	19898	68.9	38.7	109	2515	69.6	4.9	110				
DIVORCED/SEPARATED/WIDOWED	19748	4444	22.2	22.5	91	6270	21.7	31.8	89	721	20.0	3.7	82				
PARENTS	32590	8479	42.4	26.0	105	12897	44.7	39.6	111	1034	28.6	3.2	71				
WHITE	70416	17244	86.3	24.5	99	25748	89.2	36.6	103	3338	92.4	4.7	106				
BLACK	8778	2288	11.4	26.1	106	2722	9.4	31.0	87	*249	6.9	2.8	64				
OTHER	1791	*455	2.3	25.4	103	*391	1.4	21.8	61	*225	0.7	1.4	31				
NORTHEAST-CENSUS	17786	3860	19.3	21.7	88	4381	15.2	24.6	69	874	24.2	4.9	110				
NORTH CENTRAL	20741	4784	23.9	23.1	93	12412	43.0	59.8	168	961	26.6	4.6	104				
SOUTH	27775	7557	37.8	27.2	110	7985	27.7	28.7	81	1172	32.4	4.2	95				
WEST	14683	3785	18.9	25.8	104	4084	14.2	27.8	78	604	16.7	4.1	92				
NORTHEAST-MKTG.	17961	4140	20.7	23.0	93	3796	13.2	21.1	59	880	24.4	4.9	110				
EAST CENTRAL	11885	2324	11.6	19.6	79	6480	22.5	54.5	153	730	20.2	6.1	138				
WEST CENTRAL	14090	3614	18.1	25.6	104	8250	28.6	58.6	164	465	12.9	3.3	74				
SOUTH	24081	6625	33.1	27.5	111	7107	24.6	29.5	83	994	27.5	4.1	93				
PACIFIC	12969	3283	16.4	25.3	103	3229	11.2	24.9	70	*543	15.0	4.2	94				
COUNTY SIZE A	32439	8420	42.1	26.0	105	9744	33.8	30.0	84	1563	43.3	4.8	108				
COUNTY SIZE B	24915	5834	29.2	23.4	95	8999	31.2	36.1	101	1195	33.1	4.8	108				
COUNTY SIZE C	12930	3137	15.7	24.3	98	4649	16.1	36.0	101	643	17.8	5.0	111				
COUNTY SIZE D	10703	2595	13.0	24.2	98	5469	18.9	51.1	143	*210	5.8	2.0	44				
METRO CENTRAL CITY	24518	6240	31.2	25.5	103	7408	25.7	30.2	85	970	26.9	4.0	89				
METRO SUBURBAN	35919	8890	44.5	24.8	100	12154	42.1	33.8	95	2014	55.8	5.6	126				
NON METRO	20549	4856	24.3	23.6	96	9300	32.2	45.3	127	627	17.4	3.1	68				
TOP 5 ADI'S	18341	4880	24.4	26.6	108	4282	14.8	23.3	66	837	23.2	4.6	102				
TOP 10 ADI'S	25378	6350	31.8	25.0	101	6850	23.7	27.0	76	1274	35.3	5.0	113				
TOP 20 ADI'S	36488	8881	44.4	24.3	99	11105	38.5	30.4	85	1818	50.3	5.0	112				
HSHLD INC. \$50,000 OR MORE	6612	1912	9.6	28.9	117	2421	8.4	36.6	103	*492	13.6	7.4	167				
\$40,000 OR MORE	12659	3454	17.3	27.3	111	4534	15.7	35.8	101	889	24.6	7.0	157				
\$30,000 OR MORE	24698	6225	31.1	25.2	102	9132	31.6	37.0	104	1563	43.3	6.3	142				
\$25,000 OR MORE	32077	8299	41.5	25.9	105	12057	41.8	37.6	105	1996	55.3	6.2	140				
\$20,000 - \$24,999	9144	2050	10.3	22.4	91	3224	11.2	35.3	99	*334	9.2	3.7	82				
\$15,000 - \$19,999	8728	2199	11.0	25.2	102	3183	11.0	36.5	102	*327	9.1	3.7	84				
\$10,000 - \$14,999	12562	3077	15.4	24.5	99	4546	15.8	36.2	102	521	14.4	4.1	93				
UNDER \$10,000	18475	4361	21.8	23.6	96	5851	20.3	31.7	89	434	12.0	2.3	53				
HOUSEHOLD OF 1 PERSON	11987	2183	10.9	18.2	74	3615	12.5	30.2	85	467	12.9	3.9	87				
2 PEOPLE	26577	6803	34.0	25.6	104	8652	30.0	32.6	91	1440	39.9	5.4	121				
3 OR 4 PEOPLE	30617	7775	38.9	25.4	103	12065	41.8	39.4	111	1267	35.1	4.1	93				
5 OR MORE PEOPLE	11804	3225	16.1	27.3	111	4530	15.7	38.4	108	*438	12.1	3.7	83				
NO CHILD IN HSHLD	46165	10848	54.3	23.5	95	15055	52.2	32.6	92	2474	68.5	5.4	120				
CHILD(REN) UNDER 2 YRS	5325	1449	7.3	27.2	110	2377	8.2	44.6	125	*114	3.2	2.1	48				
2 - 5 YEARS	14221	4166	20.8	29.3	119	5676	19.7	39.9	112	*287	7.9	2.0	45				
6 - 11 YEARS	15117	4011	20.1	26.5	108	5728	19.8	37.9	106	*512	14.2	3.4	76				
12 - 17 YEARS	16611	4134	20.7	24.9	101	6390	22.1	38.5	108	656	18.2	3.9	89				
RESIDENCE OWNED	55884	13932	69.7	24.9	101	21478	74.4	38.4	108	2688	74.4	4.8	108				
VALUE: \$50,000 OR MORE	31744	7848	39.3	24.7	100	11640	40.3	36.7	103	1696	47.0	5.3	120				
VALUE: UNDER \$50,000	24140	6085	30.4	25.2	102	9838	34.1	40.8	114	992	27.5	4.1	92				

		KRAFT REAL MAYONNAISE				KRAFT MIRACLE WHIP				WEIGHT WATCHERS								
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	19986	100.0	24.7	100	28861	100.0	35.6	100	3612	100.0	4.5	100				
MAGAZINES	QUINTILE 1	15799	3964	19.8	25.1	102	5941	20.6	37.6	106	1035	28.7	6.6	147				
	QUINTILE 2	17259	4417	22.1	25.6	104	6073	21.0	35.2	99	843	23.3	4.9	110				
	QUINTILE 3	13545	3384	16.9	25.0	101	4853	16.8	35.8	101	489	13.5	3.6	81				
	QUINTILE 4	15133	3725	18.6	24.6	100	5433	18.8	35.9	101	679	18.8	4.5	101				
	QUINTILE 5	19250	4497	22.5	23.4	95	6562	22.7	34.1	96	566	15.7	2.9	66				
NEWSPAPERS	QUINTILE 1	12413	3126	15.6	25.2	102	4242	14.7	34.2	96	776	21.5	6.3	140				
	QUINTILE 2	24116	6145	30.7	25.5	103	9084	31.5	37.7	106	1149	31.8	4.8	107				
	QUINTILE 3	11261	2955	14.8	26.2	106	4096	14.2	36.4	102	566	15.7	5.0	113				
	QUINTILE 4	20255	4577	22.9	22.6	92	7313	25.3	36.1	101	687	19.0	3.4	76				
	QUINTILE 5	12940	3183	15.9	24.6	100	4127	14.3	31.9	89	*434	12.0	3.4	75				
OUTDOOR	QUINTILE 1	14852	3615	18.1	24.3	99	5291	18.3	35.6	100	881	24.4	5.9	133				
	QUINTILE 2	15725	4309	21.6	27.4	111	5697	19.7	36.2	102	625	17.3	4.0	89				
	QUINTILE 3	16330	3868	19.4	23.7	96	5673	19.7	34.7	97	588	16.3	3.6	81				
	QUINTILE 4	16744	4160	20.8	24.8	101	6041	20.9	36.1	101	785	21.7	4.7	105				
	QUINTILE 5	17334	4034	20.2	23.3	94	6160	21.3	35.5	100	733	20.3	4.2	95				
RADIO-DRIVE TIME	QUINTILE 1	15911	4009	20.1	25.2	102	6141	21.3	38.6	108	817	22.6	5.1	115				
	QUINTILE 2	14837	3781	18.9	25.5	103	5326	18.5	35.9	101	764	21.2	5.1	115				
	QUINTILE 3	15339	3400	17.0	22.2	90	5376	18.6	35.0	98	772	21.4	5.0	113				
	QUINTILE 4	16723	4403	22.0	26.3	107	5990	20.8	35.8	101	572	15.8	3.4	77				
	QUINTILE 5	18176	4393	22.0	24.2	98	6029	20.9	33.2	93	687	19.0	3.8	85				
RADIO-MID- DAY	TERCILE 1	21020	5224	26.1	24.9	101	7805	27.0	37.1	104	1054	29.2	5.0	112				
	TERCILE 2	21610	5384	26.9	24.9	101	8440	29.2	39.1	110	898	24.9	4.2	93				
	TERCILE 3	38355	9379	46.9	24.5	99	12616	43.7	32.9	92	1659	45.9	4.3	97				
RADIO-TOTAL	QUINTILE 1	15988	4007	20.0	25.1	102	5810	20.1	36.3	102	823	22.8	5.1	115				
	QUINTILE 2	15626	3919	19.6	25.1	102	6017	20.8	38.5	108	708	19.6	4.5	102				
	QUINTILE 3	16723	3854	19.3	23.0	93	6132	21.2	36.7	103	905	25.1	5.4	121				
	QUINTILE 4	16342	4352	21.8	26.6	108	5615	19.5	34.4	96	627	17.4	3.8	86				
	QUINTILE 5	16306	3854	19.3	23.6	96	5288	18.3	32.4	91	549	15.2	3.4	75				
TV-PRIME TIME	QUINTILE 1	15953	3556	17.8	22.3	90	5604	19.4	35.1	99	675	18.7	4.2	95				
	QUINTILE 2	16137	3968	19.9	24.6	100	5463	18.9	33.9	95	872	24.1	5.4	121				
	QUINTILE 3	16420	4276	21.4	26.0	106	6329	21.9	38.5	108	764	21.2	4.7	104				
	QUINTILE 4	16687	4349	21.8	26.1	106	6131	21.2	36.7	103	696	19.3	4.2	94				
	QUINTILE 5	15789	3837	19.2	24.3	98	5335	18.5	33.8	95	606	16.8	3.8	86				
TV-DAYTIME	TERCILE 1	27736	6886	34.5	24.8	101	10174	35.3	36.7	103	914	25.3	3.3	74				
	TERCILE 2	26489	6395	32.0	24.1	98	9969	34.5	37.6	106	1204	33.3	4.5	102				
	TERCILE 3	26761	6705	33.5	25.1	102	8718	30.2	32.6	91	1493	41.3	5.6	125				
TV-TOTAL	QUINTILE 1	16345	3774	18.9	23.1	94	5791	20.1	35.4	99	625	17.3	3.8	86				
	QUINTILE 2	16447	3626	18.1	22.0	89	5938	20.6	36.1	101	519	14.4	3.2	71				
	QUINTILE 3	15980	4376	21.9	27.4	111	5705	19.8	35.7	100	956	26.5	6.0	134				
	QUINTILE 4	15887	3914	19.6	24.6	100	5973	20.7	37.6	105	732	20.3	4.6	103				
	QUINTILE 5	16326	4296	21.5	26.3	107	5455	18.9	33.4	94	780	21.6	4.8	107				
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	5353	26.8	25.8	105	7519	26.1	36.3	102	1250	34.6	6.0	135				
	MAGAZINE IMPERATIVE	19186	4525	22.6	23.6	96	6874	23.8	35.8	101	862	23.9	4.5	101				
	NEWSPAPER IMPERATIVE	21899	5510	27.6	25.2	102	7940	27.5	36.3	102	930	25.7	4.2	95				
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	3992	20.0	25.8	105	5651	19.6	36.6	103	987	27.3	6.4	143				
	MAGAZINE IMPERATIVE	25953	6365	31.8	24.5	99	9354	32.4	36.0	101	1225	33.9	4.7	106				
	OUTDOOR IMPERATIVE	24400	6015	30.1	24.7	100	8655	30.0	35.5	100	802	22.2	3.3	74				
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	4649	23.3	25.8	104	6920	24.0	38.3	108	901	24.9	5.0	112				
	MAGAZINE IMPERATIVE	23571	5969	29.9	25.3	103	8097	28.1	34.4	96	1246	34.5	5.3	119				
	RADIO IMPERATIVE	23278	5509	27.6	23.7	96	8606	29.8	37.0	104	1000	27.7	4.3	96				
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	3524	17.6	22.8	92	5703	19.8	36.9	104	741	20.5	4.8	107				
	MAGAZINE IMPERATIVE	25829	6964	34.8	27.0	109	9233	32.0	35.7	100	1435	39.7	5.6	125				
	TELEVISION IMPERATIVE	26039	6113	30.6	23.5	95	9285	32.2	35.7	100	893	24.7	3.4	77				
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	4368	21.9	26.3	107	6105	21.2	36.8	103	814	22.5	4.9	110				
	NEWSPAPER IMPERATIVE	26834	6634	33.2	24.7	100	9765	33.8	36.4	102	1420	39.3	5.3	119				
	OUTDOOR IMPERATIVE	23346	5629	28.2	24.1	98	8185	28.4	35.1	98	972	26.9	4.2	93				
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	4418	22.1	25.8	104	6418	22.2	37.5	105	956	26.5	5.6	125				
	NEWSPAPER IMPERATIVE	25892	6581	32.9	25.4	103	9195	31.9	35.5	100	1296	35.9	5.0	112				
	RADIO IMPERATIVE	23167	5527	27.7	23.9	97	8544	29.6	36.9	103	948	26.2	4.1	92				
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	3985	19.9	23.2	94	6563	22.7	38.2	107	796	22.0	4.6	104				
	NEWSPAPER IMPERATIVE	26214	7134	35.7	27.2	110	9188	31.8	35.0	98	1487	41.2	5.7	127				
	TELEVISION IMPERATIVE	23412	5500	27.5	23.5	95	8053	27.9	34.4	97	795	22.0	3.4	76				
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	3751	18.8	24.5	99	5768	20.0	37.7	106	818	22.6	5.3	120				
	OUTDOOR IMPERATIVE	24901	6386	32.0	25.6	104	8597	29.8	34.5	97	1008	27.9	4.0	91				
	RADIO IMPERATIVE	26492	6526	32.7	24.6	100	9620	33.3	36.3	102	1309	36.2	4.9	111				
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	14794	3672	18.4	24.8	101	5031	17.4	34.0	95	605	16.7	4.1	92				
	OUTDOOR IMPERATIVE	25437	6771	33.9	26.6	108	9260	32.1	36.4	102	1277	35.4	5.0	113				
	TELEVISION IMPERATIVE	27877	6558	32.8	23.5	95	10247	35.5	36.8	103	1338	31.5	4.1	92				
RADIO-TELEVISION: DUAL	RADIO IMPERATIVE	15996	3859	19.3	24.1	98	6040	20.9	37.8	106	663	18.4	4.1	93				
	RADIO IMPERATIVE	25478	6593	33.0	25.9	105	9559	33.1	37.5	105	1479	40.9	5.8	130				
	TELEVISION IMPERATIVE	26573	6227	31.2	23.4	95	9199	31.9	34.6	97	1015	28.1	3.8	86				

	TOTAL U.S. '000	KRAFT REAL MAYONNAISE				KRAFT MIRACLE WHIP				WEIGHT WATCHERS				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	19986	100.0	24.7	100	28861	100.0	35.6	100	3612	100.0	4.5	100				
ATLANTIC MONTHLY	415	**35	0.2	8.4	34	**121	0.4	29.2	82	**21	0.6	5.1	113				
BARRON'S	453	**92	0.5	20.3	82	**109	0.4	24.1	68	**5	0.1	1.1	25				
BETTER HOMES & GARDENS	16256	4028	20.2	24.8	100	6432	22.3	39.6	111	834	23.1	5.1	115				
BON APPETIT	2535	634	3.2	25.0	101	669	2.3	26.4	74	**283	7.8	11.2	250				
BUSINESS WEEK	1278	317	1.6	24.8	101	331	1.1	25.9	73	**51	1.4	4.0	89				
CAR AND DRIVER	378	**118	0.6	31.2	126	**106	0.4	28.0	79	**26	0.7	6.9	154				
CBS MAGAZINE NETWORK (GROSS)	1498	416	2.1	27.8	113	537	1.9	35.8	101	**63	1.7	4.2	94				
CHANGING TIMES	1505	495	2.5	32.9	133	482	1.7	32.0	90	**115	3.2	7.6	171				
COLONIAL HOMES	1231	352	1.8	28.6	116	332	1.2	27.0	76	**88	2.4	7.1	160				
CONDE NAST MAG. PKG. (GROSS)	14146	3324	16.6	23.5	95	4311	14.9	30.5	86	1063	29.4	7.5	168				
CONSUMERS DIGEST	1323	284	1.4	21.5	87	417	1.4	31.5	88	**91	2.5	6.9	154				
COSMOPOLITAN	7102	2078	10.4	29.3	119	2319	8.0	32.7	92	502	13.9	7.1	158				
COUNTRY LIVING	2481	633	3.2	25.5	103	1067	3.7	43.0	121	**208	5.8	8.4	188				
CUISINE	1472	324	1.6	22.0	89	414	1.4	28.1	79	**114	3.2	7.7	174				
CYCLE WORLD	425	**133	0.7	31.3	127	*205	0.7	48.2	135	**5	0.1	1.2	26				
DCI:CREATIVE IDEAS FOR LIV	2510	550	2.8	21.9	89	1017	3.5	40.5	114	**105	2.9	4.2	94				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1669	8.4	24.9	101	2230	7.7	33.3	93	346	9.6	5.2	116				
DISCOVER	894	*139	0.7	15.5	63	310	1.1	34.7	97	**69	1.9	7.7	173				
EBONY	3507	927	4.6	26.4	107	974	3.4	27.8	78	**75	2.1	2.1	48				
ESQUIRE	1083	*224	1.1	20.7	84	286	1.0	26.4	74	**14	0.4	1.3	29				
ESSENCE	1830	554	2.8	30.3	123	615	2.1	33.6	94	**48	1.3	2.6	59				
FAMILY CIRCLE	15930	3866	19.3	24.3	98	6332	21.9	39.7	112	1086	30.1	6.8	153				
THE FAMILY HANDYMAN	1126	299	1.5	26.6	108	486	1.7	43.2	121	**66	1.8	5.9	131				
FAMILY WEEKLY	11468	3053	15.3	26.6	108	4294	14.9	37.4	105	518	14.3	4.5	101				
FIELD & STREAM	2234	423	2.1	18.9	77	983	3.4	44.0	123	**105	2.9	4.7	105				
FOOD & WINE	579	*163	0.8	28.2	114	*147	0.5	25.4	71	**60	1.7	10.4	232				
FOUR	728	*158	0.8	21.7	88	*160	0.6	22.0	62	**33	0.9	4.5	102				
FORTUNE	906	*197	1.0	21.7	88	*267	0.9	29.5	83	**45	1.2	5.0	111				
GENTLEMEN'S QUARTERLY	791	*192	1.0	24.3	98	253	0.9	32.0	90	**49	1.4	6.2	139				
GLAMOUR	5265	1221	6.1	23.2	94	1781	6.2	33.8	95	417	11.5	7.9	178				
GOLF DIGEST	636	*168	0.8	26.4	107	261	0.9	41.0	115	**48	1.3	7.5	169				
GOLF DIGEST/TENNIS (GROSS)	1186	308	1.5	26.0	105	450	1.6	37.9	106	**63	1.7	5.3	119				
GOLF MAGAZINE	441	**125	0.6	28.3	115	*160	0.6	36.3	102	**77	2.1	17.5	391				
GOLF MAGAZINE/SKI (GROSS)	922	*252	1.3	27.3	111	285	1.0	30.9	87	**98	2.7	10.6	238				
GOOD HOUSEKEEPING	16487	4227	21.1	25.6	104	6821	23.6	41.4	116	847	23.4	5.1	115				
HARPER'S BAZAAR	2423	603	3.0	24.9	101	753	2.6	31.1	87	**114	3.2	4.7	105				
HEALTH	1994	447	2.2	22.4	91	739	2.6	37.1	104	**104	2.9	5.2	117				
HEARST MAG CORP. BUY (GROSS)	44101	11326	56.7	25.7	104	16894	58.5	38.3	107	2615	72.4	5.9	133				
HEARST MAN POWER (GROSS)	1993	346	1.7	17.4	70	969	3.4	48.6	136	**66	1.8	3.3	74				
HEARST WOMAN POWER (GROSS)	31274	8235	41.2	26.3	107	12327	42.7	39.4	111	1819	50.4	5.8	130				
HOUSE BEAUTIFUL	3623	923	4.6	25.5	103	1150	4.0	31.7	89	*255	7.1	7.0	158				
INC.	283	**37	0.2	13.1	53	**63	0.2	22.3	62	**4	0.1	1.4	32				
JET	2928	828	4.1	28.3	115	895	3.1	30.6	86	**111	3.1	3.8	85				
LADIES' HOME JOURNAL	11918	2838	14.2	23.8	96	4646	16.1	39.0	109	534	14.8	4.5	100				
LHJ FAMILY GRP COMBO(GROSS)	16764	4080	20.4	24.3	99	6620	22.9	39.5	111	814	22.5	4.9	109				
LIFE	4254	1206	6.0	28.3	115	1416	4.9	33.3	93	259	7.2	6.1	137				
L.A. TIMES HOME MAGAZINE	1145	324	1.6	28.3	115	*293	1.0	25.6	72	**52	1.4	4.5	102				
MADEMOISELLE	2884	732	3.7	25.4	103	916	3.2	31.8	89	*236	6.5	8.2	183				
MC CALL'S	13460	3342	16.7	24.8	101	5625	19.5	41.8	117	719	19.9	5.3	120				
MC CALL'S/WRK MOTHER (GROSS)	14606	3615	18.1	24.8	100	6064	21.0	41.5	117	780	21.6	5.3	120				
MECHANIX ILLUSTRATED	772	*229	1.1	29.7	120	328	1.1	42.5	119	**6	0.2	0.8	17				
METROPOLITAN HOME	967	251	1.3	26.0	105	307	1.1	31.7	89	**63	1.7	6.5	146				
MONEY	1588	329	1.6	20.7	84	557	1.9	35.1	98	**85	2.4	5.4	120				
MOTHER EARTH NEWS	1002	*188	0.9	18.8	76	480	1.7	47.9	134	**56	1.6	5.6	125				
MS.	825	*204	1.0	24.7	100	286	1.0	34.7	97	*37	1.0	4.5	101				
NATIONAL ENQUIRER	10336	2341	11.7	22.6	92	3632	12.6	35.1	99	295	8.2	2.9	64				
NATIONAL GEOGRAPHIC	9597	2465	12.3	25.7	104	3504	12.1	36.5	102	546	15.1	5.7	128				
NATIONAL SUNDAY MAGAZINE PKG	49558	12403	62.1	25.0	101	17897	62.0	36.1	101	2556	70.8	5.2	116				
NATURAL HISTORY	573	*176	0.9	30.7	124	*211	0.7	36.8	103	**41	1.1	7.2	160				
NEW WOMAN	1699	463	2.3	27.3	110	599	2.1	35.3	99	**160	4.4	9.4	211				
NEW YORK INCLUDING CUE	443	**99	0.5	22.3	91	**88	0.3	19.9	56	**20	0.6	4.5	101				
THE NEW YORKER	1270	268	1.3	21.1	86	283	1.0	22.3	63	*76	2.1	6.0	134				
NEWSWEEK	6277	1545	7.7	24.6	100	2106	7.3	33.6	94	317	8.8	5.1	113				
THE N.Y. TIMES DAILY EDITION	1205	*237	1.2	19.7	80	*189	0.7	15.7	44	**122	3.4	10.1	227				
THE N.Y. TIMES MAGAZINE	2081	548	2.7	26.3	107	340	1.2	16.3	46	*159	4.4	7.6	171				
OWN	788	*163	0.8	20.7	84	277	1.0	35.2	99	**36	1.0	4.6	102				
ON CABLE	1158	*217	1.1	18.7	76	591	2.0	51.0	143	**78	2.2	6.7	151				
1001 HOME IDEAS	2852	795	4.0	27.9	113	1235	4.3	43.3	122	*176	4.9	6.2	138				
ORGANIC GARDENING	1658	388	1.9	23.4	95	663	2.3	40.0	112	**78	2.2	4.7	105				
OUTDOOR LIFE	896	*147	0.7	16.4	66	390	1.4	43.5	122	**51	1.4	5.7	128				
PARADE MAGAZINE	24275	5659	28.3	23.3	94	8396	29.1	34.6	97	1296	35.9	5.3	120				

	TOTAL U.S. '000	KRAFT REAL MAYONNAISE				KRAFT MIRACLE WHIP				WEIGHT WATCHERS				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	19986	100.0	24.7	100	28861	100.0	35.6	100	3612	100.0	4.5	100				
PARENTS	3845	1030	5.2	26.8	109	1736	6.0	45.1	127	*165	4.6	4.3	96				
PENTHOUSE	831	*256	1.3	30.8	125	*250	0.9	30.1	84	*335	1.0	4.2	94				
PEOPLE	11645	2785	13.9	23.9	97	4004	13.9	34.4	96	673	18.6	5.8	130				
PLAYBOY	2006	557	2.8	27.8	113	663	2.3	33.1	93	*666	1.8	3.3	74				
POPULAR HOT RODDING	297	*62	0.3	20.9	85	*83	0.3	27.9	78	*44	0.1	1.3	30				
POPULAR MECHANICS	1018	*187	0.9	18.4	74	514	1.8	50.5	142	*22	0.1	0.2	4				
POPULAR SCIENCE	878	*186	0.9	21.2	86	310	1.1	35.3	99	*28	0.8	3.2	72				
PREVENTION	3913	956	4.8	24.4	99	1408	4.9	36.0	101	*282	7.8	7.2	162				
PSYCHOLOGY TODAY	1710	415	2.1	24.3	98	616	2.1	36.0	101	*161	4.5	9.4	211				
READER'S DIGEST	22204	5565	27.8	25.1	102	8721	30.2	39.3	110	1104	30.6	5.0	111				
REDBOOK	7684	1931	9.7	25.1	102	3187	11.0	41.5	116	470	13.0	6.1	137				
ROAD & TRACK	410	*188	0.9	45.9	186	*131	0.5	32.0	90	*34	0.9	8.3	186				
ROLLING STONE	969	286	1.4	29.5	120	330	1.1	34.1	96	*36	1.0	3.7	83				
RUNNER'S WORLD	298	*54	0.3	18.1	73	*93	0.3	31.2	88	*21	0.6	7.0	158				
SATURDAY EVENING POST	1169	279	1.4	23.9	97	489	1.7	41.8	117	*34	0.9	2.9	65				
SCIENCE 84	587	*166	0.8	28.3	115	*210	0.7	35.8	100	*35	1.0	6.0	134				
SCIENCE DIGEST	482	*91	0.5	18.9	77	243	0.8	50.4	141	*46	1.3	9.5	214				
SCIENTIFIC AMERICAN	594	*129	0.6	21.7	88	*239	0.8	40.2	113	*26	0.7	4.4	98				
SELF	2089	485	2.4	23.2	94	545	1.9	26.1	73	*157	4.3	7.5	169				
SEVENTEEN	2411	444	2.2	18.4	75	860	3.0	35.7	100	*180	5.0	7.5	167				
SKI	480	*127	0.6	26.5	107	*125	0.4	26.0	73	*21	0.6	4.4	98				
SMITHSONIAN	2760	575	2.9	20.8	84	894	3.1	32.4	91	*177	4.9	6.4	144				
SOAP OPERA DIGEST	3013	731	3.7	24.3	98	1206	4.2	40.0	112	*112	3.1	3.7	83				
SOUTHERN LIVING	4184	1119	5.6	26.7	108	1213	4.2	29.0	81	*241	6.7	5.8	129				
SPORT	559	*108	0.5	19.3	78	*222	0.8	39.7	111	*7	0.2	1.3	28				
THE SPORTING NEWS	436	*127	0.6	29.1	118	*214	0.7	49.1	138	*4	0.1	0.9	21				
SPORTS AFIELD	493	*68	0.3	13.8	56	*213	0.7	43.2	121	*18	0.5	3.7	82				
SPORTS ILLUSTRATED	2758	852	4.3	30.9	125	1064	3.7	38.6	108	*88	2.4	3.2	72				
STAR	7456	1667	8.3	22.4	91	2408	8.3	32.3	91	293	8.1	3.9	88				
SUNDAY	24936	6108	30.6	24.5	99	9200	31.9	36.9	104	1436	39.8	5.8	129				
SUNSET	2124	599	3.0	28.2	114	558	1.9	26.3	74	*75	2.1	3.5	79				
TV GUIDE	21661	5420	27.1	25.0	101	7610	26.4	35.1	99	972	26.9	4.5	101				
TENNIS	550	*140	0.7	25.5	103	*188	0.7	34.2	96	*15	0.4	2.7	61				
TIME	8880	2120	10.6	23.9	97	2948	10.2	33.2	93	552	15.3	6.2	139				
TOWN & COUNTRY	917	*200	1.0	21.8	88	254	0.9	27.7	78	*63	1.7	6.9	154				
TRAVEL & LEISURE	972	*209	1.0	21.5	87	334	1.2	34.4	96	*85	2.4	8.7	196				
TRUE STORY	3356	832	4.2	24.8	100	1421	4.9	42.3	119	*101	2.8	3.0	67				
U.S. NEWS & WORLD REPORT	3410	881	4.4	25.8	105	1300	4.5	38.1	107	*160	4.4	4.7	105				
USA TODAY	1759	427	2.1	24.3	98	539	1.9	30.6	86	*179	5.0	10.2	228				
US	1873	438	2.2	23.4	95	784	2.7	41.9	117	*122	3.4	6.5	146				
VOGUE	3909	887	4.4	22.7	92	1069	3.7	27.3	77	*254	7.0	6.5	146				
WALL STREET JOURNAL	1886	575	2.9	30.5	124	623	2.2	33.0	93	*85	2.4	4.5	101				
WEIGHT WATCHERS	2120	463	2.3	21.8	88	861	3.0	40.6	114	374	10.4	17.6	396				
WOMAN'S DAY	14172	3770	18.9	26.6	108	5518	19.1	38.9	109	827	22.9	5.8	131				
WORKING MOTHER	1146	273	1.4	23.8	97	439	1.5	38.3	107	*61	1.7	5.3	119				
WORKING WOMAN	1322	311	1.6	23.5	95	494	1.7	37.4	105	*101	2.8	7.6	171				
WORLD TENNIS	*163	*31	0.2	19.0	77	*49	0.2	30.1	84	*7	0.2	4.3	96				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	621	3.1	24.5	99	893	3.1	35.3	99	*130	3.6	5.1	115				
BLAIR INSERTS	43657	10769	53.9	24.7	100	15583	54.0	35.7	100	2326	64.4	5.3	119				
DAILY NEWSPAPERS																	
READ ANY	51633	13008	65.1	25.2	102	18776	65.1	36.4	102	2550	70.6	4.9	111				
READ ONE	43463	10931	54.7	25.2	102	15894	55.1	36.6	103	1983	54.9	4.6	102				
READ TWO OR MORE	8170	2077	10.4	25.4	103	2882	10.0	35.3	99	568	15.7	7.0	156				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12937	64.7	24.6	100	19183	66.5	36.4	102	2607	72.2	4.9	111				
READ ONE	46126	11146	55.8	24.2	98	16845	58.4	36.5	102	2160	59.8	4.7	105				
READ TWO OR MORE	6552	1791	9.0	27.3	111	2338	8.1	35.7	100	447	12.4	6.8	153				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.28				27.36				31.21							
30 DAY REACH	71455	17878	89.5	25.0	101	25314	87.7	35.4	99	3152	87.3	4.4	99				
50 SHWG - 30 DAY AV FREQ	14.56	14.42				14.47				16.51							
30 DAY REACH	67742	16936	84.7	25.0	101	23962	83.0	35.4	99	2983	82.6	4.4	99				
25 SHWG - 30 DAY AV FREQ	7.94	7.80				7.84				8.85							
30 DAY REACH	62117	15661	78.4	25.2	102	22114	76.6	35.6	100	2789	77.2	4.5	101				
CABLE TV: HOME WIRED	32077	8222	41.1	25.6	104	11949	41.4	37.3	105	1579	43.7	4.9	110				
HOME NOT WIRED	48909	11765	58.9	24.1	97	16912	58.6	34.6	97	2032	56.3	4.2	93				
HAVE PAY CABLE	15935	4245	21.2	26.6	108	6281	21.8	39.4	111	897	24.8	5.6	126				

	TOTAL U.S. '000	KRAFT REAL MAYONNAISE				KRAFT MIRACLE WHIP				WEIGHT WATCHERS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	19986	100.0	24.7	100	28861	100.0	35.6	100	3612	100.0	4.5	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	10793	54.0	24.6	100	16059	55.6	36.6	103	2223	61.5	5.1	113				
10:00 AM - 3:00 PM	30659	7579	37.9	24.7	100	11802	40.9	38.5	108	1369	37.9	4.5	100				
3:00 PM - 7:00 PM	31045	7537	37.7	24.3	98	11547	40.0	37.2	104	1493	41.3	4.8	108				
7:00 PM - MIDNIGHT	15767	3834	19.2	24.3	99	5704	19.8	36.2	102	813	22.5	5.2	116				
MIDNIGHT - 6:00 AM	9120	2215	11.1	24.3	98	3339	11.6	36.6	103	491	13.6	5.4	121				
6:00 AM - MIDNIGHT	58527	14480	72.5	24.7	100	21585	74.8	36.9	103	2792	77.3	4.8	107				
ENTIRE DAY	59311	14714	73.6	24.8	101	21836	75.7	36.8	103	2875	79.6	4.8	109				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3785	18.9	23.4	95	5562	22.7	40.6	114	769	21.3	4.8	107				
ALL NEWS	2256	426	2.1	18.9	77	595	2.1	26.4	74	**81	2.2	3.6	81				
AOR/PROGRESSIVE	3874	1030	5.2	26.6	108	1285	4.5	33.2	93	**164	4.5	4.2	95				
BEAUTIFUL MUSIC	5660	1260	6.3	22.3	90	1871	6.5	33.1	93	244	6.8	4.3	97				
BLACK	2204	513	2.6	23.3	94	694	2.4	31.5	88	**52	1.4	2.4	53				
CLASSICAL	1418	365	1.8	25.7	104	428	1.5	30.2	85	**103	2.9	7.3	163				
CHR/ROCK	9538	2359	11.8	24.7	100	3164	11.0	33.2	93	416	11.5	4.4	98				
COUNTRY	12648	3180	15.9	25.1	102	5500	19.1	43.5	122	574	15.9	4.5	102				
GOLDEN OLDIES	1191	*318	1.6	26.7	108	424	1.5	35.6	100	**53	1.5	4.5	100				
MOR/NOSTALGIA	4757	1171	5.9	24.6	100	1870	6.5	39.3	110	*234	6.5	4.9	110				
NEWS/TALK	3863	1013	5.1	26.2	106	1155	4.0	29.9	84	*221	6.1	5.7	128				
RELIGIOUS	3084	859	4.3	27.9	113	1099	3.8	35.6	100	**142	3.9	4.6	103				
SOFT ROCK	521	*186	0.9	35.7	145	*234	0.8	44.9	126	**23	0.6	4.4	99				
URBAN CONTEMPORARY	1585	378	1.9	23.8	97	367	1.3	23.2	65	**69	1.9	4.4	98				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	727	3.6	22.3	90	1235	4.3	37.9	106	**130	3.6	4.0	89				
ABC DIRECTION	2316	691	3.5	29.8	121	816	2.8	35.2	99	**100	2.8	4.3	97				
ABC ENTERTAINMENT	4834	1142	5.7	23.6	96	1628	5.6	33.7	95	250	6.9	5.2	116				
ABC FM	2202	583	2.9	26.5	107	888	3.1	40.3	113	**75	2.1	3.4	76				
ABC INFORMATION	5425	1245	6.2	22.9	93	2119	7.3	39.1	110	338	9.4	6.2	140				
ABC ROCK	1677	455	2.3	27.1	110	611	2.1	36.4	102	**45	1.2	2.7	60				
CBS	4430	1077	5.4	24.3	99	1768	6.1	39.9	112	*224	6.2	5.1	113				
MUTUAL	4992	1286	6.4	25.8	104	1963	6.8	39.3	110	*269	7.4	5.4	121				
NBC	4679	1000	5.0	21.4	87	2031	7.0	43.4	122	*152	4.2	3.2	73				
RADIORADIO	1994	406	2.0	20.4	83	803	2.8	40.3	113	**99	2.7	5.0	111				
RKO ONE	2298	506	2.5	22.0	89	767	2.7	33.4	94	**68	1.9	3.0	66				
RKO TWO	3311	785	3.9	23.7	96	1157	4.0	34.9	98	*168	4.7	5.1	114				
THE SOURCE	2114	529	2.6	25.0	101	665	2.3	31.5	88	**119	3.3	5.6	126				
NON-WIRED: BLAIR	8654	2144	10.7	24.8	100	3200	11.1	37.0	104	463	12.8	5.4	120				
INTERNET	12025	3423	17.1	28.5	115	4061	14.1	33.8	95	595	16.5	4.9	111				
KATZ RADIO GROUP	15359	3797	19.0	24.7	100	5064	17.5	33.0	93	725	20.1	4.7	106				
SUPERNET	10628	2415	12.1	22.7	92	4329	15.0	40.7	114	492	13.6	4.6	104				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2066	10.3	23.9	97	2883	10.0	33.3	93	343	9.5	4.0	89				
WKDAY 9:00 AM - 1:00 PM	12163	2959	14.8	24.3	99	4424	15.3	36.4	102	405	11.2	3.3	75				
WKDAY 1:00 PM - 4:30 PM	16150	3835	19.2	23.7	96	6096	21.1	37.7	106	540	15.0	3.3	75				
WKDAY 4:30 PM - 7:30 PM	22463	5232	26.2	23.3	94	7804	27.0	34.7	97	956	26.5	4.3	95				
WKDAY 7:30 PM - 8:00 PM	31795	7622	38.1	24.0	97	11187	38.8	35.2	99	1416	39.2	4.5	100				
WKDAY 11:00 PM - 11:30 PM	23977	5713	28.6	23.8	97	9297	32.2	38.8	109	1013	28.0	4.2	95				
WKDAY 11:30 PM - 1:00 AM	7703	1945	9.7	25.2	102	2968	10.3	38.5	108	260	7.2	3.4	76				
M-SAT 8-11 PM-SUN 7-11 PM	33800	8175	40.9	24.2	98	12003	41.6	35.5	100	1558	43.1	4.6	103				
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1696	8.5	25.9	105	2395	8.3	36.6	103	211	5.8	3.2	72				
ANOTHER WORLD	N 4620	1049	5.2	22.7	92	1847	6.4	40.0	112	167	4.6	3.6	81				
AS THE WORLD TURNS	C 5614	1456	7.3	25.9	105	2198	7.6	39.2	110	152	4.2	2.7	61				
CAPITOL	C 3396	850	4.3	25.0	101	1350	4.7	39.8	112	*72	2.0	2.1	48				
CBS MORN. NEWS 1	C 1446	345	1.7	23.9	97	473	1.6	32.7	92	**52	1.4	3.6	81				
CBS MORN. NEWS 2	C 1207	267	1.3	22.1	90	368	1.3	30.5	86	*41	1.1	3.4	76				
DAYS OF OUR LIVES	N 5877	1226	6.1	20.9	85	2325	8.1	39.6	111	205	5.7	3.5	78				
FACTS OF LIFE - DAYTIME	N 2290	471	2.4	20.6	83	773	2.7	33.8	95	*53	1.5	2.3	52				
FAMILY FEUD	A 3023	744	3.7	24.6	100	1045	3.6	34.6	97	*63	1.7	2.1	47				
GENERAL HOSPITAL	A 6097	1385	6.9	22.7	92	2174	7.5	35.7	100	180	5.0	3.0	66				
GOOD MORNING, AMERICA-730A	A 3515	887	4.4	25.2	102	1331	4.6	37.9	106	129	3.6	3.7	82				
GOOD MORNING, AMERICA-830A	A 2818	671	3.4	23.8	96	1052	3.6	37.3	105	119	3.3	4.2	95				
GUIDING LIGHT	C 5339	1299	6.5	24.3	99	2051	7.1	38.4	108	205	5.7	3.8	86				
ONE LIFE TO LIVE	A 4478	1039	5.2	23.2	94	1629	5.6	36.4	102	111	3.1	2.5	56				
PRESS YOUR LUCK	C 2244	533	2.7	23.8	96	909	3.1	40.5	114	*97	2.7	4.3	97				
PRICE IS RIGHT 1	C 4348	1014	5.1	23.3	95	1803	6.2	41.5	116	135	3.7	3.1	70				
PRICE IS RIGHT 2	C 5014	1198	6.0	23.9	97	2089	7.2	41.7	117	152	4.2	3.0	68				
RYAN'S HOPE	A 3150	955	4.8	30.3	123	1119	3.9	35.5	100	*125	3.5	4.0	89				
SALE OF THE CENTURY	N 2695	623	3.1	23.1	94	1007	3.5	37.4	105	*63	1.7	2.3	52				
SEARCH FOR TOMORROW	N 2319	527	2.6	22.7	92	863	3.0	37.2	104	**74	2.0	3.2	72				
TODAY SHOW 1	N 2693	548	2.7	20.3	82	799	2.8	29.7	83	132	3.7	4.9	110				
TODAY SHOW 2	N 2498	530	2.7	21.2	86	815	2.8	32.6	92	*96	2.7	3.8	86				
\$25,000 PYRAMID	C 2753	595	3.0	21.6	88	1183	4.1	43.0	121	*92	2.5	3.3	75				
WHEEL OF FORTUNE	N 4388	1034	5.2	23.6	95	1691	5.9	38.5	108	119	3.3	2.7	61				
YOUNG AND THE RESTLESS	C 5695	1386	6.9	24.3	99	2201	7.6	38.6	108	110	3.0	1.9	43				
WEEKEND DAYTIME NTKW PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	387	1.9	22.0	89	575	2.0	32.7	92	**52	1.4	3.0	66				
NBA PLAYOFF GAME -1 C	1136	249	1.2	21.9	89	405	1.4	35.7	100	*73	2.0	6.4	144				
NBC MAJOR LEAGUE PRE-GAME N	953	*193	1.0	20.3	82	310	1.1	32.5	91	**49	1.4	5.1	115				
SPORTSWORLD - SUN N	1233	223	1.1	18.1	73	473	1.6	38.4	108	**38	1.1	3.1	69				
SUNDAY MORNING C	1611	332	1.7	20.6	84	524	1.8	32.5	91	*71	2.0	4.4	99				

	TOTAL U.S. '000	KRAFT REAL MAYONNAISE				KRAFT MIRACLE WHIP				WEIGHT WATCHERS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	19986	100.0	24.7	100	28861	100.0	35.6	100	3612	100.0	4.5	100				
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	6128	30.7	23.5	95	9082	31.5	34.8	98	1086	30.1	4.2	93				
NETWORK AFFILIATES - LATE	20261	4769	23.9	23.5	95	7848	27.2	38.7	109	891	24.7	4.4	99				
INDEPENDENTS - LATE	2076	531	2.7	25.6	104	522	1.8	25.1	71	125	3.5	6.0	135				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	2628	13.1	25.1	102	3893	13.5	37.2	105	483	13.4	4.6	104				
ABC MONDAY NIGHT MOVIE	A 6412	1644	8.2	25.6	104	2464	8.5	38.4	108	333	9.2	5.2	116				
ABC SUNDAY NIGHT MOVIE	A 12407	2937	14.7	23.7	96	4377	15.2	35.3	99	640	17.7	5.2	116				
ABC WORLD NEWS TONIGHT	A 6176	1380	6.9	22.3	91	2146	7.4	34.7	98	211	5.8	3.4	77				
AFTERMASH	C 5863	1488	7.4	25.4	103	1908	6.6	32.5	91	*288	8.0	4.9	110				
ALICE	C 9594	2462	12.3	25.7	104	3355	11.6	35.0	98	441	12.2	4.6	103				
AMERICAN PARADE	C 6622	1474	7.4	22.3	90	2406	8.3	36.3	102	271	7.5	4.1	92				
BENSON	A 10886	2571	12.9	23.6	96	3802	13.2	34.9	98	531	14.7	4.9	109				
BLUE THUNDER	A 5036	1241	6.2	24.6	100	1892	6.6	37.6	105	224	6.2	4.4	100				
CAGNEY & LACEY	C 9965	2411	12.1	24.2	98	3939	13.6	39.5	111	493	13.6	4.9	111				
CBS EVENING NEWS-DEAN	C 3491	681	3.4	19.5	79	1258	4.4	36.0	101	*141	3.9	4.0	91				
CBS EVENING NEWS-RATHER	C 7123	1598	8.0	22.4	91	2683	9.3	37.7	106	287	7.9	4.0	90				
CBS SAT. NEWS-SCHIEFFER	C 3621	849	4.2	23.4	95	1095	3.8	30.2	85	158	4.4	4.4	98				
CBS SATURDAY NIGHT MOVIE	C 5436	1250	6.3	23.0	93	2074	7.2	38.2	107	286	7.9	5.3	118				
CBS WEDNESDAY NIGHT MOVIE	C 6100	1628	8.1	26.7	108	2337	8.1	38.3	108	290	8.0	4.8	107				
CHEERS	N 8889	1940	9.7	21.8	88	3187	11.0	35.9	101	427	11.8	4.8	108				
DALLAS	C 22109	5456	27.3	24.7	100	8182	28.3	37.0	104	996	27.6	4.5	101				
DIFF'RENT STROKES	N 6940	1651	8.3	23.8	96	2326	8.1	33.5	94	234	6.5	3.4	76				
DOUBLE TROUBLE	N 7223	1752	8.8	24.3	98	2575	8.9	35.6	100	293	8.1	4.1	91				
DUCK FACTORY	N 5595	1180	5.9	21.1	85	1959	6.8	35.0	98	*284	7.9	5.1	114				
DUKES OF HAZZARD	C 5768	1263	6.3	21.9	89	2196	7.6	38.1	107	*185	5.1	3.2	72				
DYNASTY	A 20053	5050	25.3	25.2	102	6838	23.7	34.1	96	712	19.7	3.6	80				
FACTS OF LIFE	N 8087	1909	9.6	23.6	96	2903	10.1	35.9	101	352	9.7	4.4	98				
FALCON CREST	C 20046	4825	24.1	24.1	98	7645	26.5	38.1	107	845	23.4	4.2	95				
FALL GUY	A 9084	2144	10.7	23.6	96	3499	12.1	38.5	108	345	9.6	3.8	85				
FAMILY TIES	N 7964	1729	8.7	21.7	88	3055	10.6	38.4	108	346	9.6	4.3	97				
FANTASY ISLAND	A 7687	2058	10.3	26.8	108	2658	9.2	34.6	97	323	8.9	4.2	94				
FOULUPS, BLEEPs & BLUNDERS	A 8861	2203	11.0	24.9	101	2995	10.4	33.8	95	321	8.9	3.6	81				
FOUR SEASONS	C 5095	1291	6.5	25.3	103	1703	5.9	33.4	94	*219	6.1	4.3	96				
GIMME A BREAK	N 8838	1854	9.3	21.0	85	3145	10.9	35.6	100	366	10.1	4.1	93				
HART TO HART	A 8978	2205	11.0	24.6	100	3363	11.7	37.5	105	392	10.9	4.4	98				
HILL STREET BLUES	N 8590	2180	10.9	25.4	103	2983	10.3	34.7	97	444	12.3	5.2	116				
HOTEL	A 14085	3484	17.4	24.7	100	5357	18.6	38.0	107	626	17.3	4.4	100				
JEFFERSONS	C 9360	2344	11.7	25.0	101	3306	11.5	35.3	99	363	10.0	3.9	87				
JENNIFER SLEPT HERE	N 5841	1484	7.4	25.4	103	1891	6.6	32.4	91	*202	5.6	3.5	78				
KATE & ALLIE	C 9206	2136	10.7	23.2	94	3554	12.3	38.6	108	388	10.7	4.2	94				
KNIGHT RIDER	N 7076	1730	8.7	24.4	99	2445	8.5	34.6	97	348	9.6	4.9	110				
LOVE BOAT	A 12219	3155	15.8	25.8	105	4163	14.4	34.1	96	572	15.8	4.7	105				
MAGNUM PI	C 11199	2717	13.6	24.3	98	4235	14.7	37.8	106	462	12.8	4.1	92				
MAMA'S FAMILY	N 6057	1375	6.9	22.7	92	2149	7.4	35.5	100	*169	4.7	2.8	63				
MASTER, THE	N 3598	899	4.5	25.0	101	1195	4.1	33.2	93	*136	3.8	3.8	85				
MATT HOUSTON	A 6344	1448	7.2	22.8	92	2354	8.2	37.1	104	286	7.9	4.5	101				
NBC MONDAY NIGHT MOVIE	N 11994	2730	13.7	22.8	92	4230	14.7	35.3	99	516	14.3	4.3	96				
NBC NIGHTLY NEWS	N 5132	1090	5.5	21.2	86	1773	6.1	34.5	97	290	8.0	5.7	127				
NBC NIGHTLY NEWS-SAT	N 3375	784	3.9	23.2	94	1176	4.1	34.8	98	**101	2.8	3.0	67				
NBC NIGHTLY NEWS-SUN	N 3130	635	3.2	20.3	82	1220	4.2	39.0	109	*118	3.3	3.8	85				
NBC SUNDAY NIGHT MOVIE	N 8284	2064	10.3	24.9	101	2912	10.1	35.2	99	424	11.7	5.1	115				
NEMHART	C 9240	2141	10.7	23.2	94	3530	12.2	38.2	107	390	10.8	4.2	95				
ONE DAY AT A TIME	C 7288	1907	9.5	26.2	106	2546	8.8	34.9	98	408	11.3	5.6	126				
PEOPLE ARE FUNNY	N 4855	1176	5.9	24.2	98	1704	5.9	35.1	98	*122	3.4	2.5	56				
REAL PEOPLE	N 8869	2329	11.7	26.3	106	2979	10.3	33.6	94	324	9.0	3.7	82				
REMINGTON STEELE	N 7743	1702	8.5	22.0	89	2822	9.8	36.4	102	355	9.8	4.6	103				
RIPLEY'S BELIEVE IT - NOT	A 5345	1490	7.5	27.9	113	2020	7.0	37.8	106	*251	6.9	4.7	105				
RIPTIDE	N 6988	1659	8.3	23.7	96	2747	9.5	39.3	110	319	8.8	4.6	102				
SCARECROW & MRS. KING	C 10002	2501	12.5	25.0	101	3720	12.9	37.2	104	515	14.3	5.1	115				
SIMON & SIMON	C 10638	2599	13.0	24.4	99	4307	14.9	40.5	114	503	13.9	4.7	106				
60 MINUTES	C 13293	3133	15.7	23.6	96	4556	15.8	34.3	96	622	17.2	4.7	105				
ST. ELSEWHERE	N 7017	1731	8.7	24.7	100	2425	8.4	34.6	97	354	9.8	5.0	113				
THREE'S COMPANY	A 10917	2929	14.7	26.8	109	4040	14.0	37.0	104	480	13.3	4.4	99				
T.J. HOOKER	A 9204	2258	11.3	24.5	99	3319	11.5	36.1	101	436	12.1	4.7	106				
TONIGHT SHOW	N 2372	555	2.8	23.4	95	850	2.9	35.8	101	74	2.0	3.1	70				
TRAPPER JOHN, M.D.	C 9846	2425	12.1	24.6	100	3793	13.1	38.5	108	420	11.6	4.3	96				
TV BLOOPERS & PRAC. JOKES	N 9105	2072	10.4	22.8	92	3411	11.8	37.5	105	311	8.6	3.4	77				
20/20	A 9387	2165	10.8	23.1	93	3530	12.2	37.6	106	475	13.2	5.1	113				
WEBSTER	A 11067	2577	12.9	23.3	94	3739	13.0	33.8	95	540	15.0	4.9	109				
WORLD NEWS - SUN	A 3062	694	3.5	22.7	92	1013	3.5	33.1	93	**130	3.6	4.2	95				
YELLOW ROSE	N 4978	1039	5.2	20.9	85	1987	6.9	39.9	112	**95	2.6	1.9	43				
TV VIEWING SPORTS EVENTS															</		

SALAD OR COOKING OIL (EXCLUDING OLIVE OIL)

BASE = FEMALE HOMEMAkers (80986)

QUESTIONNAIRE PAGE H-7

		'000	%	UNWEIGHTED						
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?										
YES		70367	86.9	8139						
NO		10619	13.1	1296						
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
		'000	%	'000	%	'000	%	'000	%	
IF YES										

2B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?										
MIXED VEGETABLE OIL		26937	33.3	16782	20.7	7522	9.3	2633	3.3	3043
PURE CORN OIL		35862	44.3	21890	27.0	10522	13.0	3450	4.3	4016
PURE SAFFLOWER OIL		6768	8.4	2417	3.0	2696	3.3	1656	2.0	841
PURE SOYBEAN OIL		2717	3.4	871	1.1	1109	1.4	737	.9	354
PURE SUNFLOWER OIL		10005	12.4	2986	3.7	3916	4.8	3103	3.8	1159
OTHER		9246	11.4	5228	6.5	2278	2.8	1740	2.1	1082
DO NOT KNOW		2076	2.6							266
2C. WHAT IS IT USED FOR?										
BAKING		36612	45.2	4356	5.4	24547	30.3	7709	9.5	4166
FRYING		57900	71.5	18462	22.8	34463	42.6	4975	6.1	6568
SALAD		23420	28.9	2076	2.6	15504	19.1	5840	7.2	2855
OTHER		8663	10.7	1124	1.4	4522	5.6	3018	3.7	969
DO NOT KNOW		1619	2.0							215
2D. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?										
CHEF-MAY		1409	1.7	185	.2	997	1.2	226	.3	146
CRISCO		35888	44.3	10352	12.8	21252	26.2	4284	5.3	3987
DEXOLA (A & P)		609	.8	69	.1	362	.4	178	.2	83
KRAFT		3433	4.2	384	.5	1894	2.3	1155	1.4	422
MAZOLA		26196	32.3	6427	7.9	14613	18.0	5157	6.4	2996
NU-MADE/SAFEMAY		1552	1.9	314	.4	898	1.1	340	.4	176
PLANTERS PEANUT OIL		3425	4.2	393	.5	1671	2.1	1362	1.7	425
PURITAN		11849	14.6	1626	2.0	6651	8.2	3572	4.4	1328
SUN LITE		8068	10.0	950	1.2	4367	5.4	2751	3.4	956
HESSON		29809	36.8	5372	6.6	16314	20.1	8123	10.0	3283
OTHER BRANDS		13263	16.4	5709	7.0	4837	6.0	2718	3.4	1554
DO NOT KNOW		787	1.0							105
		'000	%	UNWEIGHTED						
2E. ABOUT HOW MUCH SALAD OR COOKING OIL WAS USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?										
MORE THAN 1 GALLON		H	2720	3.4	282					
4 QUARTS (1 GAL.)		H	2880	3.6	291					
3 QUARTS		H	3740	4.6	380					
2 QUARTS (1/2 GAL.)		H	12959	16.0	1332					
1 QUART		H	19562	24.2	2216					
LESS THAN 1 QUART		L	27317	33.7	3465					
NONE		L	1188	1.5	173					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO QUARTS OR MORE				MEDIUM USERS ONE QUART				LIGHT USERS LESS THAN ONE QUART			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	70367	100.0	86.9	100	22299	100.0	27.5	100	19562	100.0	24.2	100	28506	100.0	35.2	100
18 - 24	9282	7486	10.6	80.7	93	2362	10.6	25.4	92	2049	10.5	22.1	91	3075	10.8	33.1	94
25 - 34	19072	16905	24.0	88.6	102	5498	24.7	28.8	105	4890	25.0	25.6	106	6517	22.9	34.2	97
35 - 44	14591	12960	18.4	88.8	102	5496	24.6	37.7	137	3492	17.9	23.9	99	3972	13.9	27.2	77
45 - 54	11345	10100	14.4	89.0	102	3340	15.0	29.4	107	2754	14.1	24.3	100	4007	14.1	35.3	100
55 - 64	11635	10446	14.8	89.8	103	2973	13.3	25.6	93	2788	14.3	24.0	99	4685	16.4	40.3	114
65 OR OLDER	15061	12470	17.7	82.8	95	2630	11.8	17.5	63	3591	18.4	23.8	99	6250	21.9	41.5	118
18 - 34	28354	24391	34.7	86.0	99	7860	35.2	27.7	101	6938	35.5	24.5	101	9592	33.6	38.8	96
18 - 49	48339	42117	59.9	87.1	100	15112	67.8	31.3	114	11587	59.2	24.0	99	15419	54.1	31.9	91
25 - 54	45008	39965	56.8	88.8	102	14334	64.3	31.8	116	11135	56.9	24.7	102	14496	50.9	32.2	92
35 - 49	19985	17727	25.2	88.7	102	7252	32.5	36.3	132	4649	23.8	23.3	96	5826	20.4	29.2	83
50 OR OLDER	32647	28249	40.1	86.5	100	7187	32.2	22.0	80	7975	40.8	24.4	101	13087	45.9	40.1	114
GRADUATED COLLEGE	11155	10077	14.3	90.3	104	2389	10.7	21.4	78	2818	14.4	25.3	105	4870	17.1	43.7	124
ATTENDED COLLEGE	13682	12427	17.7	90.8	105	3545	15.9	25.9	94	3177	16.2	23.2	96	5705	20.0	41.7	118
GRADUATED HIGH SCHOOL	33880	29885	42.5	88.2	102	9384	42.1	27.7	101	8401	42.9	24.8	103	12101	42.5	35.7	101
DID NOT GRADUATE HIGH SCHOOL	22270	17978	25.5	80.7	93	6982	31.3	31.4	114	5167	26.4	23.2	96	5830	20.5	26.2	74
EMPLOYED	40306	35915	51.0	89.1	103	11057	49.6	27.4	100	9972	51.0	24.7	102	14886	52.2	36.9	105
EMPLOYED FULL-TIME	32850	29060	41.3	88.5	102	8905	39.9	27.1	98	8090	41.4	24.6	102	12065	42.3	36.7	104
EMPLOYED PART-TIME	7456	6855	9.7	91.9	106	2152	9.7	28.9	105	1882	9.6	25.2	104	2821	9.9	37.8	107
NOT EMPLOYED	40680	34452	49.0	84.7	97	11242	50.4	27.6	100	9591	49.0	23.6	98	13620	47.8	33.5	95
PROFESSIONAL/MANAGER	10392	9504	13.5	91.5	105	2437	10.9	23.5	85	2604	13.3	25.1	104	4463	15.7	42.9	122
TECH/CLERICAL/SALES	17574	15836	22.5	90.1	104	4647	20.8	26.4	96	4485	22.9	25.5	106	6704	23.5	38.1	108
PRECISION/CRAFT	985	894	1.3	90.8	104	**255	1.1	25.9	94	*288	1.5	29.2	121	*352	1.2	35.7	102
OTHER EMPLOYED	11354	9681	13.8	85.3	98	3719	16.7	32.8	119	2595	13.3	22.9	95	3368	11.8	29.7	84
SINGLE	9863	8035	11.4	81.5	94	2332	10.5	23.6	86	2002	10.2	20.3	84	3702	13.0	37.5	107
MARRIED	51375	45616	64.8	88.8	102	15621	70.1	30.4	110	13091	66.9	25.5	105	16904	59.3	32.9	93
DIVORCED/SEPARATED/WIDOWED	19748	16716	23.8	84.6	97	4346	19.5	22.0	80	4470	22.9	22.6	94	7900	27.7	40.0	114
PARENTS	32590	28588	40.6	87.7	101	11887	53.3	36.5	132	7978	40.8	24.5	101	8722	30.6	26.8	76
WHITE	70416	61888	88.0	87.9	101	18417	82.6	26.2	95	17011	87.0	24.2	100	26460	92.8	37.6	107
BLACK	8778	6954	9.9	79.2	91	3267	14.7	37.2	135	1980	10.1	22.6	93	1707	6.0	19.4	55
OTHER	1791	1526	2.2	85.2	98	*615	2.8	34.3	125	*572	2.9	31.9	132	**339	1.2	18.9	54
NORTHEAST-CENSUS	17786	15590	22.2	87.7	101	5287	23.7	29.7	108	4249	21.7	23.9	99	6054	21.2	34.0	97
NORTH CENTRAL	20741	18382	26.1	88.6	102	5249	23.5	25.3	92	4602	23.5	22.2	92	8531	29.9	41.1	117
SOUTH	27775	23178	32.9	83.4	96	8624	38.7	31.0	113	7171	36.7	25.8	107	7384	25.9	26.6	76
WEST	14683	13217	18.8	90.0	104	3139	14.1	21.4	78	3542	18.1	24.1	100	6537	22.9	44.5	126
NORTHEAST-MKTG.	17961	15564	22.1	86.7	100	5240	23.5	29.2	106	4427	22.6	24.6	102	5896	20.7	32.8	93
EAST CENTRAL	11885	10243	14.6	86.2	99	3040	13.6	25.6	93	2992	15.3	25.2	104	4211	14.8	35.4	101
WEST CENTRAL	14090	12725	18.1	90.3	104	3510	15.7	24.9	90	3117	15.9	22.1	92	6098	21.4	43.3	123
SOUTH	24081	20234	28.8	84.0	97	7661	34.4	31.8	116	5973	30.5	24.8	103	6601	23.2	27.4	78
PACIFIC	12969	11601	16.5	89.5	103	2847	12.8	22.0	80	3053	15.6	23.5	97	5700	20.0	44.0	125
COUNTY SIZE A	32439	28093	39.9	86.6	100	8934	40.1	27.5	100	7270	37.2	22.4	93	11889	41.7	36.7	104
COUNTY SIZE B	24915	21657	30.8	86.9	100	6574	29.5	26.4	96	6400	32.7	25.7	106	8683	30.5	34.9	99
COUNTY SIZE C	12930	11186	15.9	86.5	100	3553	15.9	27.5	100	3081	15.7	23.8	99	4552	16.0	35.2	100
COUNTY SIZE D	10703	9431	13.4	88.1	101	3238	14.5	30.3	110	2811	14.4	26.3	109	3381	11.9	31.6	90
METRO CENTRAL CITY	24518	20465	29.1	83.5	96	6720	30.1	27.4	100	5710	29.2	23.3	96	8035	28.2	32.8	93
METRO SUBURBAN	35919	32306	45.9	89.9	104	9710	43.5	27.0	98	8917	45.6	24.8	103	13679	48.0	38.1	108
NON METRO	20549	17596	25.0	85.6	99	5869	26.3	28.6	104	4936	25.2	24.0	99	6792	23.8	33.1	94
TOP 5 ADI'S	18341	15794	22.4	86.1	99	5070	22.7	27.6	100	4113	21.0	22.4	93	6611	23.2	36.0	102
TOP 10 ADI'S	25378	21808	31.0	85.9	99	6763	30.3	26.6	97	5946	30.4	23.4	97	9098	31.9	35.8	102
TOP 20 ADI'S	36488	31783	45.2	87.1	100	9893	44.4	27.1	98	8490	43.4	23.3	96	13399	47.0	36.7	104
HSHLD INC. \$50,000 OR MORE	6612	6162	8.8	93.2	107	1937	8.7	29.3	106	1616	8.3	24.4	101	2610	9.2	39.5	112
\$40,000 OR MORE	12659	11850	16.8	93.6	108	3472	15.6	27.4	100	3412	17.4	27.0	112	4966	17.4	39.2	111
\$30,000 OR MORE	24698	22944	32.6	92.9	107	7131	32.0	28.9	105	6552	33.5	26.5	110	9261	32.5	37.5	107
\$25,000 OR MORE	32077	29559	42.0	92.2	106	9447	42.4	29.5	107	8232	42.1	25.7	106	11880	41.7	37.0	105
\$20,000 - \$24,999	9144	8030	11.4	87.8	101	2484	11.1	27.2	99	2147	11.0	23.5	97	3399	11.9	37.2	106
\$15,000 - \$19,999	8728	7528	10.7	86.3	99	2158	9.7	24.7	90	2069	10.6	23.7	98	3300	11.6	37.8	107
\$10,000 - \$14,999	12562	10584	15.0	84.3	97	3173	14.2	25.3	92	2955	15.1	23.5	97	4456	15.6	35.5	101
UNDER \$10,000	18475	14666	20.8	79.4	91	5038	22.6	27.3	99	4159	21.3	22.5	93	5470	19.2	29.6	84
HOUSEHOLD OF 1 PERSON	11987	9876	14.0	82.4	95	1370	6.1	11.4	42	2260	11.6	18.9	78	6245	21.9	52.1	148
2 PEOPLE	26577	23294	33.1	87.6	101	5417	24.3	20.4	74	6884	35.2	25.9	107	10994	38.6	41.4	118
3 OR 4 PEOPLE	30617	26859	38.2	87.7	101	10204	45.8	33.3	121	7681	39.3	25.1	104	8974	31.5	29.3	83
5 OR MORE PEOPLE	11804	10338	14.7	87.6	101	5308	23.8	45.0	163	2737	14.0	23.2	96	2293	8.0	19.4	55
NO CHILD IN HSHLD	46165	39825	56.6	86.3	99	9422	42.3	20.4	74	11103	56.8	24.1	100	19300	67.7	41.8	119
CHILD(REN) UNDER 2 YRS	5325	4661	6.6	87.5	101	1693	7.6	31.8	115	1246	6.4	23.4	97	1722	6.0	32.3	92
2 - 5 YEARS	14221	12395	17.6	87.2	100	5210	23.4	36.6	133	3385	17.3	23.8	99	3800	13.3	26.7	76
6 - 11 YEARS	15117	13347	19.0	88.3	102	5767	25.9	38.1	139	3969	20.3	26.3	109	3611	12.7	23.9	68
12 - 17 YEARS	16611	14581	20.7	87.8	101	6941	31.1	41.8	152	3857	19.7	23.2	96	3782	13.3	22.8	65
RESIDENCE OWNED	55884	49788	70.8	89.1	103	15866	71.2	28.4	103	13717	70.1	24.5	102	20205	70.9	36.2	103
VALUE: \$50,000 OR MORE	31744	28941	41.1	91.2	105	8945	40.1	28.2	102	7891	40.3	24.9	103	12105	42.5	38.1	108
VALUE: UNDER \$50,000	24140	20848	29.6	86.4	99	6921	31.0	28.7	104	5826	29.8	24.1	100	8100	28.4	33.6	95

SALAD OR COOKING OIL (EXCLUDING OLIVE OIL): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAkers)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO QUARTS OR MORE				MEDIUM USERS ONE QUART				LIGHT USERS LESS THAN ONE QUART			
				A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS			80986	70367	100.0	86.9	100	22299	100.0	27.5	100	19562	100.0	24.2	100	28506	100.0	35.2	100
MAGAZINES	QUINTILE 1	15799	14280	20.3	90.4	104	4641	20.8	29.4	107	3834	19.6	24.3	100	5805	20.4	36.7	104	
	QUINTILE 2	17259	15649	22.2	90.7	104	4673	21.0	27.1	98	4553	23.3	26.4	109	6423	22.5	37.2	106	
	QUINTILE 3	13545	11815	16.8	87.2	100	3697	16.6	27.3	99	3392	17.3	25.0	104	4725	16.6	34.9	99	
	QUINTILE 4	15133	12988	18.5	85.8	99	3857	17.3	25.5	93	3423	17.5	22.6	94	5708	20.0	37.7	107	
	QUINTILE 5	19250	15635	22.2	81.2	93	5431	24.4	28.2	102	4360	22.3	22.6	94	5844	20.5	30.4	86	
NEWSPAPERS	QUINTILE 1	12413	11186	15.9	90.1	104	3507	15.7	28.3	103	2850	14.6	23.0	95	4829	16.9	38.9	111	
	QUINTILE 2	24116	21366	30.4	88.6	102	6480	29.1	26.9	98	6304	32.2	26.1	108	8582	30.1	35.6	101	
	QUINTILE 3	11261	9931	14.1	88.2	101	3313	14.9	29.4	107	2772	14.2	24.6	102	3845	13.5	34.1	97	
	QUINTILE 4	20255	17480	24.8	86.3	99	5154	23.1	25.4	92	4823	24.7	23.8	99	7503	26.3	37.0	105	
	QUINTILE 5	12940	10404	14.8	80.4	93	3845	17.2	29.7	108	2813	14.4	21.7	90	3746	13.1	28.9	82	
OUTDOOR	QUINTILE 1	14852	12941	18.4	87.1	100	3851	17.3	25.9	94	3606	18.4	24.3	101	5484	19.2	36.9	105	
	QUINTILE 2	15725	13933	19.8	88.6	102	4813	21.6	30.6	111	3539	18.1	22.5	93	5581	19.6	35.5	101	
	QUINTILE 3	16330	14367	20.4	88.0	101	4352	19.5	26.7	97	3969	20.3	24.3	101	6046	21.2	37.0	105	
	QUINTILE 4	16744	14376	20.4	85.9	99	4466	20.0	26.7	97	4056	20.7	24.2	100	5853	20.5	35.0	99	
	QUINTILE 5	17334	14751	21.0	85.1	98	4817	21.6	27.8	101	4392	22.5	25.3	105	5541	19.4	32.0	91	
RADIO-DRIVE TIME	QUINTILE 1	15911	13989	19.9	87.9	101	4490	20.1	28.2	102	3495	17.9	22.0	91	6005	21.1	37.7	107	
	QUINTILE 2	14837	13008	18.5	87.7	101	4336	19.4	29.2	106	3585	18.3	24.2	100	5087	17.8	34.3	97	
	QUINTILE 3	15339	13150	18.7	85.7	99	4247	19.0	27.7	101	3621	18.5	23.6	98	5282	18.5	34.4	98	
	QUINTILE 4	16723	14590	20.7	87.2	100	4340	19.5	26.0	94	4379	22.4	26.2	108	5871	20.6	35.1	100	
	QUINTILE 5	18176	15631	22.2	86.0	99	4886	21.9	26.9	98	4483	22.9	24.7	102	6262	22.0	34.5	98	
RADIO-MID- DAY	TERCILE 1	21020	18385	26.1	87.5	101	6049	27.1	28.8	105	4885	25.0	23.2	96	7451	26.1	35.4	101	
	TERCILE 2	21610	18917	26.9	87.5	101	6248	28.0	28.9	105	5085	26.0	23.5	97	7584	26.6	35.1	100	
	TERCILE 3	38355	33064	47.0	86.2	99	10002	44.9	26.1	95	9592	49.0	25.0	104	13471	47.3	35.1	100	
RADIO-TOTAL	QUINTILE 1	15988	14047	20.0	87.9	101	4675	21.0	29.2	106	3582	18.3	22.4	93	5791	20.3	36.2	103	
	QUINTILE 2	15626	13423	19.1	85.9	99	4427	19.9	28.3	103	3605	18.4	23.1	96	5392	18.9	34.5	98	
	QUINTILE 3	16723	14733	20.9	88.1	101	4785	21.5	28.6	104	4159	21.3	24.9	103	5789	20.3	34.6	98	
	QUINTILE 4	16342	14171	20.1	86.7	100	3902	17.5	23.9	87	4150	21.2	25.4	105	6119	21.5	37.4	106	
	QUINTILE 5	16306	13992	19.9	85.8	99	4510	20.2	27.7	100	4067	20.8	24.9	103	5416	19.0	33.2	94	
TV-PRIME TIME	QUINTILE 1	15953	13785	19.6	86.4	99	4371	19.6	27.4	100	3749	19.2	23.5	97	5665	19.9	35.5	101	
	QUINTILE 2	16137	13928	19.8	86.3	99	4330	19.4	26.8	97	3908	20.0	24.2	100	5690	20.0	35.3	100	
	QUINTILE 3	16420	14452	20.5	88.0	101	4725	21.2	28.8	105	4205	21.5	25.6	106	5522	19.4	33.6	96	
	QUINTILE 4	16687	14485	20.6	86.8	100	4880	21.9	29.2	106	3664	18.7	22.0	91	5942	20.8	35.6	101	
	QUINTILE 5	15789	13718	19.5	86.9	100	3994	17.9	25.3	92	4037	20.6	25.6	106	5687	20.0	36.0	102	
TV-DAYTIME	TERCILE 1	27736	23485	33.4	84.7	97	7970	35.7	28.7	104	6437	32.9	23.2	96	9079	31.8	32.7	93	
	TERCILE 2	26489	23249	33.0	87.8	101	7337	32.9	27.7	101	6433	32.9	24.3	101	9480	33.3	35.8	102	
	TERCILE 3	26761	23633	33.6	88.3	102	6993	31.4	26.1	95	6693	34.2	25.0	104	9947	34.9	37.2	106	
TV-TOTAL	QUINTILE 1	16345	13431	19.1	82.2	95	4585	20.6	28.1	102	3324	17.0	20.3	84	5521	19.4	33.8	96	
	QUINTILE 2	16447	14535	20.7	88.4	102	4666	20.9	28.4	103	4117	21.0	25.0	104	5753	20.2	35.0	99	
	QUINTILE 3	15980	14126	20.1	88.4	102	4559	20.4	28.5	104	4101	21.0	25.7	106	5466	19.2	34.2	97	
	QUINTILE 4	15887	14003	19.9	88.1	101	4492	20.1	28.3	103	3946	20.2	24.8	103	5565	19.5	35.0	100	
	QUINTILE 5	16326	14272	20.3	87.4	101	3997	17.9	24.5	89	4074	20.8	25.0	103	6201	21.8	38.0	108	
MAGAZINES-NEWSPAPERS: DUAL		20721	18672	26.5	90.1	104	5757	25.8	27.8	101	5135	26.2	24.8	103	7780	27.3	37.5	107	
	MAGAZINE IMPERATIVE	19186	17224	24.5	89.8	103	5396	24.2	28.1	102	4847	24.8	25.3	105	6981	24.5	36.4	103	
	NEWSPAPER IMPERATIVE	21899	19076	27.1	87.1	100	5924	26.6	27.1	98	5385	27.5	24.6	102	7767	27.2	35.5	101	
MAGAZINES-OUTDOOR: DUAL		15451	14042	20.0	90.9	105	4199	18.8	27.2	99	4124	21.1	26.7	110	5720	20.1	37.0	105	
	MAGAZINE IMPERATIVE	25953	23063	32.8	88.9	102	7323	32.8	28.2	102	6353	32.5	24.5	101	9387	32.9	36.2	103	
	OUTDOOR IMPERATIVE	24400	20744	29.5	85.0	98	6842	30.7	28.0	102	5125	26.2	21.0	87	8778	30.8	36.0	102	
MAGAZINES-RADIO: DUAL		18049	16252	23.1	90.0	104	5352	24.0	29.7	108	4576	23.4	25.4	105	6325	22.2	35.0	100	
	MAGAZINE IMPERATIVE	23571	21240	30.2	90.1	104	6246	28.0	26.5	96	6117	31.3	26.0	107	8878	31.1	37.7	107	
	RADIO IMPERATIVE	23278	19559	27.8	84.0	97	6405	28.7	27.5	100	5042	25.8	21.7	90	8112	28.5	34.8	99	
MAGAZINES-TELEVISION: DUAL		15459	13684	19.4	88.5	102	4477	20.1	29.0	105	3588	18.3	23.2	96	5619	19.7	36.3	103	
	MAGAZINE IMPERATIVE	25829	23405	33.3	90.6	104	7045	31.6	27.3	99	6920	35.4	26.8	111	9440	33.1	36.5	104	
	TELEVISION IMPERATIVE	26039	21789	31.0	83.7	96	7095	31.8	27.2	99	5910	30.2	22.7	94	8783	30.8	33.7	96	
NEWSPAPERS-OUTDOOR: DUAL		16605	14992	21.3	90.3	104	4593	20.6	27.7	100	4281	21.9	25.8	107	6118	21.5	36.8	105	
	NEWSPAPER IMPERATIVE	26834	23616	33.6	88.0	101	7417	33.3	27.6	100	6608	33.8	24.6	102	9590	33.6	35.7	102	
	OUTDOOR IMPERATIVE	23346	20002	28.4	85.7	99	6629	29.7	28.4	103	5061	25.9	21.7	90	8312	29.2	35.6	101	
NEWSPAPERS-RADIO: DUAL		17133	15326	21.8	89.5	103	4785	21.5	27.9	101	4239	21.7	24.7	102	6301	22.1	36.8	104	
	NEWSPAPER IMPERATIVE	25892	22947	32.6	88.6	102	6885	30.9	26.6	97	6674	34.1	25.8	107	9388	32.9	36.3	103	
	RADIO IMPERATIVE	23167	19706	28.0	85.1	98	6728	30.2	29.0	105	5066	25.9	21.9	91	7913	27.8	34.2	97	
NEWSPAPERS-TELEVISION: DUAL		17159	15239	21.7	88.8	102	4986	22.4	29.1	106	4141	21.2	24.1	100	6112	21.4	35.6	101	
	NEWSPAPER IMPERATIVE	26214	23410	33.3	89.3	103	6911	31.0	26.4	96	6796	34.7	25.9	107	9703	34.0	37.0	105	
	TELEVISION IMPERATIVE	23412	19488	27.7	83.2	96	6502	29.2	27.8	101	5306	27.1	22.7	94	7679	26.9	32.8	93	
OUTDOOR-RADIO: DUAL		15303	13641	19.4	89.1	103	4590	20.6	30.0	109	3343	17.1	21.8	90					

SALAD OR COOKING OIL (EXCLUDING OLIVE OIL): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO QUARTS OR MORE				MEDIUM USERS ONE QUART				LIGHT USERS LESS THAN ONE QUART			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	70367	100.0	86.9	100	22299	100.0	27.5	100	19562	100.0	24.2	100	28506	100.0	35.2	100
ATLANTIC MONTHLY	415	396	0.6	95.4	110	**43	0.2	10.4	38	**156	0.8	37.6	156	*197	0.7	47.5	135
BARRON'S	453	360	0.5	79.5	91	**103	0.5	22.7	83	**48	0.2	10.6	44	*209	0.7	46.1	131
BETTER HOMES & GARDENS	16256	14781	21.0	90.9	105	4631	20.8	28.5	103	4215	21.5	25.9	107	5936	20.8	36.5	104
BON APPETIT	2535	2388	3.4	94.2	108	803	3.6	31.7	115	656	3.4	25.9	107	929	3.3	36.6	104
BUSINESS WEEK	1278	1092	1.6	85.4	98	352	1.6	27.5	100	250	1.3	19.6	81	490	1.7	38.3	109
CAR AND DRIVER	378	338	0.5	89.4	103	**77	0.3	20.4	74	**90	0.5	23.8	99	*170	0.6	45.0	128
CBS MAGAZINE NETWORK (GROSS)	1498	1393	2.0	93.0	107	539	2.4	36.0	131	299	1.5	20.0	83	556	2.0	37.1	105
CHANGING TIMES	1505	1365	1.9	90.7	104	294	1.3	19.5	71	308	1.6	20.5	85	763	2.7	50.7	144
COLONIAL HOMES	1231	1107	1.6	89.9	103	316	1.4	25.7	93	305	1.6	24.8	103	486	1.7	39.5	112
CONDE NAST MAG. PKG. (GROSS)	14146	12577	17.9	88.9	102	4213	18.9	29.8	108	3492	17.9	24.7	102	4872	17.1	34.4	98
CONSUMERS DIGEST	1323	1141	1.6	86.2	99	320	1.4	24.2	88	276	1.4	20.9	86	545	1.9	41.2	117
COSMOPOLITAN	7102	6297	8.9	88.7	102	2068	9.3	29.1	106	1599	8.2	22.5	93	2630	9.2	37.0	105
COUNTRY LIVING	2481	2307	3.3	93.0	107	662	3.0	26.7	97	712	3.6	28.7	119	932	3.3	37.6	107
CUISINE	1472	1398	2.0	95.0	109	451	2.0	30.6	111	357	1.8	24.3	100	589	2.1	40.0	114
CYCLE WORLD	425	395	0.6	92.9	107	*207	0.9	48.7	177	**68	0.3	16.0	66	**120	0.4	28.2	80
DCI:CREATIVE IDEAS FOR LIV	2510	2303	3.3	91.8	106	819	3.7	32.6	119	650	3.3	25.9	107	834	2.9	33.2	94
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6029	8.6	90.1	104	1972	8.8	29.5	107	1768	9.0	26.4	109	2288	8.0	34.2	97
DISCOVER	894	764	1.1	85.5	98	*237	1.1	26.5	96	*203	1.0	22.7	94	324	1.1	36.2	103
EBONY	3507	2972	4.2	84.7	98	1318	5.9	37.6	136	889	4.5	25.3	105	765	2.7	21.8	62
ESQUIRE	1083	904	1.3	83.5	96	414	1.9	38.2	139	*204	1.0	18.8	78	286	1.0	26.4	75
ESSENCE	1830	1528	2.2	83.5	96	710	3.2	38.8	141	383	2.0	20.9	87	435	1.5	23.8	68
FAMILY CIRCLE	15930	14418	20.5	90.5	104	4756	21.3	29.9	108	3882	19.8	24.4	101	5780	20.3	36.3	103
THE FAMILY HANDYMAN	1126	997	1.4	88.5	102	281	1.3	25.0	91	304	1.6	27.0	112	412	1.4	36.6	104
FAMILY WEEKLY	11468	10334	14.7	90.1	104	3063	13.7	26.7	97	3100	15.8	27.0	112	4171	14.6	36.4	103
FIELD & STREAM	2234	1998	2.8	89.4	103	738	3.3	33.0	120	539	2.8	24.1	100	721	2.5	32.3	92
FOOD & WINE	579	482	0.7	83.2	96	*184	0.8	31.8	115	*114	0.6	19.7	82	*183	0.6	31.6	90
FORBES	728	626	0.9	86.0	99	**113	0.5	15.5	56	*209	1.1	28.7	119	304	1.1	41.8	119
FORTUNE	906	761	1.1	84.0	97	*198	0.9	21.9	79	*151	0.8	16.7	69	412	1.4	45.5	129
GENTLEMAN'S QUARTERLY	791	698	1.0	88.2	102	*268	1.2	33.9	123	*141	0.7	17.8	74	290	1.0	36.7	104
GLAMOUR	5265	4675	6.6	88.8	102	1425	6.4	27.1	98	1433	7.3	27.2	113	1817	6.4	34.5	98
GOLF DIGEST	636	558	0.8	87.7	101	*149	0.7	23.4	85	**151	0.8	23.7	98	258	0.9	40.6	115
GOLF DIGEST/TENNIS (GROSS)	1186	1066	1.5	89.9	103	311	1.4	26.2	95	277	1.4	23.4	97	477	1.7	40.2	114
GOLF MAGAZINE	441	406	0.6	92.1	106	**131	0.6	29.7	108	**84	0.4	19.0	79	*191	0.7	43.3	123
GOLF MAGAZINE/SKI (GROSS)	922	870	1.2	94.4	109	*237	1.1	25.7	93	*217	1.1	23.5	97	416	1.5	45.1	128
GOOD HOUSEKEEPING	16487	15085	21.4	91.5	105	4783	21.4	29.0	105	4061	20.8	24.6	102	6241	21.9	37.9	108
HARPER'S BAZAAR	2423	2144	3.0	88.5	102	664	3.0	27.4	100	611	3.1	25.2	104	869	3.0	35.9	102
HEALTH	1994	1777	2.5	89.1	103	663	3.0	33.2	121	433	2.2	21.7	90	680	2.4	34.1	97
HEARST MAG CORP. BUY (GROSS)	44101	39793	56.6	90.2	104	12613	56.6	28.6	104	10616	54.3	24.1	100	16564	58.1	37.6	107
HEARST MAN POWER (GROSS)	1993	1761	2.5	88.4	102	608	2.7	30.5	111	476	2.4	23.9	99	677	2.4	34.0	97
HEARST WOMAN POWER (GROSS)	31274	28351	40.3	90.7	104	9096	40.8	29.1	106	7523	38.5	24.1	100	11731	41.2	37.5	107
HOUSE BEAUTIFUL	3623	3192	4.5	88.1	101	987	4.4	27.2	99	792	4.0	21.9	91	1412	5.0	39.0	111
INC.	283	245	0.3	86.6	100	**91	0.4	32.2	117	**57	0.3	20.1	83	*98	0.3	34.6	98
JET	2928	2354	3.3	80.4	93	1062	4.8	36.3	132	682	3.5	23.3	96	611	2.1	20.9	59
LADIES' HOME JOURNAL	11918	10701	15.2	89.8	103	3417	15.3	28.7	104	2978	15.2	25.0	103	4306	15.1	36.1	103
LHJ FAMILY GRP COMBO(GROSS)	16764	15045	21.4	89.7	103	4804	21.5	28.7	104	4177	21.4	24.9	103	6064	21.3	36.2	103
LIFE	4254	3736	5.3	87.8	101	1323	5.9	31.1	113	934	4.8	22.0	91	1478	5.2	34.7	99
L.A. TIMES HOME MAGAZINE	1145	992	1.4	86.6	100	*242	1.1	21.1	77	*235	1.2	20.5	85	516	1.8	45.1	128
MADMOISELLE	2884	2609	3.7	90.5	104	957	4.3	33.2	121	649	3.3	22.5	93	1003	3.5	34.8	99
MC CALL'S	13460	12214	17.4	90.7	104	3916	17.6	29.1	106	3561	18.2	26.5	110	4738	16.6	35.2	100
MC CALL'S/WRK MOTHER (GROSS)	14606	13279	18.9	90.9	105	4262	19.1	29.2	106	3856	19.7	26.4	109	5162	18.1	35.3	100
MECHANIX ILLUSTRATED	772	718	1.0	93.0	107	*271	1.2	35.1	127	**122	0.6	15.8	65	325	1.1	42.1	120
METROPOLITAN HOME	967	878	1.2	90.8	104	*265	1.2	27.4	100	*172	0.9	17.8	74	441	1.5	45.6	130
MONEY	1588	1404	2.0	88.4	102	427	1.9	26.9	98	293	1.5	18.5	76	684	2.4	43.1	122
MOTHER EARTH NEWS	1002	908	1.3	90.6	104	322	1.4	32.1	117	*251	1.3	25.0	104	334	1.2	33.3	95
MS.	825	757	1.1	91.8	106	*237	1.1	28.7	104	*163	0.8	19.8	82	357	1.3	43.3	123
NATIONAL ENQUIRER	10336	9121	13.0	88.2	102	3525	15.8	34.1	124	2564	13.1	24.8	103	3032	10.6	29.3	83
NATIONAL GEOGRAPHIC	9597	8509	12.1	88.7	102	2373	10.6	24.7	90	2114	10.8	22.0	91	4021	14.1	41.9	119
NATIONAL SUNDAY MAGAZINE PKG	49558	43853	62.3	88.5	102	13286	59.6	26.8	97	12463	63.7	25.1	104	18104	63.5	36.5	104
NATURAL HISTORY	573	509	0.7	88.8	102	*158	0.7	27.6	100	*106	0.5	18.5	77	*245	0.9	42.8	121
NEW WOMAN	1699	1548	2.2	91.1	105	340	1.5	20.0	73	409	2.1	24.1	100	799	2.8	47.0	134
NEW YORK INCLUDING CUE	443	417	0.6	94.1	108	*117	0.5	26.4	96	**98	0.5	22.1	92	202	0.7	45.6	130
THE NEW YORKER	1270	1173	1.7	92.4	106	326	1.5	25.7	93	267	1.4	21.0	87	580	2.0	45.7	130
NEWSWEEK	6277	5644	8.0	89.9	103	1519	6.8	24.2	88	1583	8.1	25.2	104	2542	8.9	40.5	115
THE N.Y. TIMES DAILY EDITION	1205	1085	1.5	90.0	104	281	1.3	23.3	85	294	1.5	24.4	101	511	1.8	42.4	120
THE N.Y. TIMES MAGAZINE	2081	1876	2.7	90.1	104	548	2.5	26.3	96	389	2.0	18.7	77	939	3.3	45.1	128
OMNI	788	703	1.0	89.2	103	*216	1.0	27.4	100	*163	0.8	20.7	86	324	1.1	41.1	117
ON CABLE	1158	1024	1.5	88.4	102	391	1.8	33.8	123	*288	1.5	24.9	103	346	1.2	29.9	85
1001 HOME IDEAS	2852	2567	3.6	90.0	104	724	3.2	25.4	92	766	3.9	26.9	111	1078	3.8	37.8	107
ORGANIC GARDENING	1658	1506	2.1	90.8	105	544	2.4	32.8	119	371	1.9	22.4	93	590	2.1	35.6	101
OUTDOOR LIFE	896	814	1.2	90.8	105	260	1.2	29.0	105	*179	0.9	20.0	83	375	1.3	41.9	119
PARADE MAGAZINE	24275	21516	30.6	88.6	102	6906	31.0	28.4	103	6231	31.9	25.7	106	8379	29.4	34.5	98

SALAD OR COOKING OIL (EXCLUDING OLIVE OIL): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO QUARTS OR MORE				MEDIUM USERS ONE QUART				LIGHT USERS LESS THAN ONE QUART			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	70367	100.0	86.9	100	22299	100.0	27.5	100	19562	100.0	24.2	100	28506	100.0	35.2	100
PARENTS	3845	3482	4.9	90.6	104	1243	5.6	32.3	117	1009	5.2	26.2	109	1229	4.3	32.0	91
PENTHOUSE	831	755	1.1	90.9	105	*239	1.1	28.8	104	*214	1.1	25.8	107	*302	1.1	36.3	103
PEOPLE	11645	10349	14.7	88.9	102	3168	14.2	27.2	99	3014	15.4	25.9	107	4167	14.6	35.8	102
PLAYBOY	2006	1778	2.5	88.6	102	619	2.8	30.9	112	477	2.4	23.8	98	681	2.4	33.9	96
POPULAR HOT RODDING	297	261	0.4	87.9	101	**90	0.4	30.3	110	**52	0.3	17.5	72	**120	0.4	40.4	115
POPULAR MECHANICS	1018	932	1.3	91.6	105	*342	1.5	33.6	122	*254	1.3	25.0	103	336	1.2	33.0	94
POPULAR SCIENCE	878	832	1.2	94.8	109	*205	0.9	23.3	85	*251	1.3	28.6	118	376	1.3	42.8	122
PREVENTION	3913	3591	5.1	91.8	106	1005	4.5	25.7	93	889	4.5	22.7	94	1698	6.0	43.4	123
PSYCHOLOGY TODAY	1710	1564	2.2	91.5	105	435	2.0	25.4	92	359	1.8	21.0	87	771	2.7	45.1	128
READER'S DIGEST	22204	20045	28.5	90.3	104	5959	26.7	26.8	97	5714	29.2	25.7	107	8372	29.4	37.7	107
REDBOOK	7684	6969	9.9	90.7	104	2245	10.1	29.2	106	1863	9.5	24.2	100	2861	10.0	37.2	106
ROAD & TRACK	410	374	0.5	91.2	105	**126	0.6	30.7	112	**111	0.6	27.1	112	*138	0.5	33.7	96
ROLLING STONE	969	899	1.3	92.8	107	333	1.5	34.4	125	*221	1.1	22.8	94	344	1.2	35.5	101
RUNNER'S WORLD	298	268	0.4	89.9	104	**58	0.3	19.5	71	**44	0.2	14.8	61	*166	0.6	55.7	158
SATURDAY EVENING POST	1169	1014	1.4	86.7	100	295	1.3	25.2	92	263	1.3	22.5	93	456	1.6	39.0	111
SCIENCE 84	587	550	0.8	93.7	108	*151	0.7	25.7	93	*198	1.0	33.7	140	*202	0.7	34.4	98
SCIENCE DIGEST	482	392	0.6	81.3	94	*143	0.6	29.7	108	*101	0.5	21.0	87	*148	0.5	30.7	87
SCIENTIFIC AMERICAN	594	553	0.8	93.1	107	*177	0.8	29.8	108	*85	0.4	14.3	59	*290	1.0	48.8	139
SELF	2089	1922	2.7	92.0	106	632	2.8	30.3	110	565	2.9	27.0	112	724	2.5	34.7	98
SEVENTEEN	2411	2118	3.0	87.8	101	1026	4.6	42.6	155	560	2.9	23.2	96	533	1.9	22.1	63
SKI	480	463	0.7	96.5	111	**105	0.5	21.9	79	**133	0.7	27.7	115	*225	0.8	46.9	133
SMITHSONIAN	2760	2491	3.5	90.3	104	628	2.8	22.8	83	575	2.9	20.8	86	1288	4.5	46.7	133
SOAP OPERA DIGEST	3013	2588	3.7	85.9	99	1167	5.2	38.7	141	625	3.2	20.7	86	796	2.8	26.4	75
SOUTHERN LIVING	4184	3726	5.3	89.1	102	1154	5.2	27.6	100	1118	5.7	26.7	111	1454	5.1	34.8	99
SPORT	559	475	0.7	85.0	98	*201	0.9	36.0	131	**94	0.5	16.8	70	*180	0.6	32.2	91
THE SPORTING NEWS	436	412	0.6	94.5	109	**164	0.7	37.6	137	**85	0.4	19.5	81	**163	0.6	37.4	106
SPORTS AFIELD	493	437	0.6	88.6	102	**123	0.6	24.9	91	**121	0.6	24.5	102	*194	0.7	39.4	112
SPORTS ILLUSTRATED	2758	2476	3.5	89.8	103	802	3.6	29.1	106	637	3.3	23.1	96	1037	3.6	37.6	107
STAR	7456	6561	9.3	88.0	101	2538	11.4	34.0	124	1876	9.6	25.2	104	2148	7.5	28.8	82
SUNDAY	24936	21935	31.2	88.0	101	6620	29.7	26.5	96	5997	30.7	24.0	100	9318	32.7	37.4	106
SUNSET	2124	2023	2.9	95.2	110	*327	1.5	15.4	56	586	3.0	27.6	114	1110	3.9	52.3	148
TV GUIDE	21661	18949	26.9	87.5	101	6217	27.9	28.7	104	5672	29.0	26.2	108	7061	24.8	32.6	93
TENNIS	550	508	0.7	92.4	106	**163	0.7	29.6	108	*126	0.6	22.9	95	*219	0.8	39.8	113
TIME	8880	8118	11.5	91.4	105	2604	11.7	29.3	107	2170	11.1	24.4	101	3344	11.7	37.7	107
TOWN & COUNTRY	917	789	1.1	86.0	99	*226	1.0	24.6	90	*185	0.9	20.2	84	378	1.3	41.2	117
TRAVEL & LEISURE	972	889	1.3	91.5	105	*250	1.1	25.7	93	*197	1.0	20.3	84	443	1.6	45.6	129
TRUE STORY	3356	2836	4.0	84.5	97	1067	4.8	31.8	115	797	4.1	23.7	98	972	3.4	29.0	82
U.S. NEWS & WORLD REPORT	3410	3049	4.3	89.4	103	744	3.3	21.8	79	801	4.1	23.5	97	1504	5.3	44.1	125
USA TODAY	1759	1565	2.2	89.0	102	500	2.2	28.4	103	460	2.4	26.2	108	606	2.1	34.5	98
US	1873	1636	2.3	87.3	101	539	2.4	28.8	105	381	1.9	20.3	84	716	2.5	38.2	109
VOGUE	3909	3372	4.8	86.3	99	1199	5.4	30.7	111	845	4.3	21.6	89	1328	4.7	34.0	97
WALL STREET JOURNAL	1886	1755	2.5	93.1	107	455	2.0	24.1	88	492	2.5	26.1	108	808	2.8	42.8	122
WEIGHT WATCHERS	2120	1888	2.7	89.1	102	639	2.9	30.1	109	568	2.9	26.8	111	681	2.4	32.1	91
WOMAN'S DAY	14172	12851	18.3	90.7	104	4472	20.1	31.6	115	3338	17.1	23.6	98	5041	17.7	35.6	101
WORKING MOTHER	1146	1065	1.5	92.9	107	346	1.6	30.2	110	*294	1.5	25.7	106	425	1.5	37.1	105
WORKING WOMAN	1322	1183	1.7	89.5	103	329	1.5	24.9	90	289	1.5	21.9	91	565	2.0	42.7	121
WORLD TENNIS	*163	*156	0.2	95.7	110	**30	0.1	18.4	67	**45	0.2	27.6	114	**81	0.3	49.7	141
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2310	3.3	91.2	105	721	3.2	28.5	103	500	2.6	19.7	82	1089	3.8	43.0	122
BLAIR INSERTS	43657	38578	54.8	88.4	102	11687	52.4	26.8	97	10742	54.9	24.6	102	16149	56.7	37.0	105
DAILY NEWSPAPERS																	
READ ANY	51633	45811	65.1	88.7	102	14305	64.2	27.7	101	12779	65.3	24.7	102	18727	65.7	36.3	103
READ ONE	43463	38442	54.6	88.4	102	12022	53.9	27.7	100	10877	55.6	25.0	104	15543	54.5	35.8	102
READ TWO OR MORE	8170	7370	10.5	90.2	104	2284	10.2	28.0	102	1902	9.7	23.3	96	3184	11.2	39.0	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	46664	66.3	88.6	102	14237	63.8	27.0	98	13136	67.2	24.9	103	19292	67.7	36.6	104
READ ONE	46126	40742	57.9	88.3	102	12359	55.4	26.8	97	11660	59.6	25.3	105	16723	58.7	36.3	103
READ TWO OR MORE	6552	5922	8.4	90.4	104	1878	8.4	28.7	104	1476	7.5	22.5	93	2569	9.0	39.2	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.57				27.67				27.06				27.83			
30 DAY REACH	71455	62282	88.5	87.2	100	19512	87.5	27.3	99	17141	87.6	24.0	99	25629	89.9	35.9	102
50 SHWG - 30 DAY AV FREQ	14.56	14.55				14.52				14.43				14.64			
30 DAY REACH	67742	59144	84.1	87.3	100	18603	83.4	27.5	100	16095	82.3	23.8	98	24446	85.8	36.1	103
25 SHWG - 30 DAY AV FREQ	7.94	7.93				7.94				7.88				7.97			
30 DAY REACH	62117	54248	77.1	87.3	101	17064	76.5	27.5	100	14716	75.2	23.7	98	22468	78.8	36.2	103
CABLE TV: HOME WIRED	32077	28507	40.5	88.9	102	9444	42.4	29.4	107	7681	39.3	23.9	99	11382	39.9	35.5	101
HOME NOT WIRED	48909	41860	59.5	85.6	99	12855	57.6	26.3	95	11882	60.7	24.3	101	17124	60.1	35.0	99
HAVE PAY CABLE	15935	14331	20.4	89.9	104	5099	22.9	32.0	116	4063	20.8	25.5	106	5169	18.1	32.4	92

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO QUARTS OR MORE				MEDIUM USERS ONE QUART				LIGHT USERS LESS THAN ONE QUART			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	70367	100.0	86.9	100	22299	100.0	27.5	100	19562	100.0	24.2	100	28506	100.0	35.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	38553	54.8	87.8	101	11968	53.7	27.2	99	10425	53.3	23.7	98	16160	56.7	36.8	105
10:00 AM - 3:00 PM	30659	26856	38.2	87.6	101	8788	39.4	28.7	104	7269	37.2	23.7	98	10800	37.9	35.2	100
3:00 PM - 7:00 PM	31045	27192	38.6	87.6	101	8693	39.0	28.0	102	7381	37.7	23.8	98	11118	39.0	35.8	102
7:00 PM - MIDNIGHT	15767	13748	19.5	87.2	100	4364	19.6	27.7	101	3484	17.8	22.1	91	5900	20.7	37.4	106
MIDNIGHT - 6:00 AM	9120	8078	11.5	88.6	102	2570	11.5	28.2	102	1848	9.4	20.3	84	3660	12.8	40.1	114
6:00 AM - MIDNIGHT	58527	51229	72.8	87.5	101	16330	73.2	27.9	101	13892	71.0	23.7	98	21007	73.7	35.9	102
ENTIRE DAY	59311	51903	73.8	87.5	101	16525	74.1	27.9	101	14031	71.7	23.7	98	21346	74.9	36.0	102
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16172	14383	20.4	88.9	102	4425	19.8	27.4	99	3933	20.1	24.3	101	6025	21.1	37.3	106
ALL NEWS	2256	1944	2.8	86.2	99	643	2.9	28.5	104	463	2.4	20.5	85	839	2.9	37.2	106
AOR/PROGRESSIVE	3874	3478	4.9	89.8	103	1057	4.7	27.3	99	982	5.0	25.3	105	1439	5.0	37.1	106
BEAUTIFUL MUSIC	5660	5077	7.2	89.7	103	1538	6.9	27.2	99	1278	6.5	22.6	93	2262	7.9	40.0	114
BLACK	2204	1747	2.5	79.3	91	841	3.8	38.2	139	492	2.5	22.3	92	414	1.5	18.8	53
CLASSICAL	1418	1322	1.9	93.2	107	391	1.8	27.6	100	368	1.9	26.0	107	562	2.0	39.6	113
CHR/ROCK	9538	8421	12.0	88.3	102	2835	12.7	29.7	108	2292	11.7	24.0	99	3294	11.6	34.5	98
COUNTRY	12648	10982	15.6	86.8	100	3694	16.6	29.2	106	2898	14.8	22.9	95	4390	15.4	34.7	99
GOLDEN OLDIES	1191	1019	1.4	85.6	98	324	1.5	27.2	99	365	1.9	30.6	127	331	1.2	27.8	79
MOR/NOSTALGIA	4757	4313	6.1	90.7	104	1216	5.5	25.6	93	1131	5.8	23.8	98	1966	6.9	41.3	117
NEWS/TALK	3863	3299	4.7	85.4	98	805	3.6	20.8	76	929	4.7	24.0	100	1565	5.5	40.5	115
RELIGIOUS	3084	2629	3.7	85.2	98	654	2.9	21.2	77	779	4.0	25.3	105	1196	4.2	38.8	110
SOFT ROCK	521	416	0.6	79.8	92	**85	0.4	16.3	59	**140	0.7	26.9	111	*191	0.7	36.7	104
URBAN CONTEMPORARY	1585	1322	1.9	83.4	96	695	3.1	43.8	159	320	1.6	20.2	84	307	1.1	19.4	55
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2766	3.9	84.8	98	1119	5.0	34.3	125	795	4.1	24.4	101	853	3.0	26.2	74
ABC DIRECTON	2316	1953	2.8	84.3	97	585	2.6	25.3	92	565	2.9	24.4	101	803	2.8	34.7	99
ABC ENTERTAINMENT	4834	4109	5.8	85.0	98	1423	6.4	29.4	107	1075	5.5	22.2	92	1611	5.7	33.3	95
ABC FM	2202	1897	2.7	86.1	99	664	3.0	30.2	110	490	2.5	22.3	92	743	2.6	33.7	96
ABC INFORMATION	5425	4892	7.0	90.2	104	1259	5.6	23.2	84	1316	6.7	24.3	100	2318	8.1	42.7	121
ABC ROCK	1677	1489	2.1	88.8	102	496	2.2	29.6	107	379	1.9	22.6	94	615	2.2	36.7	104
CBS	4430	3934	5.6	88.8	102	1111	5.0	25.1	91	932	4.8	21.0	87	1891	6.6	42.7	121
MUTUAL	4992	4316	6.1	86.5	100	1447	6.5	29.0	105	1287	6.6	25.8	107	1582	5.5	31.7	90
NBC	4679	4090	5.8	87.4	101	1068	4.8	22.8	83	1065	5.4	22.8	94	1957	6.9	41.8	119
RADIORADIO	1994	1716	2.4	86.1	99	558	2.5	28.0	102	474	2.4	23.8	98	684	2.4	34.3	97
RKO ONE	2298	2033	2.9	88.5	102	629	2.8	27.4	99	672	3.4	29.2	121	732	2.6	31.9	90
RKO TWO	3311	2817	4.0	85.1	98	1008	4.5	30.4	111	818	4.2	24.7	102	991	3.5	29.9	85
THE SOURCE	2114	1886	2.7	89.2	103	741	3.3	35.1	127	427	2.2	20.2	84	719	2.5	34.0	97
NON-WIRED : BLAIR	8654	7581	10.8	87.6	101	2463	11.0	28.5	103	1939	9.9	22.4	93	3180	11.2	36.7	104
INTERNET	12025	10661	15.2	88.7	102	3344	15.0	27.8	101	3047	15.6	25.3	105	4270	15.0	35.5	101
KATZ RADIO GROUP	15359	13527	19.2	88.1	101	4068	18.2	26.5	96	3682	18.8	24.0	99	5777	20.3	37.6	107
SUPERNET	10628	9386	13.3	88.3	102	3152	14.1	29.7	108	2295	11.7	21.6	89	3939	13.8	37.1	105
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	7380	10.5	85.2	98	2346	10.5	27.1	98	2017	10.3	23.3	96	3018	10.6	34.9	99
MKDAY 9:00 AM - 1:00 PM	12163	10226	14.5	84.1	97	3604	16.2	29.6	108	2777	14.2	22.8	95	3845	13.5	31.6	90
MKDAY 1:00 PM - 4:30 PM	16150	13588	19.3	84.1	97	4758	21.3	29.5	107	3707	18.9	23.0	95	5123	18.0	31.7	90
MKDAY 4:30 PM - 7:30 PM	22463	19073	27.1	84.9	98	6107	27.4	27.2	99	5123	26.2	22.8	94	7843	27.5	34.9	99
MKDAY 7:30 PM - 8:00 PM	31795	27392	38.9	86.2	99	8458	37.9	26.6	97	7604	38.9	23.9	99	11330	39.7	35.6	101
MKDAY 11:00 PM - 11:30 PM	23977	20789	29.5	86.7	100	6729	30.2	28.1	102	5357	27.4	22.3	92	8703	30.5	36.3	103
MKDAY 11:30 PM - 1:00 AM	7703	6588	9.4	85.5	98	2290	10.3	29.7	108	1728	8.8	22.4	93	2570	9.0	33.4	95
M-SAT 8-11 PM+SUN 7-11 PM	33800	29325	41.7	86.8	100	9377	42.1	27.7	101	8085	41.3	23.9	99	11863	41.6	35.1	100
MKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5490	7.8	84.0	97	2014	9.0	30.8	112	1657	8.5	25.3	105	1819	6.4	27.8	79
ANOTHER WORLD	N 4620	3810	5.4	82.5	95	1386	6.2	30.0	109	901	4.6	19.5	81	1522	5.3	32.9	94
AS THE WORLD TURNS	C 5614	4671	6.6	83.2	96	1717	7.7	30.6	111	1095	5.6	19.5	81	1859	6.5	33.1	94
CAPITOL	C 3396	2824	4.0	83.2	96	1070	4.8	31.5	114	653	3.3	19.2	80	1101	3.9	32.4	92
CBS MORN. NEWS 1	C 1446	1137	1.6	78.6	90	362	1.6	25.0	91	260	1.3	18.0	74	515	1.8	35.6	101
CBS MORN. NEWS 2	C 1207	935	1.3	77.5	89	292	1.3	24.2	88	197	1.0	16.3	68	447	1.6	37.0	105
DAYS OF OUR LIVES	N 5877	5082	7.2	86.5	100	1733	7.8	29.5	107	1266	6.5	21.5	89	2083	7.3	35.4	101
FACTS OF LIFE - DAYTIME	N 2290	1894	2.7	82.7	95	706	3.2	30.8	112	491	2.5	21.4	89	697	2.4	30.4	86
FAMILY FEUD	A 3023	2569	3.7	85.0	98	934	4.2	30.9	112	774	4.0	25.6	106	861	3.0	28.5	81
GENERAL HOSPITAL	A 6097	5202	7.4	85.3	98	1628	7.3	26.7	97	1713	8.8	28.1	116	1860	6.5	30.5	87
GOOD MORNING, AMERICA-730 A	A 3515	3085	4.4	87.8	101	902	4.0	25.7	93	910	4.7	25.9	107	1273	4.5	36.2	103
GOOD MORNING, AMERICA-830 A	A 2818	2557	3.6	90.7	104	789	3.5	28.0	102	736	3.8	26.1	108	1031	3.6	36.6	104
GUIDING LIGHT	C 5339	4372	6.2	81.9	94	1461	6.6	27.4	99	1046	5.3	19.6	81	1865	6.5	34.9	99
ONE LIFE TO LIVE	A 4478	3836	5.5	85.7	99	1229	5.5	27.4	100	1268	6.5	28.3	117	1339	4.7	29.9	85
PRESS YOUR LUCK	C 2244	1904	2.7	84.8	98	716	3.2	31.9	116	479	2.4	21.3	88	709	2.5	31.6	90
PRICE IS RIGHT 1	C 4348	3553	5.0	81.7	94	1212											

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	TOTAL U.S. '000	MIXED VEGETABLE OIL				PURE CORN OIL				PURE SAFFLOWER OIL				PURE SOYBEAN OIL			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	26937	100.0	33.3	100	35862	100.0	44.3	100	6768	100.0	8.4	100	2717	100.0	3.4	100
18 - 24	9282	3355	12.5	36.1	109	3593	10.0	38.7	87	595	8.8	6.4	77	**204	7.5	2.2	66
25 - 34	19072	7442	27.6	39.0	117	8724	24.3	45.7	103	1399	20.7	7.3	88	595	21.9	3.1	93
35 - 44	14591	5490	20.4	37.6	113	6351	17.7	43.5	98	1274	18.8	8.7	104	*458	16.9	3.1	94
45 - 54	11345	3682	13.7	32.5	98	5086	14.2	44.8	101	1161	17.2	10.2	122	*353	13.0	3.1	93
55 - 64	11635	3513	13.0	30.2	91	5815	16.2	50.0	113	1052	15.5	9.0	108	*380	14.0	3.3	97
65 OR OLDER	15061	3456	12.8	22.9	69	6293	17.5	41.8	94	1288	19.0	8.6	102	727	26.8	4.8	144
18 - 34	28354	10796	40.1	38.1	114	12317	34.3	43.4	98	1993	29.4	7.0	84	799	29.4	2.8	84
18 - 49	48339	18139	67.3	37.5	113	21094	58.8	43.6	99	3801	56.2	7.9	94	1399	51.5	2.9	86
25 - 54	45008	16614	61.7	36.9	111	20161	56.2	44.8	101	3834	56.6	8.5	102	1407	51.8	3.1	93
35 - 49	19985	7343	27.3	36.7	110	8777	24.5	43.9	99	1808	26.7	9.0	108	600	22.1	3.0	89
50 OR OLDER	32647	8798	32.7	26.9	81	14767	41.2	45.2	102	2967	43.8	9.1	109	1318	48.5	4.0	120
GRADUATED COLLEGE	11155	3988	14.8	35.8	107	5536	15.4	49.6	112	1435	21.2	12.9	154	445	16.4	4.0	119
ATTENDED COLLEGE	13682	5074	18.8	37.1	111	6472	18.0	47.3	107	1506	22.3	11.0	132	*381	14.0	2.8	83
GRADUATED HIGH SCHOOL	33880	11702	43.4	34.5	104	15128	42.2	44.7	101	2524	37.3	7.4	89	1221	44.9	3.6	107
DID NOT GRADUATE HIGH SCHOOL	22270	6174	22.9	27.7	83	8725	24.3	39.2	88	1302	19.2	5.8	70	669	24.6	3.0	90
EMPLOYED	40306	14025	52.1	34.8	105	18836	52.5	46.7	106	3556	52.5	8.8	106	1149	42.3	2.9	85
EMPLOYED FULL-TIME	32850	11054	41.0	33.6	101	15259	42.5	46.5	105	2900	42.8	8.8	106	960	35.3	2.9	87
EMPLOYED PART-TIME	7456	2971	11.0	39.8	120	3578	10.0	48.0	108	656	9.7	8.8	105	**189	7.0	2.5	76
NOT EMPLOYED	40680	12912	47.9	31.7	95	17026	47.5	41.9	95	3212	47.5	7.9	94	1568	57.7	3.9	115
PROFESSIONAL/MANAGER	10392	3840	14.3	37.0	111	5280	14.7	50.8	115	1037	15.3	10.0	119	*373	13.7	3.6	107
TECH/CLERICAL/SALES	17574	6230	23.1	35.5	107	8240	23.0	46.9	106	1643	24.3	9.3	112	*469	17.3	2.7	80
PRECISION/CRAFT	985	*265	1.0	26.9	81	*499	1.4	50.7	114	*883	1.2	8.4	101	*443	1.6	4.4	130
OTHER EMPLOYED	11354	3690	13.7	32.5	98	4818	13.4	42.4	96	793	11.7	7.0	84	*265	9.8	2.3	70
SINGLE	9863	2770	10.3	28.1	84	4235	11.8	42.9	97	1042	15.4	10.6	126	*283	10.4	2.9	86
MARRIED	51375	18473	68.6	36.0	108	23731	66.2	46.2	104	4079	60.3	7.9	95	1478	54.4	2.9	86
DIVORCED/SEPARATED/WIDOWED	19748	5694	21.1	28.8	87	7896	22.0	40.0	90	1647	24.3	8.3	100	956	35.2	4.8	144
PARENTS	32590	12841	47.7	39.4	118	14379	40.1	44.1	100	2218	32.8	6.8	81	899	33.1	2.8	82
WHITE	70416	23678	87.9	33.6	101	31674	88.3	45.0	102	6218	91.9	8.8	106	2165	79.7	3.1	92
BLACK	8778	2545	9.4	29.0	87	3280	9.1	37.4	84	442	6.5	5.0	60	470	17.3	5.4	160
OTHER	1791	*714	2.7	39.9	120	*907	2.5	50.6	114	*108	1.6	6.0	72	*82	3.0	4.6	136
NORTHEAST-CENSUS	17786	5996	22.3	33.7	101	8720	24.3	49.0	111	1401	20.7	7.9	94	584	21.5	3.3	98
NORTH CENTRAL	20741	7517	27.9	36.2	109	9177	25.6	44.2	100	1428	21.1	6.9	82	551	20.3	2.7	79
SOUTH	27775	8806	32.7	31.7	95	11611	32.4	41.8	94	1434	21.2	5.2	62	967	35.6	3.5	104
WEST	14683	4618	17.1	31.5	95	6353	17.7	43.3	98	2505	37.0	17.1	204	615	22.6	4.2	125
NORTHEAST-MKTG.	17961	5938	22.0	33.1	99	8371	23.3	46.6	105	1507	22.3	8.4	100	834	30.7	4.6	138
EAST CENTRAL	11885	4195	15.6	35.3	106	4903	13.7	41.3	93	831	12.3	7.0	84	*174	6.4	1.5	44
WEST CENTRAL	14090	5105	19.0	36.2	109	6632	18.5	47.1	106	991	14.6	7.0	84	*474	17.4	3.4	100
SOUTH	24081	7700	28.6	32.0	96	10367	28.9	43.1	97	1190	17.6	4.9	59	646	23.8	2.7	80
PACIFIC	12969	3999	14.8	30.8	93	5588	15.6	43.1	97	2250	33.2	17.3	208	591	21.8	4.6	136
COUNTY SIZE A	32439	10490	38.9	32.3	97	14748	41.1	45.5	103	3175	46.9	9.8	117	1343	49.4	4.1	123
COUNTY SIZE B	24915	8506	31.6	34.1	103	10925	30.5	43.8	99	1904	28.1	7.6	91	692	25.5	2.8	83
COUNTY SIZE C	12930	4267	15.8	33.0	99	5776	16.1	44.7	101	1119	16.5	8.7	104	*359	13.2	2.8	83
COUNTY SIZE D	10703	3674	13.6	34.3	103	4412	12.3	41.2	93	571	8.4	5.3	64	*324	11.9	3.0	90
METRO CENTRAL CITY	24518	7991	29.7	32.6	98	10458	29.2	42.7	96	2018	29.8	8.2	98	927	34.1	3.8	113
METRO SUBURBAN	35919	12220	45.4	34.0	102	16774	46.8	46.7	105	3352	49.5	9.3	112	1200	44.2	3.3	100
NON METRO	20549	6726	25.0	32.7	98	8629	24.1	42.0	95	1399	20.7	6.8	81	591	21.8	2.9	86
TOP 5 ADI'S	18341	6066	22.5	33.1	99	8642	24.1	47.1	106	1831	27.1	10.0	119	729	26.8	4.0	118
TOP 10 ADI'S	25378	7886	29.3	31.1	93	11807	32.9	46.5	105	2423	35.8	9.5	114	1081	39.8	4.3	127
TOP 20 ADI'S	36488	11515	42.7	31.6	95	16946	47.3	46.4	105	3538	52.3	9.7	116	1468	54.0	4.0	120
HSHLD INC. \$50,000 OR MORE	6612	2468	9.2	37.3	112	3533	9.9	53.4	121	805	11.9	12.2	146	*149	5.5	2.3	67
\$40,000 OR MORE	12659	4890	18.2	38.6	116	6549	18.3	51.7	117	1437	21.2	11.4	136	*527	19.4	4.2	124
\$30,000 OR MORE	24698	9189	34.1	37.2	112	12115	33.8	49.1	111	2721	40.2	11.0	132	1042	38.4	4.2	126
\$25,000 OR MORE	32077	11825	43.9	36.9	111	15494	43.2	48.3	109	3284	48.5	10.2	123	1219	44.9	3.8	113
\$20,000 - \$24,999	9144	3091	11.5	33.8	102	4290	12.0	46.9	106	719	10.6	7.9	94	*232	8.5	2.5	76
\$15,000 - \$19,999	8728	2735	10.2	31.3	94	3877	10.8	44.4	100	634	9.4	7.3	87	*283	10.4	3.2	97
\$10,000 - \$14,999	12562	4117	15.3	32.8	99	5260	14.7	41.9	95	998	14.7	7.9	95	403	14.8	3.2	96
UNDER \$10,000	18475	5170	19.2	28.0	84	6940	19.4	37.6	85	1133	16.7	6.1	73	580	21.3	3.1	94
HOUSEHOLD OF 1 PERSON	11987	2982	11.1	24.9	75	4532	12.6	37.8	85	1163	17.2	9.7	116	598	22.0	5.0	149
2 PEOPLE	26577	8086	30.0	30.4	91	12252	34.2	46.1	104	2651	39.2	10.0	119	905	33.3	3.4	101
3 OR 4 PEOPLE	30617	11078	41.1	36.2	109	13920	38.8	45.5	103	2214	32.7	7.2	87	764	28.1	2.5	74
5 OR MORE PEOPLE	11804	4791	17.8	40.6	122	5157	14.4	43.7	99	*741	10.9	6.3	75	*450	16.6	3.8	114
NO CHILD IN HSHLD	46165	13339	49.5	28.9	87	20419	56.9	44.2	100	4421	65.3	9.6	115	1711	63.0	3.7	110
CHILD(REN) UNDER 2 YRS	5325	2361	8.8	44.3	133	2179	6.1	40.9	92	*243	3.6	4.6	55	*113	4.2	2.1	63
2 - 5 YEARS	14221	5801	21.5	40.8	123	6145	17.1	43.2	98	922	13.6	6.5	78	*526	19.4	3.7	110
6 - 11 YEARS	15117	6116	22.7	40.5	122	6476	18.1	42.8	97	970	14.3	6.4	77	*421	15.5	2.8	83
12 - 17 YEARS	16611	6460	24.0	38.9	117	7509	20.9	45.2	102	1111	16.4	6.7	80	*409	15.1	2.5	73
RESIDENCE OWNED	55884	18883	70.1	33.8	102	25659	71.5	45.9	104	4933	72.9	8.8	106	1895	69.7	3.4	101
VALUE: \$50,000 OR MORE	31744	11153	41.4	35.1	106	15164	42.3	47.8	108	3377	49.9	10.6	127	1298	47.8	4.1	122
VALUE: UNDER \$50,000	24140	7730	28.7	32.0	96	10495	29.3	43.5	98	1556	23.0	6.4	77	597	22.0	2.5	74

		TOTAL U.S. '000	MIXED VEGETABLE OIL				PURE CORN OIL				PURE SAFFLOWER OIL				PURE SOYBEAN OIL			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%DOWN	%ACROSS	%INDX	'000	%DOWN	%ACROSS	%INDX	'000	%DOWN	%ACROSS	%INDX	'000	%DOWN	%ACROSS	%INDX	
TOTAL FEMALE HOME MAKERS		80986	26937	100.0	33.3	100	25957	100.0	44.3	100	6768	100.0	8.4	100	2717	100.0	3.4	100
MAGAZINES	QUINTILE 1	15799	5362	19.9	33.9	102	7642	21.3	48.4	109	1809	26.7	11.5	137	648	23.8	4.1	122
	QUINTILE 2	17259	6199	23.0	35.9	108	8442	23.5	48.9	110	1739	25.7	10.1	121	428	15.8	2.5	74
	QUINTILE 3	13545	4503	16.7	33.2	100	6217	17.3	45.9	104	999	14.8	7.4	88	*360	13.2	2.7	79
	QUINTILE 4	15133	4870	18.1	32.2	97	6344	17.7	41.9	95	1043	15.4	6.9	82	593	21.8	3.9	117
	QUINTILE 5	19250	6003	22.3	31.2	94	7217	20.1	37.5	85	1180	17.4	6.1	73	589	25.4	3.6	107
NEWSPAPERS	QUINTILE 1	12413	3847	14.3	31.0	93	6559	18.3	52.8	119	1125	16.6	9.1	108	*411	15.1	3.3	99
	QUINTILE 2	24116	8206	30.5	34.0	102	10819	30.2	44.9	101	2293	33.9	9.5	114	841	31.0	3.5	104
	QUINTILE 3	11261	3770	14.0	33.5	101	5175	14.4	46.0	104	1030	15.2	9.1	109	*429	15.8	3.8	114
	QUINTILE 4	20255	7164	26.6	35.4	106	8616	24.0	42.5	96	1632	24.1	8.1	96	545	20.1	2.7	80
	QUINTILE 5	12940	3950	14.7	30.5	92	4692	13.1	36.3	82	688	10.2	5.3	64	491	18.1	3.8	113
OUTDOOR	QUINTILE 1	14852	5301	19.7	35.7	107	6929	19.3	46.7	105	1310	19.4	8.8	106	*508	18.7	3.4	102
	QUINTILE 2	15725	5164	19.2	32.8	99	7109	19.8	45.2	102	1352	20.0	8.6	103	469	17.3	3.0	89
	QUINTILE 3	16330	5390	20.0	33.0	99	7635	21.3	46.8	106	1292	19.1	7.9	95	582	21.4	3.6	106
	QUINTILE 4	16744	5421	20.1	32.4	97	6990	19.5	41.7	94	1506	22.3	9.0	108	603	22.2	3.6	107
	QUINTILE 5	17334	5662	21.0	32.7	98	7199	20.1	41.5	94	1308	19.3	7.5	90	555	20.4	3.2	95
RADIO-DRIVE TIME	QUINTILE 1	15911	5203	19.3	32.7	98	7425	20.7	46.7	105	1469	21.7	9.2	110	703	25.9	4.4	132
	QUINTILE 2	14837	5329	19.8	35.9	108	6262	17.5	42.2	95	1126	16.6	7.6	91	*416	15.3	2.8	84
	QUINTILE 3	15339	5039	18.7	32.9	99	6834	19.1	44.6	101	1176	17.4	7.7	92	*355	13.1	2.3	69
	QUINTILE 4	16723	5679	21.1	34.0	102	7187	20.0	43.0	97	1365	20.2	8.2	98	545	20.1	3.3	97
	QUINTILE 5	18176	5687	21.1	31.3	94	8154	22.7	44.9	101	1632	24.1	9.0	107	699	25.7	3.8	115
RADIO-MID- DAY	TERCILE 1	21020	7060	26.2	33.6	101	9450	26.4	45.0	102	1838	27.2	8.7	105	806	29.7	3.8	114
	TERCILE 2	21610	7327	27.2	33.9	102	9758	27.2	45.2	102	1860	27.8	8.7	104	582	21.4	2.7	80
	TERCILE 3	38355	12551	46.6	32.7	98	16654	46.4	43.4	98	3050	45.1	8.0	95	1329	48.9	3.5	103
RADIO-TOTAL	QUINTILE 1	15988	5212	19.3	32.6	98	7423	20.7	46.4	105	1331	19.7	8.3	100	667	24.5	4.2	124
	QUINTILE 2	15626	5252	19.5	33.6	101	6773	18.9	43.3	98	1468	21.7	9.4	112	462	17.0	3.0	88
	QUINTILE 3	16723	6123	22.7	36.6	110	7364	20.5	44.0	99	1362	20.1	8.1	97	*427	15.7	2.6	76
	QUINTILE 4	16342	5483	20.4	33.6	101	7287	20.3	44.6	101	1362	20.1	8.3	100	594	21.9	3.6	108
	QUINTILE 5	16306	4867	18.1	29.8	90	7014	19.6	43.0	97	1245	18.4	7.6	91	567	20.9	3.5	104
TV-PRIME TIME	QUINTILE 1	15953	5428	20.2	34.0	102	7085	19.8	44.4	100	1228	18.1	7.7	92	607	22.3	3.8	113
	QUINTILE 2	16137	5174	19.2	32.1	96	6845	19.1	42.4	96	1310	19.4	8.1	97	572	21.1	3.5	106
	QUINTILE 3	16420	5735	21.3	34.9	105	7540	21.0	45.9	104	1429	21.1	8.7	104	442	16.3	2.7	80
	QUINTILE 4	16687	5398	20.0	32.3	97	7430	20.7	44.5	101	1345	19.9	8.1	96	525	19.3	3.1	94
	QUINTILE 5	15789	5201	19.3	32.9	99	6960	19.4	44.1	100	1456	21.5	9.2	110	571	21.0	3.6	108
TV-DAYTIME	TERCILE 1	27736	9091	33.7	32.8	99	11656	32.5	42.0	95	1870	27.6	6.7	81	887	32.6	3.2	95
	TERCILE 2	26489	8919	33.1	33.7	101	12049	33.6	45.5	103	2042	30.5	7.8	93	824	30.3	3.1	93
	TERCILE 3	26761	8926	33.1	33.4	100	12157	33.9	45.4	103	2836	41.9	10.6	127	1006	37.0	3.8	112
TV-TOTAL	QUINTILE 1	16345	5058	18.8	30.9	93	6589	18.4	40.3	91	1195	17.7	7.3	87	560	20.6	3.4	102
	QUINTILE 2	16447	5657	21.0	34.4	103	7534	21.0	45.8	103	1290	19.1	7.8	94	394	14.5	2.4	71
	QUINTILE 3	15980	5194	19.3	32.5	98	7220	20.1	45.2	102	1437	21.2	9.0	108	591	21.8	3.7	110
	QUINTILE 4	15887	5513	20.5	34.7	104	7257	20.2	45.7	103	1302	19.2	8.2	98	644	23.7	4.1	121
	QUINTILE 5	16326	5514	20.5	33.8	102	7262	20.2	44.5	100	1545	22.8	9.5	113	527	19.4	3.2	96
MAGAZINES-NEWSPAPERS: DUAL		20721	7148	26.5	34.5	104	9939	27.7	48.0	108	2190	32.4	10.6	126	651	24.0	3.1	94
MAGAZINE IMPERATIVE		19186	6803	25.3	35.5	107	9134	25.5	47.6	108	1864	27.5	9.7	116	611	22.5	3.2	95
NEWSPAPER IMPERATIVE		21899	6940	25.8	31.7	95	9966	27.8	45.5	103	1669	24.7	7.6	91	856	31.5	3.9	117
MAGAZINES-OUTDOOR: DUAL		15451	5277	19.6	34.2	103	7889	22.0	51.1	115	1619	23.9	10.5	125	485	17.9	3.1	94
MAGAZINE IMPERATIVE		25953	8562	33.3	34.5	104	11982	33.4	46.2	104	2550	37.7	9.8	118	832	30.6	3.2	96
OUTDOOR IMPERATIVE		24400	8030	29.8	32.9	99	10230	28.5	41.9	95	1676	24.8	6.9	82	827	30.4	3.4	101
MAGAZINES-RADIO: DUAL		18049	6134	22.8	34.0	102	8552	24.2	48.0	108	1778	26.3	9.9	118	573	21.1	3.2	95
MAGAZINE IMPERATIVE		23571	8113	30.1	34.4	103	11504	32.1	48.8	110	2312	34.2	9.8	117	745	27.4	3.2	94
RADIO IMPERATIVE		23278	7703	28.6	33.1	99	9676	27.0	41.6	94	1600	23.6	6.9	82	831	30.6	3.6	106
MAGAZINES-TELEVISION: DUAL		15459	5210	19.3	33.7	101	7274	20.3	47.1	106	1415	20.9	9.2	110	*391	14.4	2.5	75
MAGAZINE IMPERATIVE		25829	9041	33.6	35.0	105	12562	35.0	48.6	110	2730	40.3	10.6	126	905	33.3	3.5	104
TELEVISION IMPERATIVE		26039	8233	30.6	31.6	95	10522	29.3	40.4	91	1687	24.9	6.5	78	896	33.0	3.4	103
NEWSPAPERS-OUTDOOR: DUAL		16605	5466	20.3	32.9	99	8185	22.8	49.3	111	1594	23.6	9.6	115	649	23.9	3.9	116
NEWSPAPER IMPERATIVE		26834	8833	32.8	32.9	99	12241	34.1	45.6	103	2498	36.9	9.3	111	876	32.2	3.3	97
OUTDOOR IMPERATIVE		23346	8034	29.8	34.4	103	9979	27.8	42.7	97	1809	26.7	7.7	93	679	25.0	2.9	87
NEWSPAPERS-RADIO: DUAL		17133	5736	21.3	33.5	101	7901	22.0	46.1	104	1540	22.8	9.0	108	559	20.6	3.3	97
NEWSPAPER IMPERATIVE		25892	8498	31.5	32.8	99	12291	34.3	47.5	107	2398	35.4	9.3	111	943	34.7	3.6	109
RADIO IMPERATIVE		23167	7826	29.1	33.8	102	9832	27.4	42.4	96	1856	27.4	8.0	96	753	27.7	3.3	97
NEWSPAPERS-TELEVISION: DUAL		17159	5406	20.1	31.5	95	8177	22.8	47.7	108	1542	22.8	9.0	108	550	20.2	3.2	96
NEWSPAPER IMPERATIVE		26214	8939	33.2	34.1	103	12433	34.7	47.4	107	2576	38.1	9.8	118	1041	38.3	4.0	118
TELEVISION IMPERATIVE		23412	7740	28.7	33.1	99	9343	26.1	39.9	90	1499	22.1	6.4	77	727	26.8	3.1	93
OUTDOOR-RADIO: DUAL		15303	5522	20.5	36.1	108	7018	19.6	45.9	104	1429	21.1	9.3	112	435	16.0	2.8	85
OUTDOOR IMPERATIVE		24901	8206	30.5	33.0	99	11351	31.7	45.6	103	2050	30.3	8.2	99	779	28.7	3.1	93
RADIO IMPERATIVE		26492	8877	33.0	33.5	101	11536	32.2	43.5	98	2141	31.6</						

	TOTAL U.S. '000	MIXED A '000	VEGETABLE B DOWN	OIL C ACROSS %	D INDX	PURE CORN OIL A '000	B DOWN	C ACROSS %	D INDX	PURE SAFFLOWER OIL A '000	B DOWN	C ACROSS %	D INDX	PURE SOYBEAN OIL A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	26937	100.0	33.3	100	55462	100.0	44.3	100	6768	100.0	8.4	100	2717	100.0	3.4	100
ATLANTIC MONTHLY	415	*122	0.5	29.4	88	*226	0.6	54.5	123	**60	0.9	14.5	173	**9	0.3	2.2	65
BARRON'S	453	**154	0.6	34.0	102	*220	0.6	48.6	110	**61	0.9	13.5	161	**2	0.1	0.4	13
BETTER HOMES & GARDENS	16256	5346	19.8	32.9	99	8153	22.7	50.2	113	1468	21.7	9.0	108	483	17.8	3.0	89
BON APPETIT	2535	1036	3.8	40.9	123	1324	3.7	52.2	118	423	6.3	16.7	200	**88	3.2	3.5	103
BUSINESS WEEK	1278	355	1.3	27.8	84	484	1.3	37.9	86	**110	1.6	8.6	103	**66	2.4	5.2	154
CAR AND DRIVER	378	**129	0.5	34.1	103	*188	0.5	49.7	112	**10	0.1	2.6	32	**11	0.4	2.9	87
CBS MAGAZINE NETWORK (GROSS)	1498	478	1.8	31.9	96	831	2.3	55.5	125	*172	2.5	11.5	137	**109	4.0	7.3	217
CHANGING TIMES	1505	541	2.0	35.9	108	715	2.0	47.5	107	*167	2.5	11.1	133	**48	1.8	3.2	95
COLONIAL HOMES	1231	403	1.5	32.7	98	608	1.7	49.4	112	*125	1.8	10.2	122	**22	0.8	1.8	53
CONDE NAST MAG. PKG. (GROSS)	14146	4878	18.1	34.5	104	7027	19.6	49.7	112	1454	21.5	10.3	123	300	11.0	2.1	63
CONSUMERS DIGEST	1323	401	1.5	30.3	91	822	1.8	47.5	107	*116	1.7	8.8	105	**97	3.6	7.3	219
COSMOPOLITAN	7102	2194	8.1	30.9	93	3296	9.2	46.4	105	731	10.8	10.3	123	*218	8.0	3.1	91
COUNTRY LIVING	2481	789	2.9	31.8	96	1361	3.8	54.9	124	258	3.8	10.4	124	**42	1.5	1.7	50
CUISINE	1472	526	2.0	35.7	107	694	1.9	47.1	106	283	4.2	19.2	230	**94	3.5	6.4	190
CYCLE WORLD	425	**141	0.5	33.2	100	*201	0.6	47.3	107	**35	0.5	8.2	99	**5	0.2	1.2	35
DCI:CREATIVE IDEAS FOR LIV	2510	832	3.1	33.1	100	1196	3.3	47.6	108	*185	2.7	7.4	88	**38	1.4	1.5	45
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2145	8.0	32.0	96	3261	9.1	48.7	110	506	7.5	7.6	90	*181	6.7	2.7	81
DISCOVER	894	343	1.3	38.4	115	353	1.0	39.5	89	*82	1.2	9.2	110	**26	1.0	2.9	87
EWON	3507	1085	4.0	30.9	93	1507	4.2	43.0	97	180	2.7	5.1	61	*171	6.3	4.9	145
ESQUIRE	1083	398	1.5	36.7	110	395	1.1	36.5	82	**89	1.3	8.2	98	**40	1.5	3.7	110
ESSENCE	1830	623	2.3	34.0	102	738	2.1	40.3	91	*127	1.9	6.9	83	**64	2.4	3.5	104
FAMILY CIRCLE	15930	5686	11.1	35.7	107	7947	12.2	49.9	113	1426	21.1	9.0	107	508	18.7	3.2	95
THE FAMILY HANDYMAN	1126	361	1.3	32.1	96	595	1.5	47.6	107	**134	2.0	11.9	142	**15	0.6	1.3	40
FAMILY WEEKLY	11468	4099	15.2	35.7	107	5703	14.8	46.2	104	801	11.8	7.0	84	244	9.0	2.1	63
FIELD & STREAM	2234	776	2.9	34.7	104	1035	2.9	46.3	105	*127	1.9	5.7	68	**72	2.6	3.2	96
FOOD & WINE	579	*180	0.7	31.1	93	284	0.8	49.1	111	**86	1.3	14.9	178	**21	0.8	3.6	108
FORBES	728	266	1.0	36.5	110	273	0.8	37.5	85	*107	1.6	14.7	176	**19	0.7	2.6	78
FORTUNE	906	336	1.2	37.1	111	323	0.9	35.7	81	*88	1.3	9.7	116	**52	1.9	5.7	171
GENTLEMEN'S QUARTERLY	791	318	1.2	40.2	121	398	1.1	50.3	114	**86	1.3	10.9	130	**29	1.1	3.7	109
GLAMOUR	5265	1817	6.7	34.5	104	2631	7.3	50.0	113	515	7.6	9.8	117	*124	4.6	2.4	70
GOLF DIGEST	636	*255	0.9	40.1	121	300	0.8	47.2	107	**97	1.4	15.3	183	**0	0.0	0.0	0
GOLF DIGEST/TENNIS (GROSS)	1186	384	1.4	32.4	97	561	1.6	47.3	107	*153	2.3	12.9	154	**7	0.3	0.6	18
GOLF MAGAZINE	441	**162	0.6	36.7	110	*235	0.7	53.3	120	**83	1.2	18.8	225	**7	0.3	1.6	47
GOLF MAGAZINE/SKI (GROSS)	922	372	1.4	40.3	121	444	1.2	48.2	109	**117	1.7	12.7	152	**8	0.3	0.9	26
GOOD HOUSEKEEPING	16487	5851	21.7	35.5	107	8202	22.9	49.7	112	1457	21.5	8.8	106	587	11.6	3.6	106
HARPER'S BAZAAR	2423	723	2.7	29.8	90	1207	3.4	49.8	112	270	4.0	11.1	133	**38	1.4	1.6	47
HEALTH	1994	679	2.5	34.1	102	854	2.4	42.8	97	*178	2.6	8.9	107	**77	2.8	3.9	115
HEARST MAG CORP. BUY (GROSS)	44101	14898	55.3	33.8	102	21654	60.4	49.1	111	4260	62.9	9.7	116	1243	45.7	2.8	84
HEARST MAN POWER (GROSS)	1993	657	2.4	33.0	99	1010	2.8	50.7	114	*209	3.1	10.5	125	**26	1.0	1.3	39
HEARST WOMAN POWER (GROSS)	31274	10863	40.3	34.7	104	15187	42.3	48.6	110	2967	43.8	9.5	114	969	35.7	3.1	92
HOUSE BEAUTIFUL	3623	1120	4.2	30.9	93	1839	5.1	50.8	115	253	3.7	7.0	84	*122	4.5	3.4	100
INC.	283	**132	0.5	46.6	140	*115	0.3	40.6	92	**27	0.4	9.5	114	**7	0.3	2.5	74
JET	2928	860	3.2	29.4	88	1197	3.3	40.9	92	*165	2.4	5.6	67	*153	5.6	5.2	156
LADIES' HOME JOURNAL	11918	4118	15.3	34.6	104	5653	15.8	47.4	107	1150	17.0	9.6	115	389	14.3	3.3	97
LHJ FAMILY GRP COMBO(GROSS)	16764	5818	21.6	34.7	104	7900	22.0	47.1	106	1595	23.6	9.5	114	548	20.2	3.3	97
LIFE	4254	1420	5.3	33.4	100	2120	5.9	49.8	113	452	6.7	10.6	127	*149	5.5	3.5	104
L.A. TIMES HOME MAGAZINE	1145	363	1.3	31.7	95	531	1.5	46.4	105	*206	3.0	18.0	215	**65	2.4	5.7	169
MADEMOISELLE	2884	1020	3.8	35.4	106	1377	3.8	47.7	108	236	3.5	8.2	98	**38	1.4	1.3	39
MC CALL'S	13460	4720	17.5	35.1	105	6746	18.8	50.1	113	1087	16.1	8.1	97	429	15.8	3.2	95
MC CALL'S/HRK MOTHER (GROSS)	14606	5130	19.0	35.1	106	7334	20.5	50.2	113	1178	17.4	8.1	97	476	17.5	3.3	97
MECHANIX ILLUSTRATED	772	*216	0.8	28.0	84	400	1.1	51.8	117	**86	1.3	11.1	133	**38	1.4	4.9	147
METROPOLITAN HOME	967	280	1.0	29.0	87	557	1.6	57.6	130	*95	1.4	9.8	118	**12	0.4	1.2	37
MONEY	1588	567	2.1	35.7	107	749	2.1	47.2	107	*168	2.5	10.6	127	**87	3.2	5.5	163
MOTHER EARTH NEWS	1002	345	1.3	34.4	104	420	1.2	41.9	95	*135	2.0	13.5	161	**59	2.2	5.9	176
MS.	825	324	1.2	39.3	118	352	1.0	42.7	96	*99	1.5	12.0	144	**30	1.1	3.6	108
NATIONAL ENQUIRER	10336	3166	11.8	30.6	92	4861	13.6	47.0	106	773	11.4	7.5	89	322	11.9	3.1	93
NATIONAL GEOGRAPHIC	9597	3226	12.0	33.6	101	4671	13.0	48.7	110	1307	19.3	13.6	163	336	12.4	3.5	104
NATIONAL SUNDAY MAGAZINE PKG	49558	16540	61.4	33.4	100	23048	64.3	46.5	105	4526	66.9	9.1	109	1734	63.8	3.5	104
NATURAL HISTORY	573	*186	0.7	32.5	98	287	0.8	50.1	113	**39	0.6	6.8	81	**9	0.3	1.6	47
NEW WOMAN	1699	597	2.2	35.1	106	780	2.2	45.9	104	*180	2.7	10.6	127	**61	2.2	3.6	107
NEW YORK INCLUDING CUE	443	*132	0.5	29.8	90	232	0.6	52.4	118	**54	0.8	12.2	146	**27	1.0	6.1	182
THE NEW YORKER	1270	463	1.7	36.5	110	659	1.8	51.9	117	206	3.0	16.2	194	**41	1.5	3.2	96
NEWSWEEK	6277	2183	8.1	34.8	105	2993	8.3	47.7	108	791	11.7	12.6	151	*215	7.9	3.4	102
THE N.Y. TIMES DAILY EDITION	1205	379	1.4	31.5	95	630	1.8	52.3	118	*152	2.2	12.6	151	**52	1.9	4.3	129
THE N.Y. TIMES MAGAZINE	2081	715	2.7	34.4	103	1106	3.1	53.1	120	341	5.0	16.4	196	**89	3.3	4.3	127
OWNI	788	290	1.1	36.8	111	362	1.0	45.9	104	**104	1.5	13.2	158	**14	0.5	1.8	53
ON CABLE	1158	484	1.8	41.8	126	472	1.3	40.8	92	**67	1.0	5.8	69	**17	0.6	1.5	44
1001 HOME IDEAS	2852	1022	3.8	35.8	108	1393	3.9	48.8	110	267	3.9	9.4	112	**82	3.0	2.9	86
ORGANIC GARDENING	1658	528	2.0	31.8	96	791	2.2	47.7	108	320	4.7	19.3	231	**105	3.9	6.3	189
OUTDOOR LIFE	896	290	1.1	32.4	97	404	1.1	45.1	102	**66	1.0	7.4	88	**15	0.6	1.7	50
PARADE MAGAZINE	24275	8001	29.7	33.0	99	11599	32.3	47.8	108	2296	33.9	9.5	113	1069	39.3	4.4	131

SALAD OR COOKING OIL (EXCLUDING OLIVE OIL) - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	MIXED VEGETABLE OIL				PURE CORN OIL				PURE SAFFLOWER OIL				PURE SOYBEAN OIL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	26937	100.0	33.3	100	35862	100.0	44.3	100	6768	100.0	8.4	100	2717	100.0	3.4	100
PARENTS	3845	1464	5.4	38.1	114	1861	5.2	48.4	109	*237	3.5	6.2	74	**99	3.6	2.6	77
PENTHOUSE	831	*244	0.9	29.4	88	391	1.1	47.1	106	**70	1.0	8.4	101	**8	0.3	1.0	29
PEOPLE	11645	3820	14.2	32.8	99	5191	14.5	44.6	101	1178	17.4	10.1	121	441	16.2	3.8	113
PLAYBOY	2006	663	2.5	33.1	99	839	2.3	41.8	94	*158	2.3	7.9	94	**68	2.5	3.4	101
POPULAR HOT RODDING	297	**74	0.3	24.9	75	*173	0.5	58.2	132	**20	0.3	6.7	81	**4	0.1	1.3	40
POPULAR MECHANICS	1018	*346	1.3	34.0	102	557	1.6	54.7	124	**150	2.2	14.7	176	**10	0.4	1.0	29
POPULAR SCIENCE	878	300	1.1	34.2	103	392	1.1	44.6	101	**76	1.1	8.7	104	**34	1.3	3.9	115
PREVENTION	3913	1271	4.7	32.5	98	1743	4.9	44.5	101	709	10.5	18.1	217	*209	7.7	5.3	159
PSYCHOLOGY TODAY	1710	691	2.6	40.4	121	883	2.5	51.6	117	*119	1.8	7.0	83	**26	1.0	1.5	45
READER'S DIGEST	22204	7465	27.7	33.6	101	10447	29.1	47.1	106	1956	28.9	8.8	105	750	27.6	3.4	101
REDBOOK	7684	2817	10.5	36.7	110	3689	10.3	48.0	108	779	11.5	10.1	121	*164	6.0	2.1	64
ROAD & TRACK	410	**155	0.6	37.8	114	*222	0.6	54.1	122	**61	0.9	14.9	178	**11	0.4	2.7	80
ROLLING STONE	949	364	1.4	37.6	113	412	1.1	42.5	96	*113	1.7	11.7	140	**24	0.9	2.5	74
RUNNER'S WORLD	298	**99	0.4	33.2	108	*131	0.4	44.0	99	**54	0.8	18.1	217	*7	0.3	2.3	70
SATURDAY EVENING POST	1169	318	1.2	27.2	82	568	1.6	48.6	110	*111	1.6	9.5	114	**18	0.7	1.5	46
SCIENCE 84	587	*229	0.9	39.0	117	*267	0.7	45.5	103	**43	0.6	7.3	88	**7	0.3	1.2	36
SCIENCE DIGEST	482	*159	0.6	33.0	99	224	0.6	46.5	105	**31	0.5	6.4	77	**7	0.3	1.5	43
SCIENTIFIC AMERICAN	594	*214	0.8	36.0	108	295	0.8	49.7	112	**74	1.1	12.5	149	**36	1.3	6.1	181
SELF	2089	741	2.8	35.5	107	1062	3.0	50.8	115	245	3.6	11.7	140	**52	1.9	2.5	74
SEVENTEEN	2411	813	3.0	33.7	101	1243	3.5	51.6	116	*226	3.3	9.4	112	**44	1.6	1.8	54
SKI	480	*211	0.8	44.0	132	*209	0.6	43.5	98	**34	0.5	7.1	85	**2	0.1	0.4	12
SMITHSONIAN	2760	812	3.0	29.4	88	1295	3.6	46.9	106	459	6.8	16.6	199	*149	5.5	5.4	161
SOAP OPERA DIGEST	3013	1081	4.0	35.9	108	1240	3.5	41.2	93	*156	2.3	5.2	62	**55	2.0	1.8	54
SOUTHERN LIVING	4184	1313	4.9	31.4	94	2065	5.8	49.4	111	322	4.8	7.7	92	*142	5.2	3.4	101
SOURCE	559	*177	0.7	31.7	95	*203	0.6	36.3	82	**19	0.3	3.4	41	**0	0.0	0.0	0
THE SPORTING NEWS	436	**170	0.6	39.0	117	*202	0.6	46.3	105	**18	0.3	4.1	49	**0	0.0	0.0	0
SPORTS AFIELD	493	*152	0.6	30.8	93	*228	0.6	46.2	104	**28	0.4	5.7	68	**9	0.3	1.8	54
SPORTS ILLUSTRATED	2758	1180	4.4	42.8	129	1230	3.4	44.6	101	*239	3.5	8.7	104	**54	2.0	2.0	58
STAR	7456	2338	8.7	31.4	94	3484	9.7	46.7	106	566	8.4	7.6	91	333	12.3	4.5	133
SUNDAY	24936	8140	30.2	32.6	98	11433	31.9	45.8	104	2563	37.9	10.3	123	1020	37.5	4.1	122
SUNSET	2124	641	2.4	30.2	91	1058	3.0	49.8	112	477	7.0	22.5	269	**207	7.6	9.7	290
TV GUIDE	21661	7019	26.1	32.4	97	9840	27.4	45.4	103	1627	24.0	7.5	90	706	26.0	3.3	97
TENNIS	550	*129	0.5	23.5	71	*261	0.7	47.5	107	**55	0.8	10.0	120	**7	0.3	1.3	38
TIME	8880	2949	10.9	33.2	100	4590	12.8	51.7	117	993	14.7	11.2	134	340	12.5	3.8	114
TOWN & COUNTRY	917	275	1.0	30.0	90	397	1.1	43.3	98	*158	2.3	17.2	206	**23	0.8	2.5	75
TRAVEL & LEISURE	972	282	1.0	29.0	87	375	1.0	38.6	87	*172	2.5	17.7	212	**28	1.0	2.9	86
TRUE STORY	3356	1052	3.9	31.3	94	1546	4.3	46.1	104	**135	2.0	4.0	48	**52	1.9	1.5	46
U.S. NEWS & WORLD REPORT	3410	1057	3.9	31.0	93	1610	4.5	47.2	107	386	5.7	11.3	135	**88	3.2	2.6	77
USA TODAY	1759	544	2.0	30.9	93	864	2.4	49.1	111	*203	3.0	11.5	138	**38	1.4	2.2	64
US	1873	659	2.4	35.2	106	766	2.1	40.9	92	*90	1.3	4.8	57	**46	1.7	2.5	73
VOGUE	3909	1301	4.8	33.3	100	1957	5.5	50.1	113	459	6.8	11.7	141	*85	3.1	2.2	65
WALL STREET JOURNAL	1886	667	2.5	35.4	106	824	2.3	43.7	99	241	3.6	12.8	153	**102	3.8	5.4	161
WEIGHT WATCHERS	2120	646	2.4	30.5	92	1156	3.2	54.5	123	*179	2.6	8.4	101	**118	4.3	5.6	166
WOMAN'S DAY	14172	4927	18.3	34.8	105	7136	19.9	50.4	114	1492	22.0	10.5	126	380	14.0	2.7	80
WORKING MOTHER	1146	410	1.5	35.8	108	588	1.6	51.3	116	**91	1.3	7.9	95	**47	1.7	4.1	122
WORKING WOMAN	1322	511	1.9	38.7	116	549	1.5	41.5	94	**109	1.6	8.2	99	**14	0.5	1.1	32
WORLD TENNIS	*163	**30	0.1	18.4	55	**85	0.2	52.1	118	**14	0.2	8.6	103	**2	0.1	1.2	37
ZIFF-DAVIS MAG NETHK (GROSS)	2532	868	3.2	34.3	103	1202	3.4	47.5	107	205	3.0	8.1	97	**37	1.4	1.5	44
BLAIR INSERTS	43657	14436	53.6	33.1	99	20385	56.8	46.7	105	4269	63.1	9.8	117	1620	59.6	3.7	111
DAILY NEWSPAPERS																	
READ ANY	51633	17269	64.1	33.4	101	24140	67.3	46.8	106	4602	68.0	8.9	107	1710	62.9	3.3	99
READ ONE	43463	14674	54.5	33.8	102	19921	55.5	45.8	104	3919	57.9	9.0	108	1384	50.9	3.2	95
READ TWO OR MORE	8170	2595	9.6	31.8	95	4219	11.8	51.6	117	683	10.1	8.4	100	326	12.0	4.0	119
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17546	65.1	33.3	100	24512	68.4	46.5	105	4962	73.3	9.4	113	1812	66.7	3.4	103
READ ONE	46126	15360	57.0	33.3	100	21151	59.0	45.9	104	4305	63.6	9.3	112	1605	59.1	3.5	104
READ TWO OR MORE	6552	2186	8.1	33.4	100	3361	9.4	51.3	116	656	9.7	10.0	120	*207	7.6	3.2	94
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.02				28.33				29.57				25.85			
30 DAY REACH	71455	23913	88.8	33.5	101	31914	89.0	44.7	101	6019	88.9	8.4	101	2378	87.5	3.3	99
50 SHWG - 30 DAY AV FREQ	14.56	14.80				14.89				15.53				13.36			
30 DAY REACH	67742	22692	84.2	33.5	101	30426	84.8	44.9	101	5742	84.8	8.5	101	2288	84.2	3.4	101
25 SHWG - 30 DAY AV FREQ	7.94	8.12				8.10				8.38				7.26			
30 DAY REACH	62117	20731	77.0	33.4	100	28011	78.1	45.1	102	5331	78.8	8.6	103	2110	77.7	3.4	101
CABLE TV: HOME WIRED	32077	11212	41.6	35.0	105	14869	41.5	46.4	105	2686	39.7	8.4	100	872	32.1	2.7	81
HOME NOT WIRED	48909	15725	58.4	32.2	97	20992	58.5	42.9	97	4082	60.3	8.3	100	1845	67.9	3.8	112
HAVE PAY CABLE	15935	5833	21.7	36.6	110	7506	20.9	47.1	106	1310	19.4	8.2	98	*453	16.7	2.8	85

	TOTAL U.S. '000	MIXED				VEGETABLE OIL				PURE CORN OIL				PURE SAFFLOWER OIL				PURE SOYBEAN OIL				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	26937	100.0	33.3	100	35862	100.0	44.3	100	6768	100.0	8.4	100	2717	100.0	3.4	100					
RADIO AVG. DAILY (M-F) CUME																						
6:00 AM - 10:00 AM	43921	14874	55.2	33.9	102	19618	54.7	44.7	101	3582	52.9	8.2	98	1378	50.7	3.1	94					
10:00 AM - 3:00 PM	30659	10460	38.8	34.1	103	13706	38.2	44.7	101	2661	39.3	8.7	104	1098	40.4	3.6	107					
3:00 PM - 7:00 PM	31045	10789	40.1	34.8	104	13872	38.7	44.7	101	2711	40.1	8.7	104	1046	38.5	3.4	100					
7:00 PM - MIDNIGHT	15767	5609	20.8	35.6	107	7226	20.1	45.8	103	1385	20.5	8.8	105	570	21.0	3.6	108					
MIDNIGHT - 6:00 AM	9120	3161	11.7	34.7	104	4268	11.9	46.8	106	832	12.3	9.1	109	296	10.9	3.2	97					
6:00 AM - MIDNIGHT	58527	19949	74.1	34.1	102	26258	73.2	44.9	101	4919	72.7	8.4	101	1876	69.0	3.2	96					
ENTIRE DAY	59311	20168	74.9	34.0	102	26662	74.3	45.0	102	5002	73.9	8.4	101	1909	70.3	3.2	96					
AVG DAILY M-F CUME: 6AM-MDNT																						
FORMATS: ADULT CONTEMPORARY																						
ALL NEWS	2256	622	2.3	27.6	83	1017	2.8	45.1	102	356	5.3	15.8	189	*125	4.6	5.5	165					
AOR/PROGRESSIVE	3874	1476	5.5	38.1	115	1891	5.3	48.8	110	413	6.1	10.7	128	*132	4.9	3.4	102					
BEAUTIFUL MUSIC	5660	1881	7.0	33.2	100	2627	7.3	46.4	105	570	8.4	10.1	121	*162	6.0	2.9	85					
BLACK	2204	775	2.9	35.2	106	818	2.3	37.1	84	*126	1.9	5.7	68	**44	1.6	2.0	60					
CLASSICAL	1418	474	1.8	33.4	100	764	2.1	53.9	122	*163	2.4	11.5	138	**47	1.7	3.3	99					
CHR/ROCK	9538	3496	13.0	36.7	110	4473	12.5	46.9	106	721	10.7	7.6	90	283	10.4	3.0	88					
COUNTRY	12648	4345	16.1	34.4	103	5474	15.3	43.3	98	878	13.0	6.9	83	282	10.4	2.2	66					
GOLDEN OLDIES	1191	327	1.2	27.5	83	450	1.3	37.8	85	**77	1.1	6.5	77	**27	1.0	2.3	68					
MOR/NOSTALGIA	4757	1709	6.3	35.9	108	2194	6.1	46.1	104	402	5.9	8.5	101	*160	5.9	3.4	100					
NEWS/TALK	3863	1283	4.8	33.2	100	1811	5.0	46.9	106	511	7.6	13.2	158	243	8.9	6.3	188					
RELIGIOUS	3084	961	3.6	31.2	94	1369	3.8	44.4	100	271	4.0	8.8	105	**124	4.6	4.0	120					
SOFT ROCK	521	*160	0.6	30.7	92	*184	0.5	35.3	80	**26	0.4	5.0	60	**34	1.3	6.5	195					
URBAN CONTEMPORARY	1585	526	2.0	33.2	100	647	1.8	40.8	92	**77	1.1	4.9	58	**55	2.0	3.5	103					
WIRED NETWORKS:																						
ABC CONTEMPORARY	3261	1172	4.4	35.9	108	1354	3.8	41.5	94	*150	2.2	4.6	55	**136	5.0	4.2	124					
ABC DIRECTION	2316	768	2.9	33.2	100	1148	3.2	49.6	112	*177	2.6	7.6	91	**53	2.0	2.3	68					
ABC ENTERTAINMENT	4834	1661	6.2	34.4	103	1974	5.5	40.8	92	297	4.4	6.1	74	*147	5.4	3.0	91					
ABC FM	2202	891	3.3	40.5	122	981	2.7	44.6	101	**75	1.1	3.4	41	**62	2.3	2.8	84					
ABC INFORMATION	5425	1962	7.3	36.2	109	2576	7.2	47.5	107	669	9.9	12.3	148	227	8.4	4.2	125					
ABC ROCK	1677	633	2.3	37.7	113	873	2.4	52.1	118	**113	1.7	6.7	81	**36	1.3	2.1	64					
CBS	4430	1379	5.1	31.1	94	2016	5.6	45.5	103	541	8.0	12.2	146	*188	6.9	4.2	126					
MUTUAL	4992	1677	6.2	33.6	101	2207	6.2	44.2	100	526	7.8	10.5	126	267	9.8	5.3	159					
NBC	4679	1632	6.1	34.9	105	2053	5.7	43.9	99	339	5.0	7.2	87	**125	4.6	2.7	80					
RADIORADIO	1994	656	2.4	32.9	99	862	2.4	43.2	98	*187	2.8	9.4	112	**63	2.3	3.2	94					
RKO ONE	2298	783	2.9	34.1	102	1095	3.1	47.7	108	*131	1.9	5.7	68	**37	1.4	1.6	48					
RKO TWO	3311	1098	4.1	33.2	100	1497	4.2	45.2	102	*161	2.4	4.9	58	**94	3.5	2.8	85					
THE SOURCE	2114	670	2.5	31.7	95	1090	3.0	51.6	116	*183	2.7	8.7	104	**71	2.6	3.4	100					
NON-WIRED : BLAIR	8654	3201	11.9	37.0	111	3903	10.9	45.1	102	717	10.6	8.3	99	224	8.2	2.6	77					
INTERNET	12025	4225	15.7	35.1	106	5528	15.4	46.0	104	1221	18.0	10.2	122	435	16.0	3.6	108					
KATZ RADIO GROUP	15359	5550	20.6	36.1	109	7024	19.6	45.7	103	1495	22.1	9.7	116	624	23.0	4.1	121					
SUPERNET	10628	3711	13.8	34.9	105	4785	13.3	45.0	102	897	13.3	8.4	101	331	12.2	3.1	93					
TELEVISION AVG. HALF HOUR																						
MKDAY 7:00 AM - 9:00 AM	8659	2819	10.5	32.6	98	3709	10.3	42.8	97	794	11.7	9.2	110	247	9.1	2.9	85					
MKDAY 9:00 AM - 1:00 PM	12163	3903	14.5	32.1	96	5028	14.0	41.3	93	873	12.9	7.2	86	397	14.6	3.3	97					
MKDAY 1:00 PM - 4:30 PM	16150	5213	19.4	32.3	97	6698	18.7	41.5	94	1096	16.2	6.8	81	538	19.8	3.3	99					
MKDAY 4:30 PM - 7:30 PM	22463	7128	26.5	31.7	95	9520	26.5	42.4	96	1845	27.3	8.2	98	743	27.3	3.3	99					
MKDAY 7:30 PM - 8:00 PM	31795	10382	38.5	32.7	98	13889	38.7	43.7	99	2621	38.7	8.2	99	973	35.8	3.1	91					
MKDAY 11:00 PM - 11:30 PM	23977	7860	29.2	32.8	99	10684	29.8	44.6	101	1829	27.0	7.6	91	845	31.1	3.5	105					
MKDAY 11:30 PM - 1:00 AM	7703	2520	9.4	32.7	98	3412	9.5	44.3	100	528	7.8	6.9	82	346	12.7	4.5	134					
M-SAT 8-11 PM+SUN 7-11 PM	33800	11331	42.1	33.5	101	14963	41.7	44.3	100	2726	40.3	8.1	97	1164	42.8	3.4	103					
MKDY DAYTIME NTHK 7AM-4:30PM																						
ALL MY CHILDREN	A	6538	2196	8.2	33.6	101	2726	7.6	41.7	94	401	5.9	6.1	73	215	7.9	3.3	98				
ANOTHER WORLD	N	4620	1249	4.6	27.0	81	1756	4.9	38.0	86	366	5.4	7.9	95	*131	4.8	2.8	85				
AS THE WORLD TURNS	C	5614	1812	6.7	32.3	97	2339	6.5	41.7	94	280	4.1	5.0	60	183	6.7	3.3	97				
CAPITOL	C	3396	1108	4.1	32.6	98	1423	4.0	41.9	95	212	3.1	6.2	75	*115	4.2	3.4	101				
CBS MORN. NEWS 1	C	1446	393	1.5	27.2	82	489	1.4	33.8	76	127	1.9	8.8	105	**37	1.4	2.6	76				
CBS MORN. NEWS 2	C	1207	310	1.2	25.7	77	420	1.2	34.8	79	84	1.2	7.0	83	*113	0.5	1.1	32				
DAYS OF OUR LIVES	N	5877	1793	6.7	30.5	92	2568	7.2	43.7	99	556	8.2	9.5	113	191	7.0	3.2	97				
FACTS OF LIFE - DAYTIME	N	2290	762	2.8	33.3	100	790	2.2	34.5	78	122	1.8	5.3	64	*44	1.6	1.9	57				
FAMILY FEUD	A	3023	1079	4.0	35.7	107	1135	3.2	37.5	85	133	2.0	4.4	53	*71	2.6	2.3	70				
GENERAL HOSPITAL	A	6097	2117	7.9	34.7	104	2482	6.9	40.7	92	322	4.8	5.3	63	192	7.1	3.1	94				
GOOD MORNING, AMERICA-730	A	3515	1327	4.9	37.8	114	1551	4.3	44.1	100	278	4.1	7.9	95	*94	3.5	2.7	80				
GOOD MORNING, AMERICA-830	A	2818	962	3.6	34.1	103	1370	3.8	48.6	110	265	3.9	9									

		TOTAL	MIXED VEGETABLE OIL				PURE CORN OIL				PURE SAFFLOWER OIL				PURE SOYBEAN OIL			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
				DOWN				DOWN				DOWN				DOWN		
TOTAL FEMALE HOMEOWNERS		80986	26937	100.0	33.3	100	35862	100.0	44.3	100	6768	100.0	8.4	100	2717	100.0	3.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	8015	29.8	30.8	92	11247	31.4	43.2	97	2028	30.0	7.8	93	857	31.5	3.3	98
NETWORK AFFILIATES - LATE		20261	6692	24.8	33.0	99	8963	25.0	44.2	100	1609	23.8	7.9	95	681	25.1	3.4	100
INDEPENDENTS - LATE		2076	668	2.5	32.2	97	1031	2.9	49.7	112	152	2.2	7.3	88	*57	2.1	2.7	82
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	3573	13.3	34.2	103	4385	12.2	41.9	95	750	11.1	7.2	86	368	13.5	3.5	105
ABC MONDAY NIGHT MOVIE		A 6412	2131	7.9	33.2	100	2893	8.1	45.1	102	464	6.9	7.2	87	245	9.0	3.8	114
ABC SUNDAY NIGHT MOVIE		A 12407	4288	15.9	34.6	104	5590	15.6	45.1	102	1123	16.6	9.1	108	502	18.5	4.0	121
ABC WORLD NEWS TONIGHT		A 6176	2092	7.8	33.9	102	2736	7.6	44.3	100	526	7.8	8.5	102	198	7.3	3.2	99
AFTERMASH		C 5863	1999	7.4	34.1	103	2512	7.0	42.8	97	527	7.8	9.0	108	*163	6.0	2.8	88
ALICE		C 9594	3198	11.9	33.3	100	3961	11.0	41.3	93	769	11.4	8.0	96	246	9.1	2.6	76
AMERICAN PARADE		C 6622	2060	7.6	31.1	94	2751	7.7	41.5	94	491	7.3	7.4	89	239	8.8	3.6	108
BENSON		A 10886	3584	13.3	32.9	99	4766	13.3	43.8	99	903	13.3	8.3	99	368	13.5	3.4	101
BLUE THUNDER		A 5036	1791	6.6	35.6	107	2252	6.3	44.7	101	453	6.7	9.0	108	*196	7.2	3.9	116
CAGNEY & LACEY		C 9965	3630	13.5	36.4	110	4380	12.2	44.0	99	910	13.4	9.1	109	375	13.8	3.8	112
CBS EVENING NEWS-DEAN		C 3491	1078	4.0	30.9	93	1522	4.2	43.6	98	283	4.2	8.1	97	*119	4.4	3.4	102
CBS EVENING NEWS-RATHER		C 7123	2245	8.3	31.5	95	3193	8.9	44.8	101	554	8.2	7.8	93	246	9.1	3.5	103
CBS SAT. NEWS-SCHIEFFER		C 3621	1036	3.8	28.6	86	1702	4.7	47.0	106	367	5.4	10.1	121	108	4.0	3.0	89
CBS SATURDAY NIGHT MOVIE		C 5436	2033	7.5	37.4	112	2459	6.9	45.2	102	447	6.6	8.2	98	203	7.5	3.7	111
CBS WEDNESDAY NIGHT MOVIE		C 6100	2060	7.6	33.8	102	2511	7.0	41.2	93	511	7.6	8.4	100	290	10.7	4.8	142
CHEERS		N 8889	3084	11.4	34.7	104	3875	10.8	43.6	98	830	12.3	9.3	112	349	12.8	3.9	117
DALLAS		C 22109	7285	27.0	33.0	99	9738	27.2	44.0	99	1660	24.5	7.5	90	727	26.8	3.3	98
DIFF'RENT STROKES		N 6940	2113	7.8	30.4	92	2848	7.9	41.0	93	524	7.7	7.6	90	*100	3.7	1.4	43
DOUBLE TROUBLE		N 7223	2560	9.5	35.4	107	3243	9.0	44.9	101	545	8.1	7.5	90	202	7.4	2.8	83
DUCK FACTORY		N 5595	1948	7.2	34.8	105	2539	7.1	45.4	102	541	8.0	9.7	116	*207	7.6	3.7	110
DUKES OF HAZZARD		C 5768	1918	7.1	33.3	100	2507	7.0	43.5	98	381	5.6	6.6	79	*148	5.4	2.6	76
DYNASTY		A 20053	7157	26.6	35.7	107	8119	22.6	40.5	91	1483	21.9	7.4	88	771	28.4	3.8	115
FACTS OF LIFE		N 8087	2773	10.3	34.3	103	3617	10.1	44.7	101	711	10.5	8.8	105	239	8.8	3.0	88
FALCON CREST		C 20046	6558	24.3	32.7	98	8874	24.7	44.3	100	1556	23.0	7.8	93	596	21.9	3.0	89
FALL GUY		A 9084	3323	12.3	36.6	110	3884	10.8	42.8	97	638	9.4	7.0	84	317	11.7	3.5	104
FAMILY TIES		N 7964	2864	10.6	36.0	108	3456	9.6	43.4	98	593	8.8	7.4	89	213	7.8	2.7	80
FANTASY ISLAND		A 7687	2487	9.2	32.4	97	3294	9.2	42.9	97	613	9.1	8.0	95	254	9.3	3.3	98
FOULUPS, BLEEPs & BLUNDERS		A 8861	3228	12.0	36.4	110	3943	11.0	44.5	100	696	10.3	7.9	94	338	12.4	3.8	114
FOUR SEASONS		C 5095	1615	6.0	31.7	95	2230	6.2	43.8	99	522	7.7	10.2	123	*158	5.8	3.1	92
GIMME A BREAK		N 8838	2819	10.5	31.9	96	3761	10.5	42.6	96	609	9.0	6.9	82	270	9.9	3.1	91
HART TO HART		A 8978	2804	10.4	31.2	94	3802	10.6	42.3	96	733	10.8	8.2	98	276	10.2	3.1	92
HILL STREET BLUES		N 8590	3022	11.2	35.2	106	4036	11.3	47.0	106	831	12.3	9.7	116	393	14.5	4.6	136
HOTEL		A 14085	4582	17.0	32.5	98	5988	16.7	42.5	96	1180	17.4	8.4	100	495	18.2	3.5	105
JEFFERSONS		C 9360	2972	11.0	31.8	95	3876	10.8	41.4	94	780	11.5	8.3	100	257	9.5	2.7	82
JENNIFER SLEPT HERE		N 5841	1773	6.6	30.4	91	2453	6.8	42.0	95	464	6.9	7.9	95	*124	4.6	2.1	63
KATE & ALLIE		C 9206	3161	11.7	34.3	103	4272	11.9	46.4	105	764	11.3	8.3	99	287	10.6	3.1	93
KNIGHT RIDER		N 7076	2323	8.6	32.8	99	2949	8.2	41.7	94	686	10.1	9.7	116	233	8.6	3.3	98
LOVE BOAT		A 12219	3796	14.1	31.1	93	5282	14.7	43.2	98	1031	15.2	8.4	101	369	13.6	3.0	90
MAGNUM PI		C 11199	3809	14.1	34.0	102	4562	12.7	40.7	92	977	14.4	8.7	104	421	15.5	3.8	112
MAMA'S FAMILY		N 6057	1852	6.9	30.6	92	2718	7.6	44.9	101	334	4.9	5.5	66	*189	7.0	3.1	93
MASTER, THE		N 3598	1308	4.9	36.4	109	1578	4.4	43.9	99	248	3.7	6.9	82	*114	4.2	3.2	94
MATT HOUSTON		A 6344	2296	8.5	36.2	109	2821	7.9	44.5	100	433	6.4	6.8	82	237	8.7	3.7	111
NBC MONDAY NIGHT MOVIE		N 11994	4140	15.4	34.5	104	5050	14.1	42.1	95	893	13.2	7.4	89	363	13.4	3.0	90
NBC NIGHTLY NEWS		N 5132	1463	5.4	28.5	86	2127	5.9	41.4	94	490	7.2	9.5	114	220	8.1	4.3	128
NBC NIGHTLY NEWS-SAT		N 3375	1019	3.8	30.2	91	1405	3.9	41.6	94	270	4.0	8.0	96	*111	4.1	3.3	98
NBC NIGHTLY NEWS-SUN		N 3130	825	3.1	26.4	79	1421	4.0	45.4	103	346	5.1	11.1	132	*111	4.1	3.5	106
NBC SUNDAY NIGHT MOVIE		N 8284	2809	10.4	33.9	102	3765	10.5	45.4	103	682	10.1	8.2	99	*266	9.8	3.2	96
NEWMART		C 9240	3420	12.7	37.0	111	4082	11.4	44.2	100	810	12.0	8.8	105	285	10.5	3.1	92
ONE DAY AT A TIME		C 7288	2353	8.7	32.3	97	2951	8.2	40.5	91	495	7.3	6.8	81	*187	6.9	2.6	76
PEOPLE ARE FUNNY		N 4855	1532	5.7	31.6	95	2243	6.3	46.2	104	332	4.9	6.8	82	*93	3.4	1.9	57
REAL PEOPLE		N 8869	2903	10.8	32.7	98	3916	10.9	44.2	100	723	10.7	8.2	98	271	10.0	3.1	91
REMINGTON STEELE		N 7743	2883	10.7	37.2	112	3324	9.3	42.9	97	590	8.7	7.6	91	232	8.5	3.0	89
RIPLEY'S BELIEVE IT - NOT		A 5345	1843	6.8	34.5	104	2440	6.8	45.7	103	533	7.9	10.0	119	*194	7.1	3.6	108
RIPTIDE		N 6988	2546	9.5	36.4	110	2903	8.1	41.5	94	600	8.9	8.6	103	211	7.8	3.0	90
SCARECROW & MRS. KING		C 10002	3291	12.2	32.9	99	4310	12.0	43.1	97	804	11.9	8.0	96	371	13.7	3.7	111
SIMON & SIMON		C 10638	3696	13.7	34.7	104	4507	12.6	42.4	96	893	13.2	8.4	100	415	15.3	3.9	116
60 MINUTES		C 13293	4124	15.3	31.0	93	5789	16.1	43.5	98	1240	18.3	9.3	112	467	17.2	3.5	105
ST. ELSEWHERE		N 7017	2616	9.7	37.3	112	3323	9.3	47.4	107	571	8.4	8.1	97	262	9.6	3.7	111
THREE'S COMPANY		A 10917	3746	13.9	34.3	103	4550	12.7	41.7	94	881	13.0	8.1	97	332	12.2	3.0	91
T																		

SALAD OR COOKING OIL (EXCLUDING OLIVE OIL) - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PURE SUNFLOWER OIL				OTHER				A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX																
TOTAL FEMALE HOMEMAKERS	80986	10005	100.0	12.4	100	9246	100.0	11.4	100																
18 - 24	9282	1082	10.8	11.7	94	1025	11.1	11.0	97																
25 - 34	19072	3017	30.2	15.8	128	2207	23.9	11.6	101																
35 - 44	14591	2005	20.0	13.7	111	1612	17.4	11.0	97																
45 - 54	11345	1348	13.5	11.9	96	1188	12.8	10.5	92																
55 - 64	11635	1135	11.3	9.8	79	1283	13.9	11.0	97																
65 OR OLDER	15061	1419	14.2	9.4	76	1932	20.9	12.8	112																
18 - 34	28354	4098	41.0	14.5	117	3232	35.0	11.4	100																
18 - 49	48339	6754	67.5	14.0	113	5402	58.4	11.2	98																
25 - 54	45008	6369	63.7	14.2	115	5007	54.2	11.1	97																
35 - 49	19985	2656	26.5	13.3	108	2170	23.5	10.9	95																
50 OR OLDER	32647	3251	32.5	10.0	81	3844	41.6	11.8	103																
GRADUATED COLLEGE	11155	1581	15.8	14.2	115	1378	14.9	12.4	108																
ATTENDED COLLEGE	13682	2031	20.3	14.8	120	1379	14.9	10.1	88																
GRADUATED HIGH SCHOOL	33880	4360	43.6	12.9	104	3720	40.2	11.0	96																
DID NOT GRADUATE HIGH SCHOOL	22270	2032	20.3	9.1	74	2769	29.9	12.4	109																
EMPLOYED	40306	5630	56.3	14.0	113	4003	43.3	9.9	87																
EMPLOYED FULL-TIME	32850	4686	46.8	14.3	115	3344	36.2	10.2	89																
EMPLOYED PART-TIME	7456	944	9.4	12.7	102	659	7.1	8.8	77																
NOT EMPLOYED	40680	4375	43.7	10.8	87	5243	56.7	12.9	113																
PROFESSIONAL/MANAGER	10392	1472	14.7	14.2	115	1084	11.7	10.4	91																
TECH/CLERICAL/SALES	17574	2621	26.2	14.9	121	1571	17.0	8.9	78																
PRECISION/CRAFT	985	**184	1.8	18.7	151	**100	1.1	10.2	89																
OTHER EMPLOYED	11354	1353	13.5	11.9	96	1248	13.5	11.0	96																
SINGLE	9863	1152	11.5	11.7	95	1025	11.1	10.4	91																
MARRIED	51375	6650	66.5	12.9	105	5980	64.7	11.6	102																
DIVORCED/SEPARATED/WIDOWED	19748	2203	22.0	11.2	90	2240	24.2	11.3	99																
PARENTS	32590	4586	45.8	14.1	114	3613	39.1	11.1	97																
WHITE	70416	9209	92.0	13.1	106	8028	86.8	11.4	100																
BLACK	8778	665	6.6	7.6	61	1116	12.1	12.7	111																
OTHER	1791	**131	1.3	7.3	59	**102	1.1	5.7	50																
NORTHEAST-CENSUS	17786	2584	25.8	14.5	118	1989	21.5	11.2	98																
NORTH CENTRAL	20741	2696	26.9	13.0	105	2074	22.4	10.0	88																
SOUTH	27775	2373	23.7	8.5	69	3440	37.2	12.4	108																
WEST	14683	2353	23.5	16.0	130	1743	18.9	11.9	104																
NORTHEAST-MKTG.	17961	2614	26.1	14.6	118	2029	21.9	11.3	99																
EAST CENTRAL	11885	1467	14.7	12.3	100	1394	15.1	11.7	103																
WEST CENTRAL	14090	1827	18.3	13.0	105	1290	14.0	9.2	80																
SOUTH	24081	2033	20.3	8.4	68	2940	31.8	12.2	107																
PACIFIC	12969	2064	20.6	15.9	129	1594	17.2	12.3	108																
COUNTY SIZE A	32439	3877	38.8	12.0	97	3477	37.6	10.7	94																
COUNTY SIZE B	24915	3195	31.9	12.8	104	2827	30.6	11.3	99																
COUNTY SIZE C	12930	1717	17.2	13.3	107	1521	16.5	11.8	103																
COUNTY SIZE D	10703	1215	12.1	11.4	92	1421	15.4	13.3	116																
METRO CENTRAL CITY	24518	2860	28.6	11.7	94	2580	27.9	10.5	92																
METRO SUBURBAN	35919	4838	48.4	13.5	109	4089	44.2	11.4	100																
NON METRO	20549	2307	23.1	11.2	91	2577	27.9	12.5	110																
TOP 5 ADI'S	18341	2408	24.1	13.1	106	1906	20.6	10.4	91																
TOP 10 ADI'S	25378	3166	31.6	12.5	101	2560	27.7	10.1	88																
TOP 20 ADI'S	36488	4664	46.6	12.8	103	3883	42.0	10.6	93																
HSHLD INC. \$50,000 OR MORE	6612	815	8.1	12.3	100	717	7.8	10.8	95																
\$40,000 OR MORE	12659	1972	19.7	15.6	126	1330	14.4	10.5	92																
\$30,000 OR MORE	24698	3984	39.8	16.1	131	2875	31.1	11.6	102																
\$25,000 OR MORE	32077	4968	49.7	15.5	125	3827	41.4	11.9	105																
\$20,000 - \$24,999	9144	1197	12.0	13.1	106	902	9.8	9.9	86																
\$15,000 - \$19,999	8728	993	9.9	11.4	92	838	9.1	9.6	84																
\$10,000 - \$14,999	12562	1358	13.6	10.8	88	1478	16.0	11.8	103																
UNDER \$10,000	18475	1489	14.9	8.1	65	2201	23.8	11.9	104																
HOUSEHOLD OF 1 PERSON	11987	1291	12.9	10.8	87	1360	14.7	11.3	99																
2 PEOPLE	26577	3030	30.3	11.4	92	3214	34.8	12.1	106																
3 OR 4 PEOPLE	30617	3923	39.2	12.8	104	3283	35.5	10.7	94																
5 OR MORE PEOPLE	11804	1762	17.6	14.9	121	1389	15.0	11.8	103																
NO CHILD IN HSHLD	46165	5143	51.4	11.1	90	5367	58.0	11.6	102																
CHILD(REN) UNDER 2 YRS	5325	922	9.2	17.3	140	*507	5.5	9.5	83																
2 - 5 YEARS	14221	1762	17.6	12.4	100	1701	18.4	12.0	105																
6 - 11 YEARS	15117	2069	20.7	13.7	111	1729	18.7	11.4	100																
12 - 17 YEARS	16611	2332	23.3	14.0	114	1836	19.9	11.1	97																
RESIDENCE OWNED	55884	7107	71.0	12.7	103	6642	71.8	11.9	104																
VALUE: \$50,000 OR MORE	31744	4359	43.6	13.7	111	3618	39.1	11.4	100																
VALUE: UNDER \$50,000	24140	2748	27.5	11.4	92	3024	32.7	12.5	110																

SALAD OR COOKING OIL (EXCLUDING OLIVE OIL) - TYPES
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	PURE SUNFLOWER OIL				OTHER				A				B				C				D			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	10005	100.0	12.4	100	9246	100.0	11.4	100																
MAGAZINES	QUINTILE 1	15799	2216	22.1	14.0	114	1686	18.2	10.7	93																
	QUINTILE 2	17259	2378	24.0	13.9	112	2085	22.6	12.1	106																
	QUINTILE 3	13545	1612	16.1	11.9	96	1635	17.7	12.1	106																
	QUINTILE 4	15133	1841	18.4	12.2	98	1743	18.9	11.5	101																
	QUINTILE 5	19250	1938	19.4	10.1	81	2097	22.7	10.9	95																
NEWSPAPERS	QUINTILE 1	12413	1491	14.9	12.0	97	1481	16.0	11.9	105																
	QUINTILE 2	24116	3120	31.2	12.9	105	2533	27.4	10.5	92																
	QUINTILE 3	11261	1564	15.6	13.9	112	1252	13.5	11.1	97																
	QUINTILE 4	20255	2629	26.3	13.0	105	2238	24.2	11.0	97																
	QUINTILE 5	12940	1201	12.0	9.3	75	1742	18.8	13.5	118																
OUTDOOR	QUINTILE 1	14852	2083	20.8	14.0	114	1513	16.4	10.2	89																
	QUINTILE 2	15725	2048	20.5	13.0	105	1952	21.1	12.4	109																
	QUINTILE 3	16330	2137	21.4	13.1	106	1549	16.8	9.5	83																
	QUINTILE 4	16744	2028	20.3	12.1	98	2153	23.3	12.9	113																
	QUINTILE 5	17334	1709	17.1	9.9	80	2079	22.5	12.0	105																
RADIO-DRIVE TIME	QUINTILE 1	15911	2055	20.5	12.9	105	1725	18.7	10.8	95																
	QUINTILE 2	14837	1672	16.7	11.3	91	1946	21.0	13.1	115																
	QUINTILE 3	15339	2138	21.4	13.9	113	1736	18.8	11.3	99																
	QUINTILE 4	16723	2130	21.3	12.7	103	1770	19.1	10.6	93																
	QUINTILE 5	18176	2010	20.1	11.1	90	2069	22.4	11.4	100																
RADIO-MID- DAY	TERCILE 1	21020	2806	28.0	13.3	108	2434	26.3	11.6	101																
	TERCILE 2	21610	2936	29.3	13.6	110	2509	27.1	11.6	102																
	TERCILE 3	38355	4262	42.6	11.1	90	4303	46.5	11.2	98																
RADIO-TOTAL	QUINTILE 1	15988	2172	21.7	13.6	110	1711	18.5	10.7	94																
	QUINTILE 2	15626	1745	17.4	11.2	90	1993	21.6	12.8	112																
	QUINTILE 3	16723	2143	21.4	12.8	104	1929	20.9	11.5	101																
	QUINTILE 4	16342	2336	23.3	14.3	116	1701	18.4	10.4	91																
	QUINTILE 5	16306	1608	16.1	9.9	80	1913	20.7	11.7	103																
TV-PRIME TIME	QUINTILE 1	15953	1793	17.9	11.2	91	1736	18.8	10.9	95																
	QUINTILE 2	16137	2226	22.2	13.8	112	2103	22.7	13.0	114																
	QUINTILE 3	16420	2185	21.8	13.3	108	1802	19.5	11.0	96																
	QUINTILE 4	16687	1967	19.7	11.8	95	2092	22.6	12.5	110																
	QUINTILE 5	15789	1834	18.3	11.6	94	1513	16.4	9.6	84																
TV-DAYTIME	TERCILE 1	27736	2938	29.4	10.6	86	3631	39.3	13.1	115																
	TERCILE 2	26489	3427	34.3	12.9	105	2745	29.7	10.4	91																
	TERCILE 3	26761	3639	36.4	13.6	110	2870	31.0	10.7	94																
TV-TOTAL	QUINTILE 1	16345	1702	17.0	10.4	84	2006	21.7	12.3	107																
	QUINTILE 2	16447	1927	19.3	11.7	95	1878	20.3	11.4	100																
	QUINTILE 3	15980	2110	21.1	13.2	107	1847	20.0	11.6	101																
	QUINTILE 4	15887	2189	21.9	13.8	112	1728	18.7	10.9	95																
	QUINTILE 5	16326	2078	20.8	12.7	103	1788	19.3	11.0	96																
MAGAZINES-NEWSPAPERS: DUAL		20721	2721	27.2	13.1	106	2319	25.1	11.2	98																
MAGAZINE IMPERATIVE		19186	2679	26.8	14.0	113	2231	24.1	11.6	102																
NEWSPAPER IMPERATIVE		21899	2653	26.5	12.1	98	2440	26.4	11.1	98																
MAGAZINES-OUTDOOR: DUAL		15451	2259	22.6	14.6	118	1648	17.8	10.7	93																
MAGAZINE IMPERATIVE		25953	3231	32.3	12.4	101	3084	33.4	11.9	104																
OUTDOOR IMPERATIVE		24400	2957	29.6	12.1	98	2708	29.3	11.1	97																
MAGAZINES-RADIO: DUAL		18049	2361	23.6	13.1	106	2224	24.1	12.3	108																
MAGAZINE IMPERATIVE		23571	3290	32.9	14.0	113	2516	27.2	10.7	93																
RADIO IMPERATIVE		23278	2683	26.8	11.5	93	2603	28.2	11.2	98																
MAGAZINES-TELEVISION: DUAL		15459	1989	19.9	12.9	104	1796	19.4	11.6	102																
MAGAZINE IMPERATIVE		25829	3744	37.4	14.5	117	2890	31.3	11.2	98																
TELEVISION IMPERATIVE		26039	2567	25.7	9.9	80	3062	33.1	11.8	103																
NEWSPAPERS-OUTDOOR: DUAL		16605	2372	23.7	14.3	116	1677	18.1	10.1	88																
NEWSPAPER IMPERATIVE		26834	3208	32.1	12.0	97	3071	33.2	11.4	100																
OUTDOOR IMPERATIVE		23346	3031	30.3	13.0	105	2662	28.8	11.4	100																
NEWSPAPERS-RADIO: DUAL		17133	2246	22.4	13.1	106	2036	22.0	11.9	104																
NEWSPAPER IMPERATIVE		25892	3324	33.2	12.8	104	2736	29.6	10.6	93																
RADIO IMPERATIVE		23167	2797	28.0	12.1	98	2821	30.5	12.2	107																
NEWSPAPERS-TELEVISION: DUAL		17159	1909	19.1	11.1	90	2077	22.5	12.1	106																
NEWSPAPER IMPERATIVE		26214	3584	35.8	13.7	111	2621	28.3	10.0	88																
TELEVISION IMPERATIVE		23412	2730	27.3	11.7	94	2723	29.5	11.6	102																
OUTDOOR-RADIO: DUAL		15303	1923	19.2	12.6	102	1656	17.9	10.8	95																
OUTDOOR IMPERATIVE		24901	3379	33.8	13.6	110	2705	29.3	10.9	95																
RADIO IMPERATIVE		26492	3183	31.8	12.0	97	3228	34.9	12.2	107																
OUTDOOR-TELEVISION: DUAL		14794	1815	18.1	12.3	99	1630	17.6	11.0	97																
OUTDOOR IMPERATIVE		25437	3624	3																						

	TOTAL U.S. '000	PURE SUNFLOWER OIL				OTHER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	10005	100.0	12.4	100	9246	100.0	11.4	100								
ATLANTIC MONTHLY	415	**72	0.7	17.3	140	**32	0.3	7.7	68								
BARRON'S	453	**74	0.7	16.3	132	**23	0.2	5.1	44								
BETTER HOMES & GARDENS	16256	2160	21.6	13.3	108	1803	19.5	11.1	97								
BON APPETIT	2535	309	3.1	12.2	99	397	4.3	15.7	137								
BUSINESS WEEK	1278	*141	1.4	11.0	89	*120	1.3	9.4	82								
CAR AND DRIVER	378	**46	0.5	12.2	99	**42	0.5	11.1	97								
CBS MAGAZINE NETWORK (GROSS)	1498	*175	1.7	11.7	95	*169	1.8	11.3	99								
CHANGING TIMES	1505	*190	1.9	12.6	102	*225	2.4	15.0	131								
COLONIAL HOMES	1231	*137	1.4	11.1	90	*152	1.6	12.3	108								
CONDE NAST MAG. PKG. (GROSS)	14146	1911	19.1	13.5	109	1399	15.1	9.9	87								
CONSUMERS DIGEST	1323	*180	1.8	13.6	110	**106	1.1	8.0	70								
COSMOPOLITAN	7102	1153	11.5	16.2	131	756	8.2	10.6	93								
COUNTRY LIVING	2481	413	4.1	16.6	135	333	3.6	13.4	118								
CUISINE	1472	*115	1.1	7.8	63	*236	2.6	16.0	140								
CYCLE WORLD	425	**49	0.5	11.5	93	**58	0.6	13.6	120								
DCI:CREATIVE IDEAS FOR LIV	2510	298	3.0	11.9	96	*254	2.7	10.1	89								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	730	7.3	10.9	88	722	7.8	10.8	94								
DISCOVER	894	*173	1.7	19.4	157	*109	1.2	12.2	107								
EBONY	3507	312	3.1	8.9	72	416	4.5	11.9	104								
ESQUIRE	1083	**71	0.7	6.6	53	*136	1.5	12.6	110								
ESSENCE	1830	*144	1.4	7.9	64	195	2.1	10.7	93								
FAMILY CIRCLE	15930	2218	22.2	13.9	113	1562	16.9	9.8	86								
THE FAMILY HANDYMAN	1126	*186	1.9	16.5	134	**121	1.3	10.7	94								
FAMILY WEEKLY	11468	1460	14.6	12.7	103	1446	15.6	12.6	110								
FIELD & STREAM	2234	*245	2.4	11.0	89	*307	3.3	13.7	120								
FOOD & WINE	579	*95	0.9	16.4	133	**56	0.6	9.7	85								
FORBES	728	**81	0.8	11.1	90	**84	0.9	11.5	101								
FORTUNE	906	**104	1.0	11.5	93	**71	0.8	7.8	69								
GENTLEMEN'S QUARTERLY	791	*171	1.7	21.6	175	**69	0.7	8.7	76								
GLAMOUR	5265	696	7.0	13.2	107	557	6.0	10.6	93								
GOLF DIGEST	636	**76	0.8	11.9	97	**95	1.0	14.9	131								
GOLF DIGEST/TENNIS (GROSS)	1186	*183	1.8	15.4	125	*182	2.0	15.3	134								
GOLF MAGAZINE	441	**66	0.7	15.0	121	**54	0.6	12.2	107								
GOLF MAGAZINE/SKI (GROSS)	922	**123	1.2	13.3	108	**136	1.5	14.8	129								
GOOD HOUSEKEEPING	16487	2224	22.2	13.5	109	1736	18.8	10.5	92								
HARPER'S BAZAAR	2423	333	3.3	13.7	111	*210	2.3	8.7	76								
HEALTH	1994	295	2.9	14.8	120	*232	2.5	11.6	102								
HEARST MAG CORP. BUY (GROSS)	44101	6139	61.4	13.9	113	4552	49.2	10.3	90								
HEARST MAN POWER (GROSS)	1993	284	2.8	14.2	115	*180	1.9	9.0	79								
HEARST WOMAN POWER (GROSS)	31274	4489	44.9	14.4	116	3233	35.0	10.3	91								
HOUSE BEAUTIFUL	3623	397	4.0	11.0	89	341	3.7	9.4	82								
INC.	283	**38	0.4	13.4	109	**20	0.2	7.1	62								
JET	2928	251	2.5	8.6	69	288	3.1	9.8	86								
LADIES' HOME JOURNAL	11918	1637	16.4	13.7	111	1102	11.9	9.2	81								
LHJ FAMILY GRP COMBO(GROSS)	16764	2488	24.9	14.8	120	1610	17.4	9.6	84								
LIFE	4254	516	5.2	12.1	98	444	4.8	10.4	91								
L.A. TIMES HOME MAGAZINE	1145	*200	2.0	17.5	141	*153	1.7	13.4	117								
MADEMOISELLE	2884	416	4.2	14.4	117	307	3.3	10.6	93								
MC CALL'S	13460	1609	16.1	12.0	97	1349	14.6	10.0	88								
MC CALL'S/WRK MOTHER (GROSS)	14606	1826	18.3	12.5	101	1457	15.8	10.0	87								
MECHANIX ILLUSTRATED	772	*142	1.4	18.4	149	**121	1.3	15.7	137								
METROPOLITAN HOME	967	*120	1.2	12.4	100	**79	0.9	8.2	72								
MONEY	1588	*190	1.9	12.0	97	*221	2.4	13.9	122								
MOTHER EARTH NEWS	1002	*171	1.7	17.1	138	**114	1.2	11.4	100								
MS.	825	*162	1.6	19.6	159	**88	1.0	10.7	93								
NATIONAL ENQUIRER	10336	1325	13.2	12.8	104	1204	13.0	11.6	102								
NATIONAL GEOGRAPHIC	9597	1231	12.3	12.8	104	1035	11.2	10.8	94								
NATIONAL SUNDAY MAGAZINE PKG	49558	6334	63.3	12.8	103	5565	60.2	11.2	98								
NATURAL HISTORY	573	**75	0.7	13.1	106	**88	1.0	15.4	135								
NEW WOMAN	1699	248	2.5	14.6	118	*161	1.7	9.5	83								
NEW YORK INCLUDING CUE	443	**34	0.3	7.7	62	**69	0.7	15.6	136								
THE NEW YORKER	1270	*170	1.7	13.4	108	*197	2.1	15.5	136								
NEWSWEEK	6277	830	8.3	13.2	107	644	7.0	10.3	90								
THE N.Y. TIMES DAILY EDITION	1205	*149	1.5	12.4	100	*150	1.6	12.4	109								
THE N.Y. TIMES MAGAZINE	2081	274	2.7	13.2	107	329	3.6	15.8	138								
OMNI	788	*158	1.6	20.1	162	**87	0.9	11.0	97								
ON CABLE	1158	**172	1.7	14.9	120	*143	1.5	12.3	108								
1001 HOME IDEAS	2852	556	5.6	19.5	158	*276	3.0	9.7	85								
ORGANIC GARDENING	1658	377	3.8	22.7	184	*215	2.3	13.0	114								
OUTDOOR LIFE	896	*134	1.3	15.0	121	**96	1.0	10.7	94								
PARADE MAGAZINE	24275	2744	27.4	11.3	91	2740	29.6	11.3	99								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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SALAD OR COOKING OIL (EXCLUDING OLIVE OIL) - TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	PURE SUNFLOWER OIL				OTHER				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX				
TOTAL FEMALE HOMEOWNERS	20986	10005	100.0	12.4	100	9246	100.0	11.4	100																
PARENTS	3845	732	7.3	19.0	154	395	4.3	10.3	90																
PENTHOUSE	831	**158	1.6	19.0	154	**89	1.0	10.7	94																
PEOPLE	11645	1628	16.3	14.0	113	1230	13.3	10.6	93																
PLAYBOY	2006	288	2.9	14.4	116	277	3.0	13.8	121																
POPULAR HOT RODDING	297	**38	0.4	12.8	104	**44	0.5	14.8	130																
POPULAR MECHANICS	1018	*133	1.3	13.1	106	**91	1.0	8.9	78																
POPULAR SCIENCE	878	*145	1.4	16.5	134	**75	0.8	8.5	75																
PREVENTION	3913	764	7.6	19.5	158	417	4.5	10.7	93																
PSYCHOLOGY TODAY	1710	*262	2.6	15.3	124	*175	1.9	10.2	90																
READER'S DIGEST	22204	2879	28.8	13.0	105	2550	27.6	11.5	101																
REDWICK	7684	1111	11.1	14.5	117	740	8.0	9.6	84																
ROAD & TRACK	410	**70	0.7	17.1	138	**46	0.5	11.2	98																
ROLLING STONE	969	*160	1.6	16.5	134	*99	1.1	10.2	89																
RUNNER'S WORLD	298	**34	0.3	11.4	92	**35	0.4	11.7	103																
SATURDAY EVENING POST	1169	*144	1.4	12.3	100	*140	1.5	12.0	105																
SCIENCE 84	587	*99	1.0	16.9	137	**47	0.5	8.0	70																
SCIENCE DIGEST	482	**84	0.8	17.4	141	**42	0.5	8.7	76																
SCIENTIFIC AMERICAN	594	**107	1.1	18.0	146	**68	0.7	11.4	100																
SELF	2089	320	3.2	15.3	124	217	2.3	10.4	91																
SEVENTEEN	2411	311	3.1	12.9	104	*252	2.7	10.5	92																
SKI	480	**57	0.6	11.9	96	**82	0.9	17.1	150																
SMITHSONIAN	2760	328	3.3	11.9	96	476	5.1	17.2	151																
SOAP OPERA DIGEST	3013	375	3.7	12.4	101	458	5.0	15.2	133																
SOUTHERN LIVING	4184	431	4.3	10.3	83	468	5.1	11.2	98																
SPORT	559	**100	1.0	17.9	145	**97	1.0	17.4	152																
THE SPORTING NEWS	436	**21	0.2	4.8	39	**53	0.6	12.2	106																
SPORTS AFIELD	493	**66	0.7	13.4	108	**46	0.5	9.3	82																
SPORTS ILLUSTRATED	2758	370	3.7	13.4	109	357	3.9	12.9	113																
STAR	7456	906	9.1	12.2	98	848	9.2	11.4	100																
SUNDAY	24936	3332	33.3	13.4	108	2644	28.6	10.6	93																
SUNSET	2124	360	3.6	16.9	137	*210	2.3	9.9	87																
TV GUIDE	21661	2867	28.7	13.2	107	2671	28.9	12.3	108																
TENNIS	550	**106	1.1	19.3	156	**87	0.9	15.8	139																
TIME	8820	1340	13.4	15.1	122	979	10.6	11.0	97																
TOWN & COUNTRY	917	*79	0.8	8.6	70	**81	0.9	8.8	77																
TRAVEL & LEISURE	972	*174	1.7	17.9	145	*192	2.1	19.8	173																
TRUE STORY	3356	383	3.8	11.4	92	349	3.8	10.4	91																
U.S. NEWS & WORLD REPORT	3410	407	4.1	11.9	97	383	4.1	11.2	98																
USA TODAY	1759	236	2.4	13.4	109	*203	2.2	11.5	101																
US	1873	*280	2.8	14.9	121	242	2.6	12.9	113																
VOGUE	3909	479	4.8	12.3	99	319	3.5	8.2	71																
WALL STREET JOURNAL	1856	246	2.5	13.0	106	237	2.6	12.6	110																
WEIGHT WATCHERS	2120	290	2.9	13.7	111	*251	2.7	11.8	104																
WOMAN'S DAY	14172	1940	19.4	13.7	111	1394	15.1	9.8	86																
WORKING MOTHER	1146	*217	2.2	18.9	153	**108	1.2	9.4	83																
WORKING WOMAN	1322	*198	2.0	15.0	121	*149	1.6	11.3	99																
WORLD TENNIS	*163	**16	0.2	9.8	79	**24	0.3	14.7	129																
ZIFF-DAVIS MAG NETWK (GROSS)	2532	365	3.6	14.4	117	343	3.7	13.5	119																
BLAIR INSERTS	43657	5689	56.9	13.0	105	4893	52.9	11.2	98																
DAILY NEWSPAPERS																									
READ ANY	51633	6691	66.9	13.0	105	5504	59.5	10.7	93																
READ ONE	43463	5649	56.5	13.0	105	4565	49.4	10.5	92																
READ TWO OR MORE	8170	1042	10.4	12.8	103	939	10.2	11.5	101																
WEEKEND/SUNDAY NEWSPAPERS																									
READ ANY	52678	6767	67.6	12.8	104	5944	64.3	11.3	99																
READ ONE	46126	6053	60.5	13.1	106	5062	54.7	11.0	96																
READ TWO OR MORE	6552	714	7.1	10.9	88	882	9.5	13.5	118																
OUTDOOR																									
100 SHWG - 30 DAY AV FREQ	27.55	28.43				26.16																			
30 DAY REACH	71455	9180	91.8	12.8	104	8050	87.1	11.3	99																
50 SHWG - 30 DAY AV FREQ	14.56	14.94				13.82																			
30 DAY REACH	67742	8760	87.6	12.9	105	7613	82.3	11.2	98																
25 SHWG - 30 DAY AV FREQ	7.94	8.08				7.50																			
30 DAY REACH	62117	8086	80.8	13.0	105	6983	75.5	11.2	98																
CABLE TV: HOME WIRED	32077	4123	41.2	12.9	104	3496	37.8	10.9	95																
HOME NOT WIRED	48909	5882	58.8	12.0	97	5750	62.2	11.8	103																
HAVE PAY CABLE	15935	2369	23.7	14.9	120	1763	19.1	11.1	97																

SALAD OR COOKING OIL (EXCLUDING OLIVE OIL) - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PURE SUNFLOWER OIL				OTHER				A	B	C	D	A	B	C	D
		A	B	C	D	A	B	C	D								
		'000	%	%	%	'000	%	%	%	'000	%	%	%	'000	%	%	%
TOTAL FEMALE HOMEMAKERS	80986	100.0	100.0	12.4	100	9246	100.0	11.4	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5816	58.1	13.2	107	5011	54.2	11.4	100								
10:00 AM - 3:00 PM	30659	4176	41.7	13.6	110	3581	38.7	11.7	102								
3:00 PM - 7:00 PM	31045	3904	39.0	12.6	102	3590	38.8	11.6	101								
7:00 PM - MIDNIGHT	15767	2017	20.2	12.8	104	1579	17.1	10.0	88								
MIDNIGHT - 6:00 AM	9120	1066	10.7	11.7	95	894	9.7	9.8	86								
6:00 AM - MIDNIGHT	58527	7661	76.6	13.1	106	6631	71.7	11.3	99								
ENTIRE DAY	59311	7789	77.9	13.1	106	6702	72.5	11.3	99								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2180	21.8	13.5	109	1899	20.5	11.7	103								
ALL NEWS	2256	365	3.6	16.2	131	241	2.6	10.7	94								
AOR/PROGRESSIVE	3874	588	5.9	15.2	123	422	4.6	10.9	95								
BEAUTIFUL MUSIC	5660	735	7.3	13.0	105	599	6.5	10.6	93								
BLACK	2204	*156	1.6	7.1	57	282	3.0	12.8	112								
CLASSICAL	1418	*252	2.5	17.8	144	*151	1.6	10.6	93								
CHR/ROCK	9538	1309	13.1	13.7	111	923	10.0	9.7	85								
COUNTRY	12648	1557	15.6	12.3	100	1533	16.6	12.1	106								
GOLDEN OLDIES	1191	*150	1.5	12.6	102	*248	2.7	20.8	182								
MOR/NOCTALGIA	4757	627	6.3	13.2	107	551	6.0	11.6	101								
NEWS/TALK	3863	540	5.4	14.0	113	327	3.5	8.5	74								
RELIGIOUS	3084	385	3.8	12.5	101	345	3.7	11.2	98								
SOFT ROCK	521	**76	0.8	14.6	118	**61	0.7	11.7	103								
URBAN CONTEMPORARY	1585	*213	2.1	13.4	109	*112	1.2	7.1	62								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	389	3.9	11.9	97	413	4.5	12.7	111								
ABC DIRECTION	2316	195	1.9	8.4	68	317	3.4	13.7	120								
ABC ENTERTAINMENT	4834	706	7.1	14.6	118	586	6.3	12.1	106								
ABC FM	2202	*199	2.0	9.0	73	*183	2.0	8.3	73								
ABC INFORMATION	5425	775	7.7	14.3	116	702	7.6	12.9	113								
ABC ROCK	1677	*342	3.4	20.4	165	**102	1.1	6.1	53								
CBS	4430	640	6.4	14.4	117	478	5.2	10.8	95								
MUTUAL	4992	631	6.3	12.6	102	576	6.2	11.5	101								
NBC	4679	645	6.4	13.8	112	590	6.4	12.6	110								
RADIORADIO	1994	*218	2.2	10.9	88	*192	2.1	9.6	84								
RKO ONE	2298	340	3.4	14.8	120	*238	2.6	10.4	91								
RKO TWO	3311	320	3.2	9.7	78	406	4.4	12.3	107								
THE SOURCE	2114	289	2.9	13.7	111	*209	2.3	9.9	87								
NON-WIRED: BLAIR	8654	1010	10.1	11.7	94	997	10.8	11.5	101								
INTERNET	12025	1676	16.8	13.9	113	1361	14.7	11.3	99								
KATZ RADIO GROUP	15359	2028	20.3	13.2	107	1694	18.3	11.0	97								
SUPERNET	10628	1567	15.7	14.7	119	1066	11.5	10.0	88								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	914	9.1	10.6	85	1016	11.0	11.7	103								
WKDAY 9:00 AM - 1:00 PM	12163	1406	14.1	11.6	94	1491	16.1	12.3	107								
WKDAY 1:00 PM - 4:30 PM	16150	1748	17.5	10.8	88	2044	22.1	12.7	111								
WKDAY 4:30 PM - 7:30 PM	22463	2570	25.7	11.4	93	2638	28.5	11.7	103								
WKDAY 7:30 PM - 8:00 PM	31795	3557	35.6	11.2	91	3766	40.7	11.8	104								
WKDAY 11:00 PM - 11:30 PM	23977	2691	26.9	11.2	91	2761	29.9	11.5	101								
WKDAY 11:30 PM - 1:00 AM	7703	857	8.6	11.1	90	973	10.5	12.6	111								
M-SAT 8-11 PM-SUN 7-11 PM	33800	4191	41.9	12.4	100	3938	42.6	11.7	102								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	742	7.4	11.3	92	827	8.9	12.6	111								
ANOTHER WORLD	N 4620	429	4.3	9.3	75	695	7.5	15.0	132								
AS THE WORLD TURNS	C 5614	512	5.1	9.1	74	708	7.7	12.6	110								
CAPITOL	C 3396	348	3.5	10.2	83	407	4.4	12.0	105								
CBS MORN. NEWS 1	C 1446	166	1.7	11.5	93	195	2.1	13.5	118								
CBS MORN. NEWS 2	C 1207	121	1.2	10.0	81	168	1.8	13.9	122								
DAYS OF OUR LIVES	N 5877	663	6.6	11.3	91	784	8.5	13.3	117								
FACTS OF LIFE - DAYTIME	N 2290	200	2.0	8.7	71	263	2.8	11.5	101								
FAMILY FEUD	A 3023	272	2.7	9.0	73	377	4.1	12.5	109								
GENERAL HOSPITAL	A 6097	794	7.9	13.0	105	873	9.4	14.3	125								
GOOD MORNING, AMERICA-730	A 3515	342	3.4	9.7	79	422	4.6	12.0	105								
GOOD MORNING, AMERICA-830	A 2818	355	3.5	12.6	102	333	3.6	11.8	104								
GUIDING LIGHT	C 5339	513	5.1	9.6	78	601	6.5	11.3	99								
ONE LIFE TO LIVE	A 4478	609	6.1	13.6	110	585	6.3	13.1	114								
PRESS YOUR LUCK	C 2244	254	2.5	11.3	92	285	3.1	12.7	111								
PRICE IS RIGHT 1	C 4348	481	4.8	11.1	90	580	6.3	13.3	117								
PRICE IS RIGHT 2	C 5014	573	5.7	11.4	93	651	7.0	13.0	114								
RYAN'S HOPE	A 3150	416	4.2	13.2	107	408	4.4	13.0	113								
SALE OF THE CENTURY	N 2695	253	2.5	9.4	76	399	4.3	14.8	130								
SEARCH FOR TOMORROW	N 2319	187	1.9	8.1	65	230	2.5	9.9	87								
TODAY SHOW 1	N 2693	225	2.2	8.4	68	327	3.5	12.1	106								
TODAY SHOW 2	N 2498	168	1.7	6.7	54	314	3.4	12.6	110								
\$25,000 PYRAMID	C 2753	317	3.2	11.5	93	357	3.9	13.0	114								
WHEEL OF FORTUNE	N 4388	467	4.7	10.6	86	547	5.9	12.5	109								
YOUNG AND THE RESTLESS	C 5695	671	6.7	11.8	95	669	7.2	11.7	103								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	166	1.7	9.4	76	164	1.8	9.3	82								
NBA PLAYOFF GAME -1 C	1136	*139	1.4	12.2	99	170	1.8	15.0	131								
NBC MAJOR LEAGUE PRE-GAME N	953	**102	1.0	10.7	87	**156	1.7	16.4	143								
SPORTSWORLD - SUN N	1233	*148	1.5	12.0	97	*133	1.4	10.8	94								
SUNDAY MORNING C	1611	187	1.9	11.6	94	215	2.3	13.3	117								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	PURE SUNFLOWER OIL				OTHER											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	10005	100.0	12.4	100	9246	100.0	11.4	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	2908	29.1	11.2	90	3119	33.7	12.0	105								
NETWORK AFFILIATES - LATE	20261	2299	23.0	11.3	92	2246	24.3	11.1	97								
INDEPENDENTS - LATE	2076	217	2.2	10.5	85	207	2.2	10.0	87								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1265	12.6	12.1	98	1366	14.8	13.1	114								
ABC MONDAY NIGHT MOVIE	A 6412	856	8.6	13.3	108	752	8.1	11.7	103								
ABC SUNDAY NIGHT MOVIE	A 12407	1523	15.2	12.3	99	1454	15.7	11.7	103								
ABC WORLD NEWS TONIGHT	A 6176	674	6.7	10.9	88	738	8.0	11.9	105								
AFTERMASH	C 5863	766	7.7	13.1	106	505	5.5	8.6	75								
ALICE	C 9594	1197	12.0	12.5	101	1080	11.7	11.3	99								
AMERICAN PARADE	C 6622	801	8.0	12.1	98	925	10.0	14.0	122								
BENSON	A 10886	1321	13.2	12.1	98	1240	13.4	11.4	100								
BLUE THUNDER	A 5036	580	5.8	11.5	93	732	7.9	14.5	127								
CAGNEY & LACEY	C 9965	1279	12.8	12.8	104	1045	11.3	10.5	92								
CBS EVENING NEWS-DEAN	C 3491	409	4.1	11.7	95	393	4.3	11.3	99								
CBS EVENING NEWS-RATHER	C 7123	827	8.3	11.6	94	779	8.4	10.9	96								
CBS SAT. NEWS-SCHIEFFER	C 3621	332	3.3	9.2	74	382	4.1	10.5	92								
CBS SATURDAY NIGHT MOVIE	C 5436	724	7.2	13.3	108	548	5.9	10.1	88								
CBS WEDNESDAY NIGHT MOVIE	C 6100	743	7.4	12.2	99	731	7.9	12.0	105								
CHEERS	N 8889	1166	11.7	13.1	106	1042	11.3	11.7	103								
DALLAS	C 22109	2709	27.1	12.3	99	2476	26.8	11.2	98								
DIFF'RENT STROKES	N 6940	784	7.8	11.3	91	918	9.9	13.2	116								
DOUBLE TROUBLE	N 7223	895	8.9	12.4	100	795	8.6	11.0	96								
DUCK FACTORY	N 5595	627	6.3	11.2	91	661	7.1	11.8	103								
DUKES OF HAZZARD	C 5768	684	6.8	11.9	96	570	6.2	9.9	87								
DYNASTY	A 20053	2291	22.9	11.4	92	2523	27.3	12.6	110								
FACTS OF LIFE	N 8087	1009	10.1	12.5	101	886	9.6	11.0	96								
FALCON CREST	C 20046	2521	25.2	12.6	102	2198	23.8	11.0	96								
FALL GUY	A 9084	1101	11.0	12.1	98	1142	12.4	12.6	110								
FAMILY TIES	N 7964	969	9.7	12.2	98	1033	11.2	13.0	114								
FANTASY ISLAND	A 7687	864	8.6	11.2	91	953	10.3	12.4	109								
FOULUPS, BLEEPs & BLUNDERS	A 8861	1082	10.8	12.2	99	867	9.4	9.8	86								
FOUR SEASONS	C 5095	726	7.3	14.2	115	503	5.4	9.9	86								
GIMME A BREAK	N 8838	981	9.8	11.1	90	1085	11.7	12.3	108								
HART TO HART	A 8978	1190	11.9	13.3	107	979	10.6	10.9	96								
HILL STREET BLUES	N 8590	1082	10.8	12.6	102	861	9.3	10.0	88								
HOTEL	A 14085	1672	16.7	11.9	96	1830	19.8	13.0	114								
JEFFERSONS	C 9360	1075	10.7	11.5	93	1001	10.8	10.7	94								
JENNIFER SLEPT HERE	N 5841	678	6.8	11.6	94	694	7.5	11.9	104								
KATE & ALLIE	C 9206	1178	11.8	12.8	104	1005	10.9	10.9	96								
KNIGHT RIDER	N 7076	917	9.2	13.0	105	1023	11.1	14.5	127								
LOVE BOAT	A 12219	1311	13.1	10.7	87	1550	16.8	12.7	111								
MAGNUM PI	C 11199	1479	14.8	13.2	107	1318	14.3	11.8	103								
MAMA'S FAMILY	N 6057	636	6.4	10.5	85	665	7.2	11.0	96								
MASTER, THE	N 3598	487	4.9	13.5	110	467	5.1	13.0	114								
MATT HOUSTON	A 6344	861	8.6	13.6	110	824	8.9	13.0	114								
NBC MONDAY NIGHT MOVIE	N 11994	1646	16.5	13.7	111	1444	15.6	12.0	105								
NBC NIGHTLY NEWS	N 5132	603	6.0	11.7	95	673	7.3	13.1	115								
NBC NIGHTLY NEWS-SAT	N 3375	331	3.3	9.8	79	444	4.8	13.2	115								
NBC NIGHTLY NEWS-SUN	N 3130	363	3.6	11.6	94	330	3.6	10.5	92								
NBC SUNDAY NIGHT MOVIE	N 8284	1056	10.6	12.7	103	1084	11.7	13.1	115								
NEWMART	C 9240	1179	11.8	12.8	103	1073	11.6	11.6	102								
ONE DAY AT A TIME	C 7288	919	9.2	12.6	102	842	9.1	11.6	101								
PEOPLE ARE FUNNY	N 4855	539	5.4	11.1	90	467	5.1	9.6	84								
REAL PEOPLE	N 8869	1009	10.1	11.4	92	954	10.3	10.8	94								
REMINGTON STEELE	N 7743	1013	10.1	13.1	106	924	10.0	11.9	105								
RIPLEY'S BELIEVE IT - NOT	A 5345	805	8.0	15.1	122	628	6.8	11.7	103								
RIP TIDE	N 6988	959	9.6	13.7	111	887	9.6	12.7	111								
SCARECROW & MRS. KING	C 10002	1227	12.3	12.3	99	1129	12.2	11.3	99								
SIMON & SIMON	C 10638	1235	12.3	11.6	94	1410	15.2	13.3	116								
60 MINUTES	C 13293	1683	16.8	12.7	102	1483	16.0	11.2	98								
ST. ELSEWHERE	N 7017	844	8.4	12.0	97	697	7.5	9.9	87								
THREE'S COMPANY	A 10917	1412	14.1	12.9	105	1337	14.5	12.2	107								
T.J. HOOKER	A 9204	1018	10.2	11.1	90	1037	11.2	11.3	99								
TONIGHT SHOW	N 2372	284	2.8	12.0	97	284	3.1	12.0	105								
TRAPPER JOHN, M.D.	C 9846	1123	11.2	11.4	92	1121	12.1	11.4	100								
TV BLOOPERS & PRAC. JOKES	N 9105	1343	13.4	14.8	119	959	10.4	10.5	92								
20/20	A 9387	1209	12.1	12.9	104	1002	10.8	10.7	93								
WEBSTER	A 11067	1325	13.2	12.0	97	1314	14.2	11.9	104								
WORLD NEWS - SUN	A 3062	332	3.3	10.8	88	332	3.6	10.8	95								
YELLOW ROSE	N 4978	567	5.7	11.4	92	578	6.3	11.6	102								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	1100	11.0	12.4	100	927	10.0	10.4	91								
BASKETBALL - COLLEGE GAMES	4080	653	6.5	16.0	130	*456	4.9	11.2	98								
BASKETBALL - PRO GAMES	3607	*436	4.4	12.1	98	562	6.1	15.6	136								
BOWLING	3883	538	5.4	13.9	112	*552	6.0	14.2	125								
BOXING	3928	*460	4.6	11.7	95	*463	5.0	11.8	103								
FOOTBALL - COLLEGE GAMES	6366	704	7.0	11.1	90	718	7.8	11.3	99								
FOOTBALL - PRO GAMES	11300	1487	14.9	13.2	107	1485	16.1	13.1	115								
GOLF	3378	*480	4.8	14.2	115	*525	5.7	15.5	136								
POST-SEASON COLL. FOOTBALL	4906	676	6.8	13.8	112	614	6.6	12.5	110								
POST-SEASON PRO FOOTBALL	6120	867	8.7	14.2	115	746	8.1	12.2	107								
TENNIS	3033	*339	3.4	11.2	90	*338	3.7	11.1	98								
WRESTLING - PROFESSIONAL	3344	*340	3.4	10.2	82	*337	3.6	10.1	88								

	TOTAL U.S. '000	A '000	BAKING B % DOWN	C ACROSS %	D INDX	A '000	FRYING B % DOWN	C ACROSS %	D INDX	A '000	SALAD B % DOWN	C ACROSS %	D INDX	A '000	OTHER B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	36612	100.0	45.2	100	57900	100.0	71.5	100	23420	100.0	28.9	100	8663	100.0	10.7	100
18 - 24	9282	4177	11.4	45.0	100	6210	10.7	66.9	94	1860	7.9	20.0	69	884	10.2	9.5	89
25 - 34	19072	9008	24.6	47.2	104	14110	24.4	74.0	103	5039	21.5	26.4	91	2593	29.9	13.6	127
35 - 44	14591	7107	19.4	48.7	108	10711	18.5	73.4	103	4526	19.3	31.0	107	1518	17.5	10.4	97
45 - 54	11345	5053	13.8	44.5	99	8422	14.5	74.2	104	3362	14.4	29.6	102	1089	12.6	9.6	90
55 - 64	11635	5243	14.3	45.1	100	8684	15.0	74.6	104	4053	17.3	34.8	120	1148	13.3	9.9	92
65 OR OLDER	15061	6024	16.5	40.0	88	9764	16.9	64.8	91	4580	19.6	30.4	105	1432	16.5	9.5	89
18 - 34	28354	13185	36.0	46.5	103	20320	35.1	71.7	100	6899	29.5	24.3	84	3477	40.1	12.3	115
18 - 49	48339	22828	62.4	47.2	104	34998	60.4	72.4	101	12949	55.3	26.8	93	5511	63.6	11.4	107
25 - 54	45008	21168	57.8	47.0	104	33242	57.4	73.9	103	12927	55.2	28.7	99	5200	60.0	11.6	108
35 - 49	19985	9643	26.3	48.3	107	14678	25.4	73.4	103	6050	25.8	30.3	105	2033	23.5	10.2	95
50 OR OLDER	32647	13784	37.6	42.2	93	22902	39.6	70.2	98	10471	44.7	32.1	111	3153	36.4	9.7	90
GRADUATED COLLEGE	11155	5535	15.1	49.6	110	7978	13.8	71.5	100	4205	18.0	37.7	130	1632	18.8	14.6	137
ATTENDED COLLEGE	13682	7081	19.3	51.8	114	10394	18.0	76.0	106	4422	18.9	32.3	112	1569	18.1	11.5	107
GRADUATED HIGH SCHOOL	33880	15567	42.5	45.9	102	24945	43.1	73.6	103	9346	39.9	27.6	95	3262	37.7	9.6	90
DID NOT GRADUATE HIGH SCHOOL	22270	8429	23.0	37.8	84	14583	25.2	65.5	92	5447	23.3	24.5	85	2200	25.4	9.9	92
EMPLOYED	40306	19525	53.3	48.4	107	29747	51.4	73.8	103	11704	50.0	29.0	100	4442	51.3	11.0	103
EMPLOYED FULL-TIME	32850	15757	43.0	48.0	106	24163	41.7	73.6	103	9473	40.4	28.8	100	3772	43.5	11.5	107
EMPLOYED PART-TIME	7456	3768	10.3	50.5	112	5584	9.6	74.9	105	2231	9.5	29.9	103	670	7.7	9.0	84
NOT EMPLOYED	40680	17087	46.7	42.0	93	28153	48.6	69.2	97	11716	50.0	28.8	100	4222	48.7	10.4	97
PROFESSIONAL/MANAGER	10392	5461	14.9	52.6	116	7465	12.9	71.8	100	3508	15.0	33.8	117	1394	16.1	13.4	125
TECH/CLERICAL/SALES	17574	8653	23.6	49.2	109	13490	23.3	76.8	107	5430	23.2	30.9	107	1818	21.0	10.3	97
PRECISION/CRAFT	985	507	1.4	51.5	114	745	1.3	75.6	106	*231	1.0	23.5	81	**127	1.5	12.9	121
OTHER EMPLOYED	11354	4904	13.4	43.2	96	8047	13.9	70.9	99	2535	10.8	22.3	77	1103	12.7	9.7	91
SINGLE	9863	3993	10.9	40.5	90	6360	11.0	64.5	90	2480	10.6	25.1	87	1059	12.2	10.7	100
MARRIED	51375	24697	67.5	48.1	106	38137	65.9	74.2	104	15306	65.4	29.8	103	5571	64.3	10.8	101
DIVORCED/SEPARATED/WIDOWED	19748	7923	21.6	40.1	89	13403	23.1	67.9	95	5635	24.1	28.5	99	2034	23.5	10.3	96
PARENTS	32590	15636	42.7	48.0	106	24406	42.2	74.9	105	8518	36.4	26.1	90	3711	42.8	11.4	106
WHITE	70416	32470	88.7	46.1	102	51012	88.1	72.4	101	21330	91.1	30.3	105	7791	89.9	11.1	103
BLACK	8778	3308	9.0	37.7	83	5641	9.7	64.3	90	1566	6.7	17.8	62	623	7.2	7.1	66
OTHER	1791	*835	2.3	46.6	103	1247	2.2	69.6	97	*524	2.2	29.3	101	**250	2.9	14.0	130
NORTHEAST-CENSUS	17786	8098	22.1	45.5	101	12655	21.9	71.2	100	7492	32.0	42.1	146	2009	23.2	11.3	106
NORTH CENTRAL	20741	10552	28.8	50.9	113	15032	26.0	72.5	101	4998	21.3	24.1	83	1619	18.7	7.8	73
SOUTH	27775	11248	30.7	40.5	90	19217	33.2	69.2	97	5969	25.5	21.5	74	2728	31.5	9.8	92
WEST	14683	6715	18.3	45.7	101	10997	19.0	74.9	105	4961	21.2	33.8	117	2308	26.6	15.7	147
NORTHEAST-MKTG.	17961	8082	22.1	45.0	100	12444	21.5	69.3	97	7158	30.6	39.9	138	2080	24.0	11.6	108
EAST CENTRAL	11885	5311	14.5	44.7	99	8497	14.7	71.5	100	3615	15.4	30.4	105	970	11.2	8.2	76
WEST CENTRAL	14090	7545	20.6	53.5	118	10273	17.7	72.9	102	3329	14.2	23.6	82	1237	14.3	8.8	82
SOUTH	24081	9761	26.7	40.5	90	16984	29.3	70.5	99	4900	20.9	20.3	70	2297	26.5	9.5	89
PACIFIC	12969	5914	16.2	45.6	101	9702	16.8	74.8	105	4419	18.9	34.1	118	2081	24.0	16.0	150
COUNTY SIZE A	32439	14657	40.0	45.2	100	22484	38.8	69.3	97	10660	45.5	32.9	114	3524	40.7	10.9	102
COUNTY SIZE B	24915	11197	30.6	44.9	99	18139	31.3	72.8	102	7129	30.4	28.6	99	2533	29.2	10.2	95
COUNTY SIZE C	12930	5426	14.8	42.0	93	9452	16.3	73.1	102	3625	15.5	28.0	97	1575	18.2	12.2	114
COUNTY SIZE D	10703	5332	14.6	49.8	110	7824	13.5	73.1	102	2006	8.6	18.7	65	1031	11.9	9.6	90
METRO CENTRAL CITY	24518	10520	28.7	42.9	95	16582	28.6	67.6	95	6907	29.5	28.2	97	2283	26.4	9.3	87
METRO SUBURBAN	35919	16887	46.1	47.0	104	26657	46.0	74.2	104	11682	49.9	32.5	112	4086	47.2	11.4	106
NON METRO	20549	9205	25.1	44.8	99	14661	25.3	71.3	100	4831	20.6	23.5	81	2295	26.5	11.2	104
TOP 5 ADI'S	18341	7920	21.6	43.2	96	12984	22.4	70.8	99	6611	28.2	36.0	125	2120	24.5	11.6	108
TOP 10 ADI'S	25378	11421	31.2	45.0	100	17302	29.9	68.2	95	8808	37.6	34.7	120	2839	32.8	11.2	105
TOP 20 ADI'S	36488	16620	45.4	45.5	101	25512	44.1	69.9	98	12249	52.3	33.6	116	4194	48.4	11.5	107
HSHLD INC. \$50,000 OR MORE	6612	3504	9.6	53.0	117	4969	8.6	75.2	105	2455	10.5	37.1	128	849	9.8	12.8	120
\$40,000 OR MORE	12659	6525	17.8	51.5	114	9751	16.8	77.0	108	4609	19.7	36.4	126	1821	21.0	14.4	134
\$30,000 OR MORE	24698	12599	34.4	51.0	113	18668	32.2	75.6	106	8570	36.6	34.7	120	3169	36.6	12.8	120
\$25,000 OR MORE	32077	16235	44.3	50.6	112	24109	41.6	75.2	105	11013	47.0	34.3	119	3902	45.0	12.2	114
\$20,000 - \$24,999	9144	4321	11.8	47.3	105	6475	11.2	70.8	99	2379	10.2	26.0	90	931	10.7	10.2	95
\$15,000 - \$19,999	8728	3888	10.6	44.5	99	6300	10.9	72.2	101	2483	10.6	28.4	98	699	8.1	8.0	75
\$10,000 - \$14,999	12562	5062	13.8	40.3	89	9060	15.6	72.1	101	3343	14.3	26.6	92	1247	14.4	9.9	93
UNDER \$10,000	18475	7106	19.4	38.5	85	11957	20.7	64.7	91	4201	17.9	22.7	79	1884	21.7	10.2	95
HOUSEHOLD OF 1 PERSON	11987	4800	13.1	40.0	89	7430	12.8	62.0	87	3513	15.0	29.3	101	1186	13.7	9.9	92
2 PEOPLE	26577	11830	32.3	44.5	98	18942	32.7	71.3	100	8457	36.1	31.8	110	2850	32.9	10.7	100
3 OR 4 PEOPLE	30617	14336	39.2	46.8	104	22705	39.2	74.2	104	8256	35.3	27.0	93	3299	38.1	10.8	101
5 OR MORE PEOPLE	11804	5646	15.4	47.8	106	8824	15.2	74.8	105	3194	13.6	27.1	94	1328	15.3	11.3	105
NO CHILD IN HSHLD	46165	20031	54.7	43.4	96	31890	55.1	69.1	97	14325	61.2	31.0	107	4658	53.8	10.1	94
CHLD(REN) UNDER 2 YRS	5325	2433	6.6	45.7	101	3989	6.9	74.9	105	1019	4.4	19.1	66	721	8.3	13.5	127
2 - 5 YEARS	14221	6585	18.0	46.3	102	10328	17.8	72.6	102	3397	14.5	23.9	83	2038	23.5	14.3	134
6 - 11 YEARS	15117	7204	19.7	47.7	105	11532	19.9	76.3	107	3745	16.0	24.8	86	1579	18.2	10.4	98
12 - 17 YEARS	16611	7920	21.6	47.7	105	12596	21.8	75.8	106	4714	20.1	28.4	98	1613	18.6	9.7	91
RESIDENCE OWNED	55884	26399	72.1	47.2	104	40910	70.7	73.2	102	17014	72.6	30.4	105	6029	69.6	10.8	101
VALUE: \$50,000 OR MORE	31744	15811	43.2	49.8	110	23421	40.5	73.8	103	11007	47.0	34.7	120	3663	42.3	11.5	108
VALUE: UNDER \$50,000	24140	10588	28.9	43.9	97	17489	30.2	72.4	101	6007	25.6	24.9	86	2365	27.3	9.8	92

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	36612	100.0	45.2	100	57900	100.0	71.5	100	23420	100.0	28.9	100	8663	100.0	10.7	100
MAGAZINES	QUINTILE 1	15799	8208	22.4	52.0	115	11551	19.9	73.1	102	4940	21.1	31.3	108	1743	20.1	11.0	103
	QUINTILE 2	17259	8315	22.7	48.2	107	12978	22.4	75.2	105	5896	25.2	34.2	118	1889	21.8	10.9	102
	QUINTILE 3	13545	5941	16.2	43.9	97	9982	17.2	73.7	103	4206	18.0	31.1	107	1457	16.8	10.8	101
	QUINTILE 4	15133	6497	17.7	42.9	95	10724	18.5	70.9	99	4035	17.2	26.7	92	1515	17.5	10.0	94
	QUINTILE 5	19250	7651	20.9	39.7	88	12664	21.9	65.8	92	4344	18.5	22.6	78	2059	23.8	10.7	100
NEWSPAPERS	QUINTILE 1	12413	5658	15.5	45.6	101	9225	15.9	74.3	104	4485	19.2	36.1	125	1309	15.1	10.5	99
	QUINTILE 2	24116	11836	32.3	49.1	109	17074	29.5	70.8	99	7758	33.1	32.2	111	2605	30.1	10.8	101
	QUINTILE 3	11261	5228	14.3	46.4	103	8298	14.3	73.7	103	3273	14.0	29.1	101	1117	12.9	9.9	93
	QUINTILE 4	20255	8795	24.0	43.4	96	14816	25.6	73.1	102	5206	22.2	25.7	89	2165	25.0	10.7	100
	QUINTILE 5	12940	5096	13.9	39.4	87	8486	14.7	65.6	92	2698	11.5	20.9	72	1467	16.9	11.3	106
OUTDOOR	QUINTILE 1	14852	6906	18.9	46.5	103	10763	18.6	72.5	101	4341	18.5	29.2	101	1529	17.6	10.3	96
	QUINTILE 2	15725	7035	19.2	44.7	99	11396	19.7	72.5	101	4620	19.7	29.4	102	1865	21.5	11.9	111
	QUINTILE 3	16330	7885	21.5	48.3	107	11721	20.2	71.8	100	4758	20.3	29.1	101	1841	21.3	11.3	105
	QUINTILE 4	16744	7495	20.5	44.8	99	11707	20.2	69.9	98	4779	20.4	28.5	99	1859	21.5	11.1	104
	QUINTILE 5	17334	7291	19.9	42.1	93	12313	21.3	71.0	99	4922	21.0	28.4	98	1570	18.1	9.1	85
RADIO-DRIVE TIME	QUINTILE 1	15911	7134	19.5	44.8	99	11502	19.9	72.3	101	4550	19.4	28.6	99	1553	17.9	9.8	91
	QUINTILE 2	14837	7378	20.2	49.7	110	10834	18.7	73.0	102	4055	17.3	27.3	95	1523	17.6	10.3	96
	QUINTILE 3	15339	7069	19.3	46.1	102	10779	18.6	70.3	98	4471	19.1	29.1	101	1583	18.3	10.3	96
	QUINTILE 4	16723	7549	20.6	45.1	100	11926	20.6	71.3	100	5021	21.4	30.0	104	1685	19.5	10.1	94
	QUINTILE 5	18176	7482	20.4	41.2	91	12859	22.2	70.7	99	5322	22.7	29.3	101	2320	26.8	12.8	119
RADIO-MID- DAY	QUINTILE 1	21020	9730	26.6	46.3	102	15293	26.4	72.8	102	5915	25.3	28.1	97	2221	25.6	10.6	99
	QUINTILE 2	21610	9965	27.2	46.1	102	15505	26.8	71.7	100	6576	28.1	30.4	105	2442	28.2	11.3	106
	QUINTILE 3	38155	16918	46.2	44.1	98	27102	46.8	70.7	99	10929	46.7	28.5	99	4000	46.2	10.4	97
	QUINTILE 4	15988	7306	20.0	45.7	101	11486	19.8	71.8	100	4527	19.3	28.3	98	1603	18.5	10.0	94
	QUINTILE 5	15626	7395	20.2	47.3	105	11165	19.3	71.5	100	4392	18.8	28.1	97	1596	18.4	10.2	95
RADIO-TOTAL	QUINTILE 1	16723	8133	22.2	48.6	108	12140	21.0	72.6	102	5047	21.5	30.2	104	1849	21.3	11.1	103
	QUINTILE 2	16342	7409	20.2	45.3	100	11623	20.1	71.1	99	4643	19.8	28.4	98	1690	19.5	10.3	97
	QUINTILE 3	16306	6370	17.4	39.1	86	11487	19.8	70.4	99	4810	20.5	29.5	102	1925	22.2	11.8	110
	QUINTILE 4	15953	7026	19.2	44.0	97	11913	20.6	74.7	104	4873	20.8	30.5	106	1476	17.0	9.3	86
	QUINTILE 5	16137	7224	19.7	44.8	99	11364	19.6	70.4	99	4704	20.1	29.2	101	1683	19.4	10.4	97
TV-PRIME TIME	QUINTILE 1	16420	7836	21.4	47.7	106	11765	20.3	71.7	100	5015	21.4	30.5	106	1963	22.7	12.0	112
	QUINTILE 2	16687	7190	19.6	43.1	95	11873	20.5	71.2	100	4466	19.1	26.8	93	1789	20.7	10.7	100
	QUINTILE 3	15789	7337	20.0	46.5	103	10985	19.0	69.6	97	4362	18.6	27.6	96	1752	20.2	11.1	104
	QUINTILE 4	27736	12223	33.4	44.1	97	19426	33.6	70.0	98	7592	32.4	27.4	95	2446	36.2	8.8	82
	QUINTILE 5	26489	12200	33.3	46.1	102	18926	32.7	71.4	100	7301	31.2	27.6	95	3117	36.0	11.8	110
TV-DAYTIME	QUINTILE 1	26761	12189	33.3	45.5	101	19548	33.8	73.0	102	8527	36.4	31.9	110	3100	35.8	11.6	108
	QUINTILE 2	16345	6579	18.0	40.3	89	11172	19.3	68.4	96	4415	18.9	27.0	93	1336	15.4	8.2	76
	QUINTILE 3	16447	7915	21.6	48.1	106	12170	21.0	74.0	103	4900	20.9	29.8	103	1808	20.9	11.0	103
	QUINTILE 4	15980	7324	20.0	45.8	101	11639	20.1	72.8	102	4904	20.9	30.7	106	1628	18.8	10.2	95
	QUINTILE 5	15887	7354	20.1	46.3	102	11285	19.5	71.0	99	4681	20.0	29.5	102	1951	22.5	12.3	115
TV-TOTAL	QUINTILE 1	16326	7441	20.3	45.6	101	11634	20.1	71.3	100	4519	19.3	27.7	96	1940	22.4	11.9	111
	QUINTILE 2	20721	10560	28.8	51.0	113	15025	25.9	72.5	101	7205	30.8	34.8	120	2367	27.3	11.4	107
	QUINTILE 3	19186	8952	24.5	46.7	103	14665	25.3	76.4	107	5440	23.2	28.4	98	2098	24.2	10.9	102
	QUINTILE 4	21899	9650	26.4	44.1	97	15679	27.1	71.6	100	6710	28.7	30.6	106	2183	25.2	10.0	93
	QUINTILE 5	15451	7813	21.3	50.6	112	11494	19.9	74.4	104	4960	21.2	32.1	111	1939	22.4	12.5	117
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	25953	12424	33.9	47.9	106	19091	33.0	73.6	103	8413	35.9	32.4	112	2635	30.4	10.2	95
	QUINTILE 2	24400	10223	27.9	41.9	93	17084	29.5	70.0	98	6426	27.4	26.3	91	2490	28.7	10.2	95
	QUINTILE 3	18049	9157	25.0	50.7	112	13526	23.4	74.9	105	5498	24.3	31.6	109	1833	21.2	10.2	95
	QUINTILE 4	23571	11110	30.3	47.1	104	17409	30.1	73.9	103	7863	33.6	33.4	115	2735	31.6	11.6	108
	QUINTILE 5	23278	10102	27.6	43.4	96	16062	27.7	69.0	97	5923	25.3	25.4	88	2358	27.2	10.1	95
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	15459	7619	20.8	49.3	109	11275	19.5	72.9	102	5130	21.9	33.2	115	1541	17.8	10.0	93
	QUINTILE 2	25829	12534	34.2	48.5	107	19177	33.1	74.2	104	8264	35.3	32.0	111	3080	35.6	11.9	111
	QUINTILE 3	26039	10634	29.0	40.8	90	18251	31.5	70.1	98	6641	28.4	25.5	88	2423	28.0	9.3	87
	QUINTILE 4	16605	8344	22.8	50.2	111	11979	20.7	72.1	101	5680	24.3	34.2	118	1829	21.1	11.0	103
	QUINTILE 5	26834	12382	33.8	46.1	102	19253	33.3	71.7	100	8629	36.8	32.2	111	2695	31.1	10.0	94
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	23346	10123	27.6	43.4	96	16888	29.2	72.3	101	5823	24.9	24.9	86	2545	29.4	10.9	102
	QUINTILE 2	17133	8152	22.3	47.6	105	12525	21.6	73.1	102	5305	22.7	31.0	107	1811	20.9	10.6	99
	QUINTILE 3	25892	12297	33.6	47.5	105	18601	32.1	71.8	100	8958	38.2	34.6	120	2776	32.0	10.7	100
	QUINTILE 4	23167	10546	28.8	45.5	101	16521	28.5	71.3	100	5868	25.1	25.3	88	2263	26.1	9.8	91
	QUINTILE 5	17159	7913	21.6	46.1	102	12604	21.8	73.5	103	5942	25.4	34.6	120	1656	19.1	9.7	90
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	26214	12671	34.6	48.3	107	18727	32.3	71.4	100	8493	36.3	32.4	112	3030	35.0	11.6	108
	QUINTILE 2	23412	9901	27.0	42.3	94	16514	28.5	70.5	99	5461	23.3	23.3	81	2248	25.9	9.6	90
	QUINTILE 3	15303	7518	20.5	49.1	109	11191	19.3	73.1	102	4515	19.3	29.5	102	1735	20.0	11.3	106
	QUINTILE 4	24901	10972	30.0	44.1	97	17995	31.1	72.3	101	7248	30.9	29.1	101	28			

	TOTAL U.S. '000	BAKING				FRYING				SALAD				OTHER			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80911	36612	100.0	45.2	100	57900	100.0	71.5	100	23420	100.0	28.9	100	8663	100.0	10.7	100
ATLANTIC MONTHLY	415	*217	0.6	52.3	116	233	0.4	56.1	79	*215	0.9	51.8	179	**35	0.4	8.4	79
BARRON'S	453	*212	0.6	46.8	104	297	0.5	65.6	92	*167	0.7	36.9	127	**29	0.3	6.4	60
BETTER HOMES & GARDENS	16256	8585	23.4	52.8	117	11967	20.7	73.6	103	5421	23.1	33.3	115	1496	17.3	9.2	86
BON APPETIT	2535	1397	3.8	55.1	122	1888	3.3	74.5	104	1056	4.5	41.7	144	398	4.6	15.7	147
BUSINESS WEEK	1278	596	1.6	46.6	103	858	1.5	67.1	94	353	1.5	27.6	96	*202	2.3	15.8	148
CAR AND DRIVER	378	**168	0.5	44.4	98	*286	0.5	75.7	106	**89	0.4	23.5	81	**36	0.4	9.5	89
CBS MAGAZINE NETWORK (GROSS)	1498	857	2.3	57.2	127	1127	1.9	75.2	105	460	2.0	30.7	106	*160	1.8	10.7	100
CHANGING TIMES	1505	740	2.0	49.2	109	1109	1.9	73.7	103	536	2.3	35.6	123	*174	2.0	11.6	108
COLONIAL HOMES	1231	691	1.9	56.1	124	924	1.6	75.1	105	370	1.6	30.1	104	*192	2.2	15.6	146
CONDE NAST MAG. PKG. (GROSS)	14146	6612	18.1	46.7	103	10395	18.0	73.5	103	4324	18.5	30.6	106	1609	18.6	11.4	106
CONSUMERS DIGEST	1323	685	1.9	51.8	115	845	1.5	63.9	89	483	2.1	36.5	126	*175	2.0	13.2	124
COSMOPOLITAN	7102	3463	9.5	48.8	108	5280	9.1	74.3	104	2265	9.7	31.9	110	676	7.8	9.5	89
COUNTRY LIVING	2481	1380	3.8	55.6	123	1842	3.2	74.2	104	817	3.5	32.9	114	*214	2.5	8.6	81
CUISINE	1472	858	2.3	58.3	129	1110	1.9	75.4	105	735	3.1	49.9	173	*280	3.2	19.0	178
CYCLE WORLD	425	*228	0.6	53.6	119	336	0.6	79.1	111	**157	0.7	36.9	128	**28	0.3	6.6	62
DCI:CREATIVE IDEAS FOR LIV	2510	1275	3.5	50.8	112	1994	3.4	79.4	111	739	3.2	29.4	102	*253	2.9	10.1	94
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3338	9.1	49.9	110	5040	8.7	75.3	105	1978	8.4	29.5	102	681	7.9	10.2	95
DISCOVER	894	446	1.2	49.9	110	614	1.1	68.7	96	287	1.2	32.1	111	**117	1.4	13.1	122
EDMUND	3507	1526	4.2	43.5	96	2445	4.2	69.7	98	656	2.8	18.7	65	192	2.2	5.5	51
ESQUIRE	1083	468	1.3	43.2	96	709	1.2	65.5	92	266	1.1	24.6	85	**134	1.5	12.4	116
ESSENCE	1830	787	2.1	43.0	95	1264	2.2	69.1	97	324	1.4	17.7	61	**80	0.9	4.4	41
FAMILY CIRCLE	15930	8413	23.0	52.8	117	11762	20.3	73.8	103	5206	22.2	32.7	113	1566	18.1	9.8	92
THE FAMILY HANDYMAN	1126	612	1.7	54.4	120	855	1.5	75.9	106	381	1.6	33.8	117	**88	1.0	7.8	73
FAMILY WEEKLY	11468	5203	14.2	45.4	100	8847	15.3	77.1	108	3620	15.5	31.6	109	1268	14.6	11.1	103
FIELD & STREAM	2234	1067	2.9	47.8	106	1730	3.0	77.4	108	720	3.1	32.2	111	*193	2.2	8.6	81
FOOD & WINE	579	276	0.8	47.7	105	407	0.7	70.3	98	192	0.8	33.2	115	**103	1.2	17.8	166
FORBES	728	335	0.9	46.0	102	494	0.9	67.9	95	253	1.1	34.8	120	**57	0.7	7.8	73
FORTUNE	906	434	1.2	47.9	106	570	1.0	62.9	88	253	1.1	27.9	97	**106	1.2	11.7	109
GLAMOUR	5265	2602	7.1	49.4	109	3887	6.7	73.8	103	1566	6.7	29.7	103	**70	0.8	8.8	83
GOLF DIGEST	636	*295	0.8	46.4	103	483	0.8	75.9	106	*187	0.8	29.4	102	**64	0.7	10.1	94
GOLF DIGEST/TENNIS (GROSS)	1186	536	1.5	45.2	100	846	1.5	71.3	100	412	1.8	34.7	120	**128	1.5	10.8	101
GOLF MAGAZINE	441	*225	0.6	51.0	113	359	0.6	81.4	114	*167	0.7	37.9	131	**8	0.1	1.8	17
GOLF MAGAZINE/SKI (GROSS)	922	484	1.3	52.5	116	754	1.3	81.8	114	277	1.2	30.0	104	**70	0.8	7.6	71
GOOD HOUSEKEEPING	16487	8524	23.3	51.7	114	12391	21.4	75.2	105	5064	21.6	30.7	106	1691	19.5	10.3	96
HARPER'S BAZAAR	2423	1048	2.9	43.3	96	1851	3.2	76.4	107	741	3.2	30.6	106	*211	2.4	8.7	81
HEALTH	1994	1035	2.8	51.9	115	1420	2.5	71.2	100	510	2.2	25.6	88	*141	1.6	7.1	66
HEARST MAG CORP. BUY (GROSS)	44101	22304	60.9	50.6	112	32884	56.8	74.6	104	13836	59.1	31.4	108	4426	51.1	10.0	94
HEARST MAN POWER (GROSS)	1993	1071	2.9	53.7	119	1435	2.5	72.0	101	737	3.1	37.0	128	*194	2.2	9.7	91
HEARST WOMAN POWER (GROSS)	31274	15873	43.4	50.8	112	23516	40.6	75.2	105	9681	41.3	31.0	107	3112	35.9	10.0	93
HOUSE BEAUTIFUL	3623	1693	4.6	46.7	103	2605	4.5	71.9	101	1132	4.8	31.2	108	337	3.9	9.3	87
INC.	283	*115	0.3	40.6	90	*213	0.4	75.3	105	**97	0.4	34.3	119	**11	0.1	3.9	36
JET	2928	1177	3.2	40.2	89	1965	3.4	67.1	94	588	2.5	20.1	69	207	2.4	7.1	66
LADIES' HOME JOURNAL	11918	5961	16.3	50.0	111	8850	15.3	74.3	104	3389	14.5	28.4	98	1034	11.9	8.7	81
LHJ FAMILY GRP COMBO(GROSS)	16764	8501	23.2	50.7	112	12455	21.5	74.3	104	4625	19.7	27.6	95	1516	17.5	9.0	85
LIFE	4254	2130	5.8	50.1	111	3179	5.5	74.7	105	1242	5.3	29.2	101	504	5.8	11.8	111
L.A. TIMES HOME MAGAZINE	1145	462	1.3	40.3	89	762	1.3	66.6	93	338	1.4	29.5	102	284	3.3	24.8	232
MADEMOISELLE	2884	1377	3.8	47.7	106	2074	3.6	71.9	101	931	4.0	32.3	112	299	3.5	10.4	97
MC CALL'S	13460	7053	19.3	52.4	116	9995	17.3	74.3	104	3959	16.9	29.4	102	1326	15.3	9.9	92
MC CALL'S/WRK MOTHER (GROSS)	14606	7595	20.7	52.0	115	10883	18.8	74.5	104	4285	18.3	29.3	101	1377	15.9	9.4	88
MECHANIX ILLUSTRATED	772	378	1.0	49.0	108	627	1.1	81.2	114	*295	1.3	38.2	132	**89	1.0	11.5	108
METROPOLITAN HOME	967	480	1.3	49.6	110	702	1.2	72.6	102	346	1.5	35.8	124	**122	1.4	12.6	118
MONEY	1588	724	2.0	45.6	101	1029	1.8	64.8	91	570	2.4	35.9	124	*190	2.2	12.0	112
MOTHER EARTH NEWS	1002	488	1.3	48.7	108	732	1.3	73.1	102	381	1.6	38.0	131	**138	1.6	13.8	129
MS.	825	417	1.1	50.5	112	637	1.1	77.2	108	317	1.4	38.4	133	**79	0.9	9.6	90
NATIONAL ENQUIRER	10336	4464	12.2	43.2	96	7767	13.4	75.1	105	2958	12.6	28.6	99	1024	11.8	9.9	93
NATIONAL GEOGRAPHIC	9597	4846	13.2	50.5	112	6826	11.8	71.1	99	3280	14.0	34.2	118	1235	14.3	12.9	120
NATIONAL SUNDAY MAGAZINE PKG	49558	23276	63.6	47.0	104	36041	62.2	72.7	102	15600	66.6	31.5	109	5264	60.8	10.6	99
NATURAL HISTORY	573	316	0.9	55.1	122	399	0.7	69.6	97	*235	1.0	41.0	142	**74	0.9	12.9	121
NEW WOMAN	1699	763	2.1	44.9	99	1228	2.1	72.3	101	491	2.1	28.9	100	*232	2.7	13.7	128
NEW YORK INCLUDING CUE	443	*199	0.5	44.9	99	327	0.6	73.8	103	185	0.8	41.8	144	**46	0.5	10.4	97
THE NEW YORKER	1270	672	1.8	52.9	117	975	1.7	76.8	107	623	2.7	49.1	170	*177	2.0	13.9	130
NEWSWEEK	6277	3075	8.4	49.0	108	4344	7.5	69.2	97	2263	9.7	36.1	125	679	7.8	10.8	101
THE N.Y. TIMES DAILY EDITION	1205	519	1.4	43.1	95	821	1.4	68.1	95	514	2.2	42.7	148	*149	1.7	12.4	116
THE N.Y. TIMES MAGAZINE	2081	951	2.6	45.7	101	1446	2.5	69.5	97	996	4.3	47.9	166	*281	3.2	13.5	126
OWN	788	348	1.0	44.2	98	613	1.1	77.8	109	212	0.9	26.9	93	**125	1.4	15.9	148
ON CABLE	1158	530	1.4	45.8	101	752	1.3	64.9	91	316	1.3	27.3	94	*145	1.7	12.5	117
1001 HOME IDEAS	2852	1505	4.1	52.8	117	2185	3.8	76.6	107	726	3.1	25.5	88	341	3.9	12.0	112
ORGANIC GARDENING	1658	840	2.3	50.7	112	1314	2.3	79.3	111	648	2.8	39.1	135	*302	3.5	18.2	170
OUTDOOR LIFE	896	437	1.2	48.8	108	665	1.1	74.2	104	250	1.1	27.9	96	**86	1.0	9.6	90
PARADE MAGAZINE	24275	11422	31.2	47.1	104	17551	30.3	72.3	101	8237	35.2	33.9	117	2602	30.0	10.7	100

	TOTAL U.S. '000	A '000	BAKING B DOWN	C ACROSS %	D INDX	A '000	FRYING B DOWN	C ACROSS %	D INDX	A '000	SALAD B DOWN	C ACROSS %	D INDX	A '000	OTHER B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	36612	100.0	45.2	100	57900	100.0	71.5	100	23420	100.0	28.9	100	8663	100.0	10.7	100
PARENTS	3845	1836	5.0	47.8	106	2991	5.2	77.8	109	1141	4.9	29.7	103	519	6.0	13.5	126
PENTHOUSE	831	367	1.0	44.2	98	598	1.0	72.0	101	168	0.7	20.2	70	**90	1.0	10.8	101
PEOPLE	11645	5718	15.6	49.1	109	8472	14.6	72.8	102	3733	15.9	32.1	111	1267	14.6	10.9	102
PLAYBOY	2006	886	2.4	44.2	98	1480	2.6	73.8	103	523	2.2	26.1	90	**252	2.9	12.6	117
POPULAR HOT RODDING	297	**127	0.3	42.8	95	**220	0.4	74.1	104	**66	0.3	22.2	77	**22	0.3	7.4	69
POPULAR MECHANICS	1018	607	1.7	59.6	132	704	1.2	69.2	97	442	1.9	43.4	150	**95	1.1	9.3	87
POPULAR SCIENCE	878	528	1.4	60.1	133	694	1.2	79.0	111	370	1.6	42.1	146	**102	1.2	11.6	109
PREVENTION	3913	1980	5.4	50.6	112	2841	4.9	72.6	102	1392	5.9	35.6	123	478	5.5	12.2	114
PSYCHOLOGY TODAY	1710	886	2.4	51.8	115	1216	2.1	71.1	99	494	2.1	28.9	100	*231	2.7	13.5	126
READER'S DIGEST	22204	10463	28.6	47.1	104	16584	28.6	74.7	104	6760	28.9	30.4	105	2483	28.7	11.2	105
REDBOOK	7684	3886	10.6	50.6	112	5845	10.1	76.1	106	2352	10.0	30.6	106	745	8.6	9.7	91
ROAD & TRACK	410	*244	0.7	59.5	132	*306	0.5	74.6	104	**119	0.5	29.0	100	**55	0.6	13.4	125
ROLLING STONE	969	501	1.4	51.7	114	740	1.3	76.4	107	357	1.5	36.8	127	*113	1.3	11.7	109
RUNNER'S WORLD	298	*202	0.6	67.8	150	*135	0.2	45.3	63	**120	0.5	40.3	139	**57	0.7	19.1	179
SATURDAY EVENING POST	1169	585	1.6	50.3	111	889	1.5	76.0	106	438	1.9	37.5	130	*144	1.7	12.3	115
SCIENCE 84	587	270	0.7	46.0	102	472	0.8	80.4	112	*202	0.9	34.4	119	**96	1.1	16.4	153
SCIENCE DIGEST	482	237	0.6	49.2	109	333	0.6	69.1	97	*158	0.7	32.8	113	**50	0.6	10.4	97
SCIENTIFIC AMERICAN	594	330	0.9	55.6	123	408	0.7	68.7	96	*214	0.9	36.0	125	**87	1.0	14.6	137
SELF	2089	1002	2.7	48.0	106	1661	2.9	79.5	111	605	2.6	29.0	100	283	3.3	10.1	96
SEVENTEEN	2411	1200	3.3	49.8	110	1797	3.1	74.5	104	776	3.3	32.2	111	*195	2.3	8.1	76
SKI	480	259	0.7	54.0	119	395	0.7	82.3	115	*110	0.5	22.9	79	**62	0.7	12.9	121
SMITHSONIAN	2760	1490	4.1	54.0	119	1944	3.4	70.4	99	1119	4.8	40.5	140	353	4.1	12.8	120
SOAP OPERA DIGEST	3013	1265	3.5	42.0	93	2122	3.7	70.4	99	656	2.8	21.8	75	*220	2.5	7.3	68
SOUTHERN LIVING	4184	2063	5.6	49.3	109	3045	5.3	72.8	102	1238	5.3	29.6	102	428	4.9	10.2	96
SPORT	559	*271	0.7	48.5	107	380	0.7	68.0	95	*136	0.6	24.3	84	**32	0.4	5.7	54
THE SPORTING NEWS	436	**173	0.5	39.7	88	*343	0.6	78.7	110	**110	0.5	25.2	87	**57	0.7	13.1	122
SPORTS AFIELD	493	*227	0.6	46.0	102	398	0.7	80.7	113	*138	0.6	28.0	97	**48	0.6	9.7	91
SPORTS ILLUSTRATED	2758	1363	3.7	49.4	109	2065	3.6	74.9	105	896	3.8	32.5	112	303	3.5	11.0	103
STAR	7456	3125	8.5	41.9	93	5525	9.5	74.1	104	2165	9.2	29.0	100	650	7.5	8.7	81
SUNDAY	24936	12152	33.2	48.7	108	17444	30.1	70.0	98	8117	34.7	32.6	113	2668	30.8	10.7	100
SUNSET	2124	1144	3.1	53.9	119	1633	2.8	76.9	108	928	4.0	43.7	151	374	4.3	17.6	165
TV GUIDE	21661	9779	26.7	45.1	100	15976	27.6	73.8	103	6221	26.6	28.7	99	2235	25.8	10.3	96
TENNIS	550	*241	0.7	43.8	97	363	0.6	66.0	92	*225	1.0	40.9	141	**63	0.7	11.5	107
TIME	8880	4350	11.9	49.0	108	6737	11.6	75.9	106	3233	13.8	36.4	126	1036	12.0	11.7	109
TOWN & COUNTRY	917	480	1.3	52.3	116	584	1.0	63.7	89	324	1.4	35.3	122	*155	1.8	16.9	158
TRAVEL & LEISURE	972	506	1.4	52.1	115	730	1.3	75.1	105	426	1.8	43.8	152	**128	1.5	13.2	123
TRUE STORY	3356	1425	3.9	42.5	94	2402	4.1	71.6	100	677	2.9	20.2	70	*272	3.1	8.1	76
U.S. NEWS & WORLD REPORT	3410	1726	4.7	50.6	112	2505	4.3	73.5	103	1134	4.8	33.3	115	*421	4.9	12.3	115
USA TODAY	1759	974	2.7	55.4	122	1268	2.2	72.1	101	618	2.6	35.1	121	*155	1.8	8.8	82
US	1873	961	2.6	51.3	113	1385	2.4	73.9	103	535	2.3	28.6	99	*185	2.1	9.9	92
VOGUE	3909	1630	4.5	41.7	92	2773	4.8	70.9	99	1222	5.2	31.3	108	505	5.8	12.9	121
WALL STREET JOURNAL	1886	923	2.5	48.9	108	1360	2.3	72.1	101	694	3.0	36.8	127	*303	3.5	16.1	150
WEIGHT WATCHERS	2120	1085	3.0	51.2	113	1560	2.7	73.6	103	688	2.9	32.5	112	*228	2.6	10.8	101
WOMAN'S DAY	14172	7401	20.2	52.2	116	10638	18.4	75.1	105	4746	20.3	33.5	116	1443	16.7	10.2	95
WORKING MOTHER	1146	542	1.5	47.3	105	888	1.5	77.5	108	326	1.4	28.4	98	**51	0.6	4.5	42
WORKING WOMAN	1322	649	1.8	49.1	109	968	1.7	73.2	102	381	1.6	28.8	100	*182	2.1	13.8	129
WORLD TENNIS	*163	**86	0.2	52.8	117	*116	0.2	71.2	100	**50	0.2	30.7	106	**27	0.3	16.6	155
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1343	3.7	53.0	117	1791	3.1	70.7	99	765	3.3	30.2	104	361	4.2	14.3	133
BLAIR INSERTS	43657	20754	56.7	47.5	105	31446	54.3	72.0	101	14098	60.2	32.3	112	4659	53.8	10.7	100
DAILY NEWSPAPERS																	
READ ANY	51633	24134	65.9	46.7	103	37465	64.7	72.6	101	16111	68.8	31.2	108	5424	62.6	10.5	98
READ ONE	43463	20292	55.4	46.7	103	31270	54.0	71.9	101	13364	57.1	30.7	106	4596	53.1	10.6	99
READ TWO OR MORE	8170	3842	10.5	47.0	104	6195	10.7	75.8	106	2747	11.7	33.6	116	827	9.5	10.1	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	24922	68.1	47.3	105	38201	66.0	72.5	101	16836	71.9	32.0	111	5618	64.9	10.7	100
READ ONE	46126	21855	59.7	47.4	105	33419	57.7	72.5	101	14212	60.7	30.8	107	4832	55.8	10.5	98
READ TWO OR MORE	6552	3068	8.4	46.8	104	4782	8.3	73.0	102	2624	11.2	40.0	138	786	9.1	12.0	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.74				27.88				27.61				26.28			
30 DAY REACH	71455	32712	89.3	45.8	101	51059	88.2	71.5	100	20747	88.6	29.0	100	7875	90.9	11.0	103
50 SHWG - 30 DAY AV FREQ	14.56	14.60				14.72				14.66				13.79			
30 DAY REACH	67742	31112	85.0	45.9	102	48475	83.7	71.6	100	19582	83.6	28.9	100	7510	86.7	11.1	104
25 SHWG - 30 DAY AV FREQ	7.94	7.97				8.03				8.00				7.57			
30 DAY REACH	62117	28530	77.9	45.9	102	44460	76.8	71.6	100	17952	76.7	28.9	100	6839	78.9	11.0	103
CABLE TV: HOME WIRED	32077	15093	41.2	47.1	104	24084	41.6	75.1	105	9999	42.7	31.2	108	3755	43.3	11.7	109
HOME NOT WIRED	48909	21519	58.8	44.0	97	33816	58.4	69.1	97	13421	57.3	27.4	95	4908	56.7	10.0	94
HAVE PAY CABLE	15935	7898	21.6	49.6	110	12209	21.1	76.6	107	5167	22.1	32.4	112	1982	22.9	12.4	116

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	36612	100.0	45.2	100	57900	100.0	71.5	100	23420	100.0	28.9	100	8663	100.0	10.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	20526	56.1	46.7	103	31615	54.6	72.0	101	12780	54.6	29.1	101	4364	50.4	9.9	93
10:00 AM - 3:00 PM	30659	14317	39.1	46.7	103	22117	38.2	72.1	101	9079	38.8	29.6	102	3331	38.5	10.9	102
3:00 PM - 7:00 PM	31045	14615	39.9	47.1	104	22393	38.7	72.1	101	8795	37.6	28.3	98	3342	38.6	10.8	101
7:00 PM - MIDNIGHT	15767	7322	20.0	46.4	103	11398	19.7	72.3	101	4510	19.3	28.6	99	1677	19.4	10.6	99
MIDNIGHT - 6:00 AM	9120	4292	11.7	47.1	104	6598	11.4	72.3	101	2526	10.8	27.7	96	885	10.2	9.7	91
6:00 AM - MIDNIGHT	58527	27244	74.4	46.5	103	42284	73.0	72.2	101	16854	72.0	28.8	100	6202	71.6	10.6	99
ENTIRE DAY	59311	27604	75.4	46.5	103	42797	73.9	72.2	101	17048	72.8	28.7	99	6271	72.4	10.6	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8054	22.0	49.8	110	11822	20.4	73.1	102	4835	20.6	29.9	103	1864	21.5	11.5	108
ALL NEWS	2256	916	2.5	40.6	90	1585	2.7	70.3	98	796	3.4	35.3	122	323	3.7	14.3	134
AOR/PROGRESSIVE	3874	1865	5.1	48.1	106	2838	4.9	73.3	102	1309	5.6	33.8	117	443	5.1	11.4	107
BEAUTIFUL MUSIC	5660	2508	6.9	44.3	98	4337	7.5	76.6	107	1780	7.6	31.4	109	586	6.8	10.4	97
BLACK	2204	863	2.4	39.2	87	1445	2.5	65.6	92	448	1.9	20.3	70	*169	2.0	7.7	72
CLASSICAL	1418	719	2.0	50.7	112	1085	1.9	76.5	107	615	2.6	43.4	150	*201	2.3	14.2	133
CHR/ROCK	9538	4255	11.6	44.6	99	7046	12.2	73.9	103	2512	10.7	26.3	91	1126	13.0	11.8	110
COUNTRY	12648	5895	16.1	46.6	103	9154	15.8	72.4	101	3256	13.9	25.7	89	1078	12.4	8.5	80
GOLDEN OLDIES	1191	592	1.6	49.7	110	832	1.4	69.9	98	347	1.5	29.1	101	*175	2.0	14.7	137
MOR/NOSTALGIA	4757	2488	6.8	52.3	116	3546	6.1	74.5	104	1383	5.9	29.1	101	623	7.2	13.1	122
NEWS/TALK	3863	1704	4.7	44.1	98	2641	4.6	68.4	96	1234	5.3	31.9	110	453	5.2	11.7	110
RELIGIOUS	3084	1286	3.5	41.7	92	2101	3.6	68.1	95	792	3.4	25.7	89	351	4.1	11.4	106
SOFT ROCK	521	*203	0.6	39.0	86	357	0.6	68.5	96	*178	0.8	34.2	118	*161	0.7	11.7	109
URBAN CONTEMPORARY	1585	591	1.6	37.3	82	1061	1.8	66.9	94	367	1.6	23.2	80	*114	1.3	7.2	67
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1281	3.5	39.3	87	2321	4.0	71.2	100	785	3.4	24.1	83	287	3.3	8.8	82
ABC DIRECTION	2316	1042	2.8	45.0	100	1597	2.8	69.0	96	790	3.4	34.1	118	260	3.0	11.2	105
ABC ENTERTAINMENT	4834	2239	6.1	46.3	102	3347	5.8	69.2	97	1440	6.1	29.8	103	492	5.7	10.2	95
ABC FM	2202	1067	2.9	48.5	107	1569	2.7	71.3	100	536	2.3	24.3	84	*126	1.5	5.7	53
ABC INFORMATION	5425	2676	7.3	49.3	109	3985	6.9	73.5	103	1758	7.5	32.4	112	764	8.8	14.1	132
ABC ROCK	1677	828	2.3	49.4	109	1292	2.2	77.0	108	537	2.3	32.0	111	*196	1.1	5.7	54
CBS	4430	2029	5.5	45.8	101	3230	5.6	72.9	102	1199	5.1	27.1	94	584	6.7	13.2	123
MUTUAL	4992	2254	6.2	45.2	100	3625	6.3	72.6	102	1512	6.5	30.3	105	540	6.2	10.8	101
NBC	4679	2419	6.6	51.7	114	3395	5.9	72.6	101	1518	6.5	32.4	112	522	6.0	11.2	104
RADIORADIO	1994	799	2.2	40.1	89	1463	2.5	73.4	103	604	2.6	30.3	105	*156	1.8	7.8	73
RKO ONE	2298	876	2.4	38.1	84	1623	2.8	70.6	99	619	2.6	26.9	93	*284	3.3	12.4	116
RKO TWO	3311	1462	4.0	44.2	98	2294	4.0	69.3	97	882	3.8	26.6	92	292	3.4	8.8	82
THE SOURCE	2114	947	2.6	44.8	99	1587	2.7	75.1	105	644	2.7	30.5	105	*174	2.0	8.2	77
NON-WIRED : BLAIR	8654	4195	1.5	48.5	97	6295	10.9	72.7	102	2433	10.4	28.1	97	906	10.5	10.5	98
INTERNET	12025	5612	15.3	46.7	103	8759	15.1	72.8	102	3384	14.4	28.1	97	1532	17.7	12.7	119
KATZ RADIO GROUP	15359	7274	19.9	47.4	105	11152	19.3	72.6	102	4830	20.6	31.4	109	1707	19.7	11.1	104
SUPERNET	10628	5168	14.1	48.6	108	7726	13.3	72.7	102	2970	12.7	27.9	97	969	11.2	9.1	85
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3925	10.7	45.3	100	6026	10.4	69.6	97	2510	10.7	29.0	100	982	11.3	11.3	106
WKDAY 9:00 AM - 1:00 PM	12163	5132	14.0	42.2	93	8465	14.6	69.6	97	3206	13.7	26.4	91	1104	12.7	9.1	85
WKDAY 1:00 PM - 4:30 PM	16150	7020	19.2	43.5	96	11279	19.5	69.8	98	4245	18.1	26.3	91	1409	16.3	8.7	82
WKDAY 4:30 PM - 7:30 PM	22463	9495	25.9	42.3	94	15683	27.1	69.8	98	6504	27.8	29.0	100	2228	25.7	9.9	93
WKDAY 7:30 PM - 8:00 PM	31795	13976	38.2	44.0	97	22618	39.1	71.1	100	9210	39.3	29.0	100	3264	37.7	10.3	96
WKDAY 11:00 PM - 11:30 PM	23977	11054	30.2	46.1	102	17089	29.5	71.3	100	7004	29.9	29.2	101	2256	26.0	9.4	88
WKDAY 11:30 PM - 1:00 AM	7703	3666	10.0	47.6	105	5387	9.3	69.9	98	2219	9.5	28.8	100	712	8.2	9.2	86
M-SAT 8-11 PM+SUN 7-11 PM	33800	15243	41.6	45.1	100	24419	42.2	72.2	101	10034	42.8	29.7	103	3501	40.4	10.4	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2912	8.0	44.5	99	4634	8.0	70.9	99	1721	7.3	26.3	91	725	8.4	11.1	104
ANOTHER WORLD	N 4620	1965	5.4	42.5	94	3142	5.4	68.0	95	1233	5.3	26.7	92	361	4.2	7.8	73
AS THE WORLD TURNS	C 5614	2274	6.2	40.5	90	3966	6.8	70.6	99	1300	5.6	23.2	80	365	4.2	6.5	66
CAPITOL	C 3396	1400	3.8	41.2	91	2400	4.1	70.7	99	811	3.5	23.9	83	209	2.4	6.2	58
CBS MORN. NEWS 1	C 1446	611	1.7	42.3	93	918	1.6	63.5	89	385	1.6	26.6	92	*76	0.9	5.3	49
CBS MORN. NEWS 2	C 1207	481	1.3	39.9	88	746	1.3	61.8	86	322	1.4	26.7	92	*85	1.0	7.0	66
DAYS OF OUR LIVES	N 5877	2742	7.5	46.7	103	4103	7.1	69.8	98	1738	7.4	29.6	102	531	6.1	9.0	84
FACTS OF LIFE - DAYTIME	N 2290	874	2.4	38.2	84	1519	2.6	66.3	93	522	2.2	22.8	79	149	1.7	6.5	61
FAMILY FEUD	A 3023	1274	3.5	42.1	93	2161	3.7	71.5	100	785	3.4	26.0	90	321	3.7	10.6	99
GENERAL HOSPITAL	A 6097	2834	7.7	46.5	103	4297	7.4	70.5	99	1585	6.8	26.0	90	606	7.0	9.9	93
GOOD MORNING, AMERICA-730A	A 3515	1758	4.8	50.0	111	2555	4.4	72.7	102	1003	4.3	28.5	99	481	5.6	13.7	128
GOOD MORNING, AMERICA-830A	A 2818	1304	3.6	46.3	102	2079	3.6	73.8	103	894	3.8	31.7	110	319	3.7	11.3	106
GUIDING LIGHT	C 5339	2164	5.9	40.5	90	3653	6.3	68.4	96	1415	6.0	26.5	92	387	4.5	7.2	68
ONE LIFE TO LIVE	A 4478	2184	6.0	48.8	108	3183	5.5	71.1	99	1011	4.3	22.6	78	405	4.7	9.0	85
PRESS YOUR LUCK	C 2244	1026	2.8	45.7	101	1585	2.7	70.6	99	589	2.5	26.2	91	208	2.4	9.3	87
PRICE IS RIGHT 1	C 4348	1815	5.0	41.7	92	2897	5.0	66.6	93	899	3.8	20.7	71	330	3.8	7.6	71
PRICE IS RIGHT 2	C 5014	2082	5.7	41.5	92	3401	5.9	67.8	95	1114	4.8	22.2	77	365	4.2	7.3	68
RYAN'S HOPE	A 3150	1283	3.5	40.7	90	2151	3.7	68.3	96	876	3.7	27.8	96	320	3.7	10.2	95
SALE OF THE CENTURY	N 2695	975	2.7	36.2	80	1783	3.1	66.2	93	664	2.8	24.6	85	159	1.8	5.9	55
SEARCH FOR TOMORROW	N 2319	1022	2.8	44.1	97	1592	2.7	68.7	96	630	2.7	27.2	94	*176	2.0	7.6	71
TODAY SHOW 1	N 2693	1120	3.1	41.6	92	1801	3.1	66.9	94	858	3.7	31.9	110	279	3.2	10.4	97
TODAY SHOW 2	N 2498	1054	2.9	42.2	93	1648	2.8	66.0	92	806	3.4	32.3	112	240	2.8	9.6	90
\$25,000 PYRAMID	C 2753	1157	3.2	42.0	93	1785	3.1	64.8	91	675	2.9	24.5	85	202	2.3	7.3	69
WHEEL OF FORTUNE	N 4388	1811	4.9	41.3	91	3075	5.3	70.1	98	1159	4.9	26.4	91	398	4.6	9.1	85
YOUNG AND THE RESTLESS	C 5695	2182	6.0	38.3	85	3974	6.9	69.8	98	1212	5.2	21.3	74	472	5.4	8.3	77
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	735	2.0	41.8	92	1281	2.2	72.8	102	588	2.5	33.4	116	168	1.9	9.5	89
NBA PLAYOFF GAME -1 C	1136	517	1.4	45.5	101	897	1.5	79.0	110	279	1.2	24.6	85	*119	1.4	10.5	98
NBC MAJOR LEAGUE PRE-GAME N	953	327	0.9	34.3	76	581	1.0	61.0	85	*204	0.9	21.4	74	**40	0.5	4.2	39
SPORTSWORLD - SUN N	1233	558	1.5	45.3	100	772	1.3	62.6	88	318	1.4	25.8	89	**72	0.8	5.8	55
SUNDAY MORNING C																	

	TOTAL U.S. '000	A '000	BAKING B % DOWN	C % ACROSS	D % INDX	A '000	FRYING B % DOWN	C % ACROSS	D % INDX	A '000	SALAD B % DOWN	C % ACROSS	D % INDX	A '000	OTHER B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	36612	100.0	45.2	100	57900	100.0	71.5	100	23420	100.0	28.9	100	8663	100.0	10.7	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	10923	29.8	41.9	93	18174	31.4	69.7	98	7542	32.2	28.9	100	2601	30.0	10.0	93
NETWORK AFFILIATES - LATE	20261	9275	25.3	45.8	101	14387	24.8	71.0	99	6057	25.9	29.9	103	1956	22.6	9.7	90
INDEPENDENTS - LATE	2076	954	2.6	46.0	102	1475	2.5	71.1	99	710	3.0	34.2	118	198	2.3	9.5	89
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	4508	12.3	43.1	95	7588	13.1	72.6	102	2866	12.2	27.4	95	1068	12.3	10.2	96
ABC MONDAY NIGHT MOVIE	A 6412	2995	8.2	46.7	103	4499	7.8	70.2	98	1873	8.0	29.2	101	709	8.2	11.1	103
ABC SUNDAY NIGHT MOVIE	A 12407	5671	15.5	45.7	101	9103	15.7	73.4	103	3841	16.4	31.0	107	1317	15.2	10.6	99
ABC WORLD NEWS TONIGHT	A 6176	2666	7.3	43.2	95	4510	7.8	73.0	102	1943	8.3	31.5	109	663	7.7	10.7	100
AFTERMASH	C 5863	2582	7.1	44.0	97	4070	7.0	69.4	97	1800	7.7	30.7	106	456	5.3	7.8	73
ALICE	C 9594	4304	11.8	44.9	99	6870	11.9	71.6	100	2808	12.0	29.3	101	999	11.5	10.4	97
AMERICAN PARADE	C 6622	2984	8.2	45.1	100	4559	7.9	68.8	96	2001	8.5	30.2	104	691	8.0	10.4	98
BENSON	A 10886	4736	12.9	43.5	96	7846	13.6	72.1	101	3699	15.8	34.0	118	1311	15.1	12.0	113
BLUE THUNDER	A 5036	2443	6.7	48.5	107	3806	6.6	75.6	106	1498	6.4	29.7	103	540	6.2	10.7	100
CAGNEY & LACEY	C 9965	4555	12.4	45.7	101	7228	12.5	72.5	101	2788	11.9	28.0	97	1038	12.0	10.4	97
CBS EVENING NEWS-DEAN	C 3491	1613	4.4	46.2	102	2504	4.3	71.7	100	1297	5.5	37.2	128	364	4.2	10.4	97
CBS EVENING NEWS-RATHER	C 7123	3231	8.8	45.4	100	4929	8.5	69.2	97	2225	9.5	31.2	108	745	8.6	10.5	98
CBS SAT. NEWS-SCHIEFFER	C 3621	1470	4.0	40.6	90	2558	4.4	70.6	99	1106	4.7	30.5	106	374	4.3	10.3	97
CBS SATURDAY NIGHT MOVIE	C 5436	2488	6.8	45.8	101	4111	7.1	75.6	106	1555	6.6	28.6	99	542	6.3	10.0	93
CBS WEDNESDAY NIGHT MOVIE	C 6100	2628	7.2	43.1	95	4382	7.6	71.8	100	1829	7.8	30.0	104	543	6.3	8.9	83
CHEERS	N 8889	4073	11.1	45.8	101	6511	11.2	73.2	102	2800	12.0	31.5	109	1130	13.0	12.7	119
DALLAS	C 22109	9791	26.7	44.3	98	15979	27.6	72.3	101	6603	28.2	29.9	103	2079	24.0	9.4	88
DIFF'RENT STROKES	N 6940	3097	8.5	44.6	99	4788	8.3	69.0	96	1825	7.8	26.3	91	729	8.4	10.5	98
DOUBLE TROUBLE	N 7223	3300	9.0	45.7	101	5210	9.0	72.1	101	2281	9.7	31.6	109	687	7.9	9.5	89
DUCK FACTORY	N 5595	2592	7.1	46.3	102	4228	7.3	75.6	106	1761	7.5	31.5	109	807	9.3	14.4	135
DUKES OF HAZZARD	C 5768	2542	6.9	44.1	97	4025	7.0	69.8	98	1471	6.3	25.5	88	561	6.5	9.7	91
DYNASTY	A 20053	9310	25.4	46.4	103	14354	24.8	71.6	100	5606	23.9	28.0	97	1975	22.8	9.8	92
FACETS OF LIFE	N 8087	3553	9.7	43.9	97	5862	10.1	72.5	101	2521	10.8	31.2	108	875	10.1	10.8	101
FALCON CREST	C 20046	9010	24.6	44.9	99	14325	24.7	71.5	100	5743	24.5	28.6	99	1849	21.3	9.2	86
FALL GUY	A 9084	4017	11.0	44.2	98	6681	11.5	73.5	103	2488	10.6	27.4	95	941	10.9	10.4	97
FAMILY TIES	N 7964	3708	10.1	46.6	103	5765	10.0	72.4	101	2495	10.7	31.3	108	869	10.0	10.9	102
FANTASY ISLAND	A 7687	3376	9.2	43.9	97	5407	9.3	70.3	98	2170	9.3	28.2	98	892	10.3	11.6	108
FOULPUS, BLEEP & BLUNDERS	A 8861	3979	10.9	44.9	99	6421	11.1	72.5	101	2676	11.4	30.2	104	900	10.4	10.2	95
FOUR SEASONS	C 5095	2341	6.4	45.9	102	3647	6.3	71.6	100	1698	7.3	33.3	115	464	5.4	9.1	85
GIMME A BREAK	N 8838	3779	10.3	42.8	95	6128	10.6	69.3	97	2610	11.1	29.5	102	892	10.3	10.1	94
HART TO HART	A 8978	3884	10.6	43.3	96	6325	10.9	70.4	99	2496	10.7	27.8	96	773	8.9	8.6	80
HILL STREET BLUES	N 8590	4007	10.9	46.6	103	6176	10.7	71.9	101	2531	10.8	29.5	102	832	9.6	9.7	91
HOTEL	A 14085	6501	17.8	46.2	102	10056	17.4	71.4	100	4083	17.4	29.0	100	1371	15.8	9.7	91
JEFFERSONS	C 9360	4148	11.3	44.3	98	6568	11.3	70.2	98	2845	12.1	30.4	105	832	9.6	8.9	83
JENNIFER SLEPT HERE	N 5841	2725	7.4	46.7	103	4153	7.2	71.1	99	1550	6.6	26.5	92	616	7.1	10.5	99
KATE & ALLIE	C 9206	4095	11.2	44.5	98	6648	11.5	72.2	101	2663	11.4	28.9	100	968	11.2	10.5	98
KNIGHT RIDER	N 7076	3138	8.6	44.3	98	5149	8.9	72.8	102	1971	8.4	27.9	96	710	8.2	10.0	94
LOVE BOAT	A 12219	5211	14.2	42.6	94	8609	14.9	70.5	99	3649	15.6	29.9	103	1396	16.1	11.4	107
MAGNUM PI	C 11199	4747	13.0	42.4	94	8049	13.9	71.9	101	3134	13.4	28.0	97	1035	11.9	9.2	86
MAMA'S FAMILY	N 6057	2616	7.1	43.2	96	4433	7.7	73.2	102	1824	7.8	30.1	104	607	7.0	10.0	94
MASTER, THE	N 3598	1601	4.4	44.5	98	2670	4.6	74.2	104	1116	4.8	31.0	107	360	4.2	10.0	94
MATT HOUSTON	A 6344	3133	8.6	49.4	109	4779	8.3	75.3	105	2027	8.7	32.0	110	744	8.6	11.7	110
NBC MONDAY NIGHT MOVIE	N 11994	5407	14.8	45.1	100	8645	14.9	72.1	101	3364	14.4	28.0	97	1116	12.9	9.3	87
NBC NIGHTLY NEWS	N 5132	2150	5.9	41.9	93	3412	5.9	66.5	93	1553	6.6	30.3	105	474	5.5	9.2	86
NBC NIGHTLY NEWS-SAT	N 3375	1347	3.7	39.9	88	2302	4.0	68.2	95	959	4.1	28.4	98	309	3.6	9.2	86
NBC NIGHTLY NEWS-SUN	N 3130	1333	3.6	42.6	94	2054	3.5	65.6	92	996	4.3	31.8	110	300	3.5	9.6	90
NBC SUNDAY NIGHT MOVIE	N 8284	3729	10.2	45.0	100	6141	10.6	74.1	104	2197	9.4	26.5	92	949	11.0	11.5	107
NEINHART	C 9240	4175	11.4	45.2	100	6743	11.6	73.0	102	2852	12.2	30.9	107	971	11.2	10.5	98
ONE DAY AT A TIME	C 7288	3313	9.0	45.5	101	5171	8.9	71.0	99	1912	8.2	26.2	91	691	8.0	9.5	89
PEOPLE ARE FUNNY	N 4855	2274	6.2	46.8	104	3520	6.1	72.5	101	1510	6.4	31.1	108	448	5.2	9.2	86
REAL PEOPLE	N 8869	3987	10.9	45.0	99	6268	10.8	70.7	99	2620	11.2	29.5	102	912	10.5	10.3	96
REMINGTON STEELE	N 7743	3554	9.7	45.9	102	5642	9.7	72.9	102	2185	9.3	28.2	98	774	8.9	10.0	93
RIPLY'S BELIEVE IT - NOT	A 5345	2715	7.4	50.8	112	4050	7.0	75.8	106	1667	7.1	31.2	108	566	6.5	10.6	99
RIPTIDE	N 6988	3263	8.9	46.7	103	5177	8.9	74.1	104	1854	7.9	26.5	92	647	7.5	9.3	87
SCARECROW & MRS. KING	C 10002	4270	11.7	42.7	94	6966	12.0	69.6	97	2733	11.7	27.3	94	1172	13.5	11.7	110
SIMON & SIMON	C 10638	4675	12.8	43.9	97	7907	13.7	74.3	104	2899	12.4	27.3	94	1040	12.0	9.8	91
60 MINUTES	C 13293	5734	15.7	43.1	95	9127	15.8	68.7	96	4185	17.9	31.5	109	1466	16.9	11.0	103
ST. ELSEWHERE	N 7017	3216	8.8	45.8	101	5036	8.7	71.8	100	2178	9.3	31.0	107	831	9.6	11.8	111
THREE'S COMPANY	A 10917	5008	13.7	45.9	101	8199	14.2	75.1	105	3103	13.2	28.4	98	1055	12.2	9.7	90
T.J. HOOKER	A 9204	3800	10.4	41.3	91	6423	11.1	69.8	98	2685	11.5	29.2	101	954	11.0	10.4	97
TONIGHT SHOW	N 2372	1216	3.3	51.3	113	1633	2.8	68.8	96	860	3.7	36.3	125	275	3.2	11.6	108
TRAPPER JOHN, M.D.	C 9846	4309	11.8	43.8	97	6754	11.7	68.6	96	2691	11.5	27.3	95	901	10.4	9.2	86
TV BOOPERS & PRAC. JOKES	N 9105	4380	12.0	48.1	106	6620	11.4	72.7	102	2652	11.3	29.1	101	970	11.2	10.7	100
20/20	A 9387	4467	12.2	47.6	105	6877	11.9	73.3	102	2930	12.5	31.2	108	1176	13.6	12.5	117
WEBSTER	A 11067	4851	13.2	43.8	97	7948	13.7	71.8	100	3721	15.9	33.6	116	1220	14.1	11.0	103
WORLD NEWS - SUN	A 3062	1426	3.9	46.6	103	2218	3.8	72.4	101	962	4.1	31.4	109	440	5.1	14.4	134
YELLOW ROSE	N 4978	2298	6.3	46.2	102	3620	6.3	72.7	102	1369	5.8	27.5	95	500	5.8	10.0	94
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	4191	11.4	47.2	104	6710	11.6	75.6	106	2828	12.1	31.9	110	925	10.7	10.4	97
BASKETBALL - COLLEGE GAMES	4080	1970	5.4	48.3	107	3142	5.4	77.0	108	1229	5.2	30.1	104				

	TOTAL U.S. '000	A '000	CRISCO B % DOWN	C ACROSS %	D INDX	A '000	KRAFT B % DOWN	C ACROSS %	D INDX	A '000	MAZOLA B % DOWN	C ACROSS %	D INDX	A '000	PLANTERS B % DOWN	PEANUT C ACROSS %	OIL D INDX
TOTAL FEMALE HOMEMAKERS	80986	35888	100.0	44.3	100	3433	100.0	4.2	100	26196	100.0	32.3	100	3425	100.0	4.2	100
18 - 24	9282	4397	12.3	47.4	107	*477	13.9	5.1	121	2174	8.3	23.4	72	**117	3.4	1.3	30
25 - 34	19072	9388	26.2	49.2	111	511	14.9	2.7	63	5741	21.9	30.1	93	884	25.8	4.6	110
35 - 44	14591	6805	19.0	46.6	105	719	20.9	4.9	116	4250	16.2	29.1	90	704	20.6	4.8	114
45 - 54	11345	4898	13.6	43.2	97	*478	13.9	4.2	99	4039	15.4	35.6	110	*490	14.3	4.3	102
55 - 64	11635	4742	13.2	40.8	92	580	16.9	5.0	118	4654	17.8	40.0	124	*574	16.8	4.9	117
65 OR OLDER	15061	5658	15.8	37.6	85	668	19.5	4.4	105	5338	20.4	35.4	110	657	19.2	4.4	103
18 - 34	28354	13786	38.4	48.6	110	988	28.8	3.5	82	7915	30.2	27.9	86	1001	29.2	3.5	83
18 - 49	48339	22835	63.6	47.2	107	2004	58.4	4.1	98	14167	54.1	29.3	91	1952	57.0	4.0	95
25 - 54	45008	21090	58.8	46.9	106	1707	49.7	3.8	89	14030	53.6	31.2	96	2078	60.7	4.6	109
35 - 49	19985	9049	25.2	45.3	102	1016	29.6	5.1	120	6252	23.9	31.3	97	951	27.8	4.8	113
50 OR OLDER	32647	13053	36.4	40.0	90	1430	41.7	4.4	103	12029	45.9	36.8	114	1474	43.0	4.5	107
GRADUATED COLLEGE	11155	4419	12.3	39.6	89	*307	8.9	2.8	65	3911	14.9	35.1	108	1019	29.8	9.1	216
ATTENDED COLLEGE	13682	6455	18.0	47.2	106	670	19.5	4.9	116	4661	17.8	34.1	105	637	18.6	4.7	110
GRADUATED HIGH SCHOOL	33880	16020	44.6	47.3	107	1623	47.3	4.8	113	10895	41.6	32.2	99	1094	31.9	3.2	76
DID NOT GRADUATE HIGH SCHOOL	22270	8993	25.1	40.4	91	832	24.2	3.7	88	6729	25.7	30.2	93	676	19.7	3.0	72
EMPLOYED	40306	17791	49.6	44.1	100	1510	44.0	3.7	88	13233	50.5	32.8	101	1870	54.6	4.6	110
EMPLOYED FULL-TIME	32850	14370	40.0	43.7	99	1282	37.3	3.9	92	10577	40.4	32.2	100	1580	46.1	4.8	114
EMPLOYED PART-TIME	7456	3421	9.5	45.9	104	**228	6.6	3.1	72	2657	10.1	35.6	110	*290	8.5	3.9	92
NOT EMPLOYED	40680	18097	50.4	44.5	100	1923	56.0	4.7	112	12963	49.5	31.9	99	1555	45.4	3.8	90
PROFESSIONAL/MANAGER	10392	4308	12.0	41.5	94	*325	9.5	3.1	74	3628	13.8	34.9	108	745	21.8	7.2	170
TECH/CLERICAL/SALES	17574	7955	22.2	45.3	102	657	19.1	3.7	88	5913	22.6	33.6	104	808	23.6	4.6	109
PRECISION/CRAFT	985	*461	1.3	46.8	106	**20	0.6	2.0	48	*316	1.2	32.1	99	**36	1.1	3.7	86
OTHER EMPLOYED	11354	5067	14.1	44.6	101	*507	14.8	4.5	105	3377	12.9	29.7	92	*282	8.2	2.5	59
SINGLE	9863	3839	10.7	38.9	88	*368	10.7	3.7	88	2773	10.6	28.1	87	400	11.7	4.1	96
MARRIED	51375	24174	67.4	47.1	106	2077	60.5	4.0	95	17380	66.3	33.8	105	2173	63.4	4.2	100
DIVORCED/SEPARATED/WIDOWED	19748	7875	21.9	39.9	90	988	28.8	5.0	118	6043	23.1	30.6	95	852	24.9	4.3	102
PARENTS	32590	16458	45.9	50.5	114	1474	42.9	4.5	107	9529	36.4	29.2	90	1115	32.6	3.4	81
WHITE	70416	31248	87.1	44.4	100	2846	82.9	4.0	95	23496	89.7	33.4	103	2988	87.2	4.2	100
BLACK	8778	3929	10.9	44.8	101	508	14.8	5.8	137	2117	8.1	24.1	75	*382	11.2	4.4	103
OTHER	1791	*710	2.0	39.6	89	**79	2.3	4.4	104	*583	2.2	32.6	101	**56	1.6	3.1	74
NORTHEAST-CENSUS	17786	6763	18.8	38.0	86	846	24.6	4.8	112	6964	26.6	39.2	121	1080	31.5	6.1	144
NORTH CENTRAL	20741	10189	28.4	49.1	111	859	25.0	4.1	98	6993	26.7	33.7	104	633	18.5	3.1	72
SOUTH	27775	13385	37.3	48.2	109	1244	36.2	4.5	106	7345	28.0	26.4	82	1102	32.2	4.0	94
WEST	14683	5551	15.5	37.8	85	*485	14.1	3.3	78	4894	18.7	33.3	103	611	17.8	4.2	98
NORTHEAST-MKTG.	17961	6447	18.0	35.9	81	943	27.5	5.3	124	6561	25.0	36.5	113	1302	38.0	7.2	171
EAST CENTRAL	11885	5713	15.9	48.1	108	368	10.7	3.1	73	3711	14.2	31.2	97	*379	11.1	3.2	75
WEST CENTRAL	14090	6922	19.3	49.1	111	641	18.7	4.5	107	5095	19.4	36.2	112	*454	13.3	3.2	76
SOUTH	24081	12124	33.8	50.3	114	1062	30.9	4.4	104	6509	24.8	27.0	84	791	23.1	3.3	78
PACIFIC	12969	4683	13.0	36.1	81	*420	12.2	3.2	76	4320	16.5	33.3	103	500	14.6	3.9	91
COUNTY SIZE A	32439	11828	33.0	36.5	82	1608	46.8	5.0	117	10794	41.2	33.3	103	1760	51.4	5.4	128
COUNTY SIZE B	24915	12082	33.7	48.5	109	790	23.0	3.2	75	8175	31.2	32.8	101	895	26.1	3.6	85
COUNTY SIZE C	12930	6292	17.5	48.7	110	556	16.2	4.3	101	3855	14.7	29.8	92	*518	15.1	4.0	95
COUNTY SIZE D	10703	5686	15.8	53.1	120	*479	14.0	4.5	106	3373	12.9	31.5	97	*252	7.4	2.4	56
METRO CENTRAL CITY	24518	10048	28.0	41.0	92	992	28.9	4.0	95	7808	29.8	31.8	98	1144	33.4	4.7	110
METRO SUBURBAN	35919	15561	43.4	43.3	98	1528	44.5	4.3	100	12400	47.3	34.5	107	1551	45.3	4.3	102
NON METRO	20549	10279	28.6	50.0	113	914	26.6	4.4	105	5989	22.9	29.1	90	731	21.3	3.6	84
TOP 5 ADI'S	18341	6237	17.4	34.0	77	706	20.6	3.8	91	6493	24.8	35.4	109	966	28.2	5.3	125
TOP 10 ADI'S	25378	8800	24.5	34.7	78	1077	31.4	4.2	100	8386	32.0	33.0	102	1438	42.0	5.7	134
TOP 20 ADI'S	36488	13671	38.1	37.5	85	1669	48.6	4.6	108	12295	46.9	33.7	104	1850	54.0	5.1	120
HSHLD INC. \$50,000 OR MORE	6612	2954	8.2	44.7	101	**278	8.1	4.2	99	2546	9.7	38.5	119	*402	11.7	6.1	144
\$40,000 OR MORE	12659	5803	16.2	45.8	103	*629	18.3	5.0	117	4871	18.6	38.5	119	825	24.1	6.5	154
\$30,000 OR MORE	24698	11237	31.3	45.5	103	1077	31.4	4.4	103	8732	33.3	35.4	109	1600	46.7	6.5	153
\$25,000 OR MORE	32077	14389	40.1	44.9	101	1291	37.6	4.0	95	11165	42.6	34.8	108	1975	57.7	6.2	146
\$20,000 - \$24,999	9144	4236	11.8	46.3	105	*487	14.2	5.3	126	3007	11.5	32.9	102	*417	12.2	4.6	108
\$15,000 - \$19,999	8728	3938	11.0	45.1	102	*361	10.5	4.1	98	2807	10.7	32.2	99	*234	6.8	2.7	63
\$10,000 - \$14,999	12562	5817	16.2	46.3	104	*479	14.0	3.8	90	4054	15.5	32.3	100	*380	11.1	3.0	72
UNDER \$10,000	18475	7507	20.9	40.6	92	814	23.7	4.4	104	5163	19.7	27.9	86	420	12.3	2.3	54
HOUSEHOLD OF 1 PERSON	11987	4181	11.7	34.9	79	428	12.5	3.6	84	3625	13.8	30.2	93	565	16.5	4.7	111
2 PEOPLE	26577	10803	30.1	40.6	92	1075	31.3	4.0	95	9603	36.7	36.1	112	1344	39.2	5.1	120
3 OR 4 PEOPLE	30617	14870	41.4	48.6	110	1343	39.1	4.4	103	9240	35.3	30.2	93	1106	32.3	3.6	85
5 OR MORE PEOPLE	11804	6033	16.8	51.1	115	*587	17.1	5.0	117	3728	14.2	31.6	98	**411	12.0	3.5	82
NO CHILD IN HSHLD	46165	18436	51.4	39.9	90	1858	54.1	4.0	95	15950	60.9	34.5	107	2167	63.3	4.7	111
CHILD(REN) UNDER 2 YRS	5325	2933	8.2	55.1	124	**275	8.0	5.2	122	1310	5.0	24.6	76	*113	3.3	2.1	50
2 - 5 YEARS	14221	7252	20.2	51.0	115	*544	15.8	3.8	90	3988	15.2	28.0	87	*401	11.7	2.8	67
6 - 11 YEARS	15117	7593	21.2	50.2	113	696	20.3	4.6	109	4236	16.2	28.0	87	*485	14.2	3.2	76
12 - 17 YEARS	16611	7986	22.3	48.1	108	802	23.4	4.8	114	5082	19.4	30.6	95	744	21.7	4.5	106
RESIDENCE OWNED	55884	25795	71.9	46.2	104	2366	68.9	4.2	100	18881	72.1	33.8	104	2578	75.3	4.6	109
VALUE: \$50,000 OR MORE	31744	13858	38.6	43.7	99	1453	42.3	4.6	108	11300	43.1	35.6	110	1802	52.6	5.7	134
VALUE: UNDER \$50,000	24140	11937	33.3	49.4	112	914	26.6	3.8	89	7580	28.9	31.4	97	776	22.7	3.2	76

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	TOTAL U.S. '000	A '000	CRISCO B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	35888	100.0	44.3	100	3433	100.0	4.2	100	26196	100.0	32.3	100	3425	100.0	4.2	100
ATLANTIC MONTHLY	415	*101	0.3	24.3	55	**9	0.3	2.2	51	*149	0.6	35.9	111	**28	0.8	6.7	160
BARRON'S	453	**140	0.4	30.9	70	**19	0.6	4.2	99	*126	0.5	27.8	86	**32	0.9	7.1	167
BETTER HOMES & GARDENS	16256	7691	21.4	47.3	107	682	19.9	4.2	99	5591	21.3	34.4	106	742	21.7	4.6	108
BON APPETIT	2535	998	2.8	39.4	89	**158	4.6	6.2	147	930	3.6	36.7	113	*179	5.2	7.1	167
BUSINESS WEEK	1278	465	1.3	36.4	82	**36	1.0	2.8	66	394	1.5	30.8	95	**57	1.7	4.5	105
CAR AND DRIVER	378	**141	0.4	37.3	84	**3	0.1	0.8	19	**98	0.4	25.9	80	**14	0.4	3.7	88
CBS MAGAZINE NETWORK (GROSS)	1498	773	2.2	51.6	116	**75	2.2	5.0	118	615	2.3	41.1	127	**97	2.8	6.5	153
CHANGING TIMES	1505	751	2.1	49.9	113	**11	0.3	0.7	17	531	2.0	35.3	109	*140	4.1	9.3	220
COLONIAL HOMES	1231	564	1.6	45.8	103	**72	2.1	5.8	138	478	1.8	38.8	120	*62	1.8	5.0	119
CONDE NAST MAG. PKG. (GROSS)	14146	6599	18.4	46.6	105	678	19.7	4.8	113	4477	17.1	31.6	98	*97	14.5	3.5	83
CONSUMERS DIGEST	1323	634	1.8	47.9	108	**59	1.7	4.5	105	474	1.8	35.8	111	**78	2.3	5.9	139
COSMOPOLITAN	7102	3243	9.0	45.7	103	275	8.0	3.9	91	2242	8.6	31.6	98	351	10.2	4.9	117
COUNTRY LIVING	2481	1292	3.6	52.1	118	**88	2.6	3.5	84	888	3.4	35.8	111	*153	4.5	6.2	146
CUISINE	1472	568	1.6	38.6	87	**83	2.4	5.6	133	591	2.3	40.1	124	*103	3.0	7.0	165
CYCLE WORLD	425	*253	0.7	59.5	134	**7	0.2	1.6	39	**170	0.6	40.0	124	**18	0.5	4.2	100
DCI:CREATIVE IDEAS FOR LIV	2510	1277	3.6	50.9	115	**82	2.4	3.3	77	821	3.1	32.7	101	**87	2.5	3.5	82
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3465	9.7	51.8	117	206	6.0	3.1	73	2261	8.6	33.8	104	322	9.4	4.8	114
DISCOVER	894	375	1.0	41.9	95	**9	0.3	1.0	24	244	0.9	27.3	84	*442	1.2	4.7	111
EBONY	3507	1784	5.0	50.9	115	*196	5.7	5.6	132	967	3.7	27.6	85	*129	3.8	3.7	87
ESQUIRE	1083	434	1.2	40.1	90	**56	1.6	5.2	122	270	1.0	24.9	77	**51	1.5	4.7	111
ESSENCE	1830	1053	2.9	57.5	130	*124	3.6	6.8	160	406	1.5	22.2	69	**62	1.8	3.4	80
FAMILY CIRCLE	15930	7784	21.7	48.9	110	691	20.1	4.3	102	5582	21.3	35.0	108	715	20.9	4.5	106
THE FAMILY HANDYMAN	1126	580	1.6	51.5	116	**13	0.4	1.2	27	330	1.3	29.3	91	**102	3.0	9.1	214
FAMILY WEEKLY	11468	5906	16.5	51.5	116	518	15.1	4.5	107	3715	14.2	32.4	100	418	12.2	3.6	86
FIELD & STREAM	2234	1102	3.1	49.3	111	**48	1.4	2.1	51	772	2.9	34.6	107	**75	2.2	3.4	79
FOOD & WINE	579	223	0.6	38.5	87	**40	1.2	6.9	163	186	0.7	32.1	99	**26	0.8	4.5	106
FORBES	728	*212	0.6	29.1	66	**12	0.3	1.6	39	266	1.0	36.5	113	**52	1.5	7.1	169
FORTUNE	906	344	1.0	38.0	86	**30	0.9	3.3	78	252	1.0	27.8	86	**50	1.5	5.5	130
GENTLEMEN'S QUARTERLY	791	356	1.0	45.0	102	**63	1.8	8.0	188	296	1.1	37.4	116	**69	2.0	8.7	206
GLAMOUR	5265	2475	6.9	47.0	106	*203	5.9	3.9	91	1717	6.6	32.6	101	*177	5.2	3.4	79
GOLF DIGEST	636	*279	0.8	43.9	99	**54	1.6	8.5	200	*203	0.8	31.9	99	**47	1.4	7.4	175
GOLF DIGEST/TENNIS (GROSS)	1186	535	1.5	45.1	102	**88	2.6	7.4	175	401	1.5	33.8	105	**108	3.2	9.1	215
GOLF MAGAZINE	441	*212	0.6	48.1	108	**9	0.3	2.0	48	*166	0.6	37.6	116	*440	1.2	9.1	214
GOLF MAGAZINE/SKI (GROSS)	922	425	1.2	46.1	104	**14	0.4	1.5	36	314	1.2	34.1	105	**71	2.1	7.7	182
GOOD HOUSEKEEPING	16487	7955	22.2	48.3	109	814	23.7	4.9	116	5899	22.5	35.8	111	624	18.2	3.8	89
HARPER'S BAZAAR	2423	1025	2.9	42.3	95	**107	3.1	4.4	104	830	3.2	34.3	106	**68	2.0	2.8	66
HEALTH	1994	878	2.4	44.0	99	**43	1.3	2.2	51	637	2.4	31.9	99	**109	3.2	5.5	129
HEARST MAG CORP. BUY (GROSS)	44101	21078	58.7	47.8	108	1803	52.5	4.1	96	14955	57.1	33.9	105	1827	53.3	4.1	98
HEARST MAN POWER (GROSS)	1993	972	2.7	48.8	110	**46	1.3	2.3	54	584	2.2	29.3	91	**81	2.4	4.1	96
HEARST WOMAN POWER (GROSS)	31274	15240	42.5	48.7	110	1349	39.3	4.3	102	10723	40.9	34.3	106	1269	37.1	4.1	96
HOUSE BEAUTIFUL	3623	1619	4.5	44.7	101	**104	3.0	2.9	68	1195	4.6	33.0	102	*133	3.9	3.7	87
INC.	283	**76	0.2	26.9	61	**13	0.4	4.6	108	**114	0.4	40.3	125	*17	0.5	6.0	142
JET	2928	1451	4.0	49.6	112	*187	5.4	6.4	151	744	2.8	25.4	79	**103	3.0	3.5	83
LADIES' HOME JOURNAL	11918	5974	16.6	50.1	113	468	13.6	3.9	93	3953	15.1	33.2	103	419	12.2	3.5	83
LHJ FAMILY GRP COMBO(GROSS)	16764	8250	23.0	49.2	111	607	17.7	3.6	85	5409	20.6	32.3	100	613	17.9	3.7	86
LIFE	4254	1936	5.4	45.5	103	*211	6.1	5.0	117	1482	5.7	34.8	108	*236	6.9	5.5	131
L.A. TIMES HOME MAGAZINE	1145	380	1.1	33.2	75	**53	1.5	4.6	109	464	1.8	40.5	125	**87	2.5	7.6	180
MADEMOISELLE	2884	1379	3.8	47.8	108	*128	3.7	4.4	105	797	3.0	27.6	85	**118	3.4	4.1	97
MC CALL'S	13460	6806	19.0	50.6	114	630	18.4	4.7	110	4612	17.6	34.3	106	616	18.0	4.6	108
MC CALL'S/WRK MOTHER (GROSS)	14606	7564	21.1	51.8	117	699	20.4	4.8	113	4955	18.9	33.9	105	643	18.8	4.4	104
MECHANIX ILLUSTRATED	772	417	1.2	54.0	122	**42	1.2	5.4	128	*246	0.9	31.9	99	**61	1.8	7.9	187
METROPOLITAN HOME	967	327	0.9	33.8	76	**48	1.4	5.0	117	390	1.5	40.3	125	**46	1.3	4.8	112
MONEY	1588	651	1.8	41.0	93	**89	2.6	5.6	132	549	2.1	34.6	107	**115	3.4	7.2	171
MOTHER EARTH NEWS	1002	438	1.2	43.7	99	*15	0.4	1.5	35	342	1.3	34.1	106	**48	1.4	4.8	113
MS.	825	431	1.2	52.2	118	**35	1.0	4.2	100	233	0.9	28.2	87	**55	1.6	6.7	158
NATIONAL ENQUIRER	10336	4884	13.6	47.3	107	639	18.6	6.2	146	3300	12.6	31.9	99	329	9.6	3.2	75
NATIONAL GEOGRAPHIC	9597	4101	11.4	42.7	96	428	12.5	4.5	105	3270	12.5	34.1	105	658	19.2	6.9	162
NATIONAL SUNDAY MAGAZINE PKG	49558	22095	61.6	44.6	101	2298	66.9	4.6	109	16964	64.8	34.2	106	2380	69.5	4.8	114
NATURAL HISTORY	573	*184	0.5	32.1	72	**11	0.3	1.9	45	*170	0.6	29.7	92	**51	1.5	8.9	210
NEW WOMAN	1699	862	2.4	50.7	114	**42	1.2	2.5	58	506	1.9	29.8	92	**71	2.1	4.2	99
NEW YORK INCLUDING CUE	443	**104	0.3	23.5	53	**0	0.0	0.0	0	*164	0.6	37.0	114	**48	1.4	10.8	256
THE NEW YORKER	1270	386	1.1	30.4	69	**61	1.8	4.8	113	474	1.8	37.3	115	*163	4.8	12.8	303
NEWSWEEK	6277	2632	7.3	41.9	95	252	7.3	4.0	95	2310	8.8	36.8	114	412	12.0	6.6	155
THE N.Y. TIMES DAILY EDITION	1205	376	1.0	31.2	70	**27	0.8	2.2	53	504	1.9	41.8	129	*153	4.5	12.7	300
THE N.Y. TIMES MAGAZINE	2081	604	1.7	29.0	65	**48	1.4	2.3	54	761	2.9	36.6	113	323	9.4	15.5	367
OMNI	788	295	0.8	37.4	84	**66	1.9	8.4	198	251	1.0	31.9	98	**49	1.4	6.2	147
ON CABLE	1158	502	1.4	43.4	98	**52	1.5	4.5	106	*262	1.0	22.6	70	*32	0.9	2.8	65
1001 HOME IDEAS	2852	1398	3.9	49.0	111	*95	2.8	3.3	79	820	3.1	28.8	89	*86	2.5	3.0	71
ORGANIC GARDENING	1658	726	2.0	43.8	99	*32	0.9	1.9	46	610	2.3	36.8	114	**105	3.1	6.3	150
OUTDOOR LIFE	896	492	1.4	54.9	124	*23	0.7	2.6	61	311	1.2	34.7	107	*22	0.6	2.5	58
PARADE MAGAZINE	24275	10260	28.6	42.3	95	1085	31.6	4.5	105	8840	33.7	36.4	113	1312	38.3	5.4	128

	TOTAL U.S. '000	A '000	CRISCO B % DOWN	C ACROSS % INDX	D 100	A '000	KRAFT B % DOWN	C ACROSS % INDX	D 100	A '000	MAZOLA B % DOWN	C ACROSS % INDX	D 100	PLANTERS A '000	PEANUT B % DOWN	OIL C ACROSS % INDX	D 100
TOTAL FEMALE HOMEMAKERS	80986	35888	100.0	44.3	100	3433	100.0	4.2	100	26196	100.0	32.3	100	3425	100.0	4.2	100
PARENTS	3845	1962	5.5	51.0	115	*195	5.7	5.1	120	1215	4.6	31.6	98	**107	3.1	2.8	66
PENTHOUSE	831	485	1.4	58.4	132	*266	0.2	0.7	17	*181	0.7	21.8	67	**27	0.8	3.2	77
PEOPLE	11645	5095	14.2	43.8	99	*551	16.1	4.7	112	3597	13.7	30.9	95	524	15.3	4.5	106
PLAYBOY	2006	864	2.4	43.1	97	*282	2.4	4.1	96	543	2.1	27.1	84	**109	3.2	5.4	128
POPULAR HOT RODDING	297	*175	0.5	58.9	133	*288	0.2	2.7	64	*274	0.3	24.9	72	**12	0.4	4.0	96
POPULAR MECHANICS	1018	517	1.4	50.8	115	*212	0.3	1.2	28	*303	1.2	29.8	97	**59	1.7	5.8	137
POPULAR SCIENCE	878	402	1.1	45.8	103	*223	0.7	2.6	62	*207	0.8	23.6	73	**46	1.3	5.2	124
PREVENTION	3913	1501	4.2	38.4	87	*124	3.6	3.2	75	1336	5.1	34.1	106	*203	5.9	5.2	123
PSYCHOLOGY TODAY	1710	817	2.3	47.8	108	*266	1.9	3.9	91	612	2.3	35.8	111	**69	2.0	4.0	95
READER'S DIGEST	22204	10260	28.6	46.2	104	986	28.7	4.4	105	7736	29.5	34.8	108	833	24.3	3.8	89
REDBOOK	7684	4042	11.3	52.6	119	260	7.6	3.4	80	2582	9.9	33.6	104	294	8.6	3.8	90
ROAD & TRACK	410	*156	0.4	38.0	86	*37	1.1	9.0	213	*120	0.5	29.3	90	**42	1.2	10.2	242
ROLLING STONE	969	495	1.4	51.1	115	*28	0.8	2.9	68	255	1.0	26.3	81	**42	1.2	4.3	102
RUNNER'S WORLD	298	*286	0.2	28.9	65	*27	0.2	2.3	55	*66	0.3	22.1	68	**28	0.8	9.4	222
SATURDAY EVENING POST	1169	524	1.5	44.8	101	*58	1.7	5.0	117	450	1.7	38.5	119	**84	2.5	7.2	170
SCIENCE 84	587	*223	0.6	38.0	86	*29	0.3	1.5	36	*219	0.8	37.3	115	**42	1.2	7.2	169
SCIENCE DIGEST	482	*191	0.5	39.6	89	*28	0.2	1.7	39	*112	0.4	23.2	72	**19	0.6	3.9	93
SCIENTIFIC AMERICAN	594	*138	0.4	23.2	52	*30	0.9	5.1	119	*198	0.8	33.3	103	**21	0.6	3.5	84
SELF	2089	1096	3.1	52.3	118	*131	3.8	6.3	148	656	2.5	31.4	97	**49	1.4	2.3	55
SEVENTEEN	2411	1140	3.2	47.3	107	*167	4.9	6.9	163	770	2.9	31.9	99	**55	1.6	2.3	54
SKI	450	*212	0.6	44.2	100	*25	0.1	1.0	25	*148	0.6	30.8	95	*31	0.9	6.5	153
SMITHSONIAN	2760	982	2.7	35.6	80	*190	5.5	6.9	162	930	3.6	33.7	104	*267	7.8	9.7	229
SOAP OPERA DIGEST	3013	1541	4.3	51.1	115	*162	4.7	5.4	127	738	2.8	24.5	76	**42	1.2	1.4	33
SOUTHERN LIVING	4184	2187	6.1	52.3	118	*124	3.6	3.0	70	1440	5.5	34.4	106	*235	6.9	5.6	133
SPORT	559	*243	0.7	43.5	98	*15	0.4	2.7	63	*129	0.5	23.1	71	**26	0.8	4.7	110
THE SPORTING NEWS	436	*229	0.6	52.5	119	*25	0.1	1.1	27	*154	0.6	35.3	109	*14	0.4	3.2	76
SPORTS AFIELD	493	263	0.7	53.3	120	*26	0.8	5.3	124	*169	0.6	34.3	106	**4	0.1	0.8	19
SPORTS ILLUSTRATED	2758	1397	3.9	50.7	114	*185	5.4	6.7	158	828	3.2	30.1	93	*124	3.6	4.5	106
STAR	7456	3336	9.3	44.7	101	398	11.6	5.3	126	2475	9.4	33.2	103	*194	5.7	2.6	62
SUNDAY	24936	10548	29.4	42.3	95	1294	37.7	5.2	122	8576	32.7	34.4	106	1351	39.4	5.4	128
SUNSET	2124	729	2.0	34.3	77	*89	2.6	4.2	99	781	3.0	36.8	114	**106	3.1	5.0	118
TV GUIDE	21661	10195	28.4	47.1	106	975	28.4	4.5	106	7078	27.0	32.7	101	775	22.6	3.6	85
TENNIS	550	*256	0.7	46.5	105	*34	1.0	6.2	146	*198	0.8	36.0	111	**62	1.8	11.3	267
TIME	8880	3949	11.0	44.5	100	428	12.5	4.8	114	3356	12.8	37.8	117	478	14.0	5.4	127
TOWN & COUNTRY	917	330	0.9	36.0	81	*34	1.0	3.7	87	225	0.9	24.5	76	**55	1.6	6.0	142
TRAVEL & LEISURE	972	373	1.0	38.4	87	*67	2.0	6.9	163	282	1.1	29.0	90	*79	2.3	8.1	192
TRUE STORY	3356	1743	4.9	51.9	117	*76	2.2	2.3	53	811	3.1	24.2	75	**58	1.7	1.7	41
U.S. NEWS & WORLD REPORT	3410	1321	3.7	38.7	87	*148	3.3	4.3	102	1292	4.9	37.9	117	*157	4.6	4.6	109
USA TODAY	1759	873	2.4	49.6	112	*98	2.9	5.6	131	571	2.2	32.5	100	*110	3.2	6.3	148
US	1873	954	2.7	50.9	115	*74	2.2	4.0	93	518	2.0	27.7	86	**87	2.5	4.6	110
VOGUE	3909	1649	4.6	42.2	95	*216	6.3	5.5	130	1307	5.0	33.4	103	*153	4.5	3.9	93
WALL STREET JOURNAL	1886	763	2.1	40.5	91	*96	2.8	5.1	120	737	2.8	39.1	121	*166	4.8	8.8	208
WEIGHT WATCHERS	2120	998	2.8	47.1	106	*69	2.0	3.3	77	679	2.6	32.0	99	*107	3.1	5.0	119
WOMAN'S DAY	14172	6713	18.7	47.4	107	549	16.0	3.9	91	5120	19.5	36.1	112	668	19.5	4.7	111
WORKING MOTHER	1146	757	2.1	66.1	149	*69	2.0	6.0	142	343	1.3	29.9	93	**27	0.8	2.4	56
WORKING WOMAN	1322	546	1.5	41.3	93	*49	1.4	3.7	87	383	1.5	29.0	90	**85	2.5	6.4	152
WORLD TENNIS	*163	*293	0.3	57.1	129	*27	0.2	4.3	101	*72	0.3	44.2	137	*9	0.3	5.5	131
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1173	3.3	46.3	105	*59	1.7	2.3	55	703	2.7	27.8	86	*93	2.7	3.7	87
BLAIR INSERTS	43657	18968	52.9	43.4	98	2025	59.0	4.6	109	15197	58.0	34.8	108	2409	70.3	5.5	130
DAILY NEWSPAPERS																	
READ ANY	51633	23138	64.5	44.8	101	2324	67.7	4.5	106	17922	68.4	34.7	107	2332	68.1	4.5	107
READ ONE	43463	19383	54.0	44.6	101	1888	55.0	4.3	102	14569	55.6	33.5	104	1849	54.0	4.3	101
READ TWO OR MORE	8170	3756	10.5	46.0	104	436	12.7	5.3	126	3353	12.8	41.0	127	483	14.1	5.9	140
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	23414	65.2	44.4	100	2421	70.5	4.6	108	18005	68.7	34.2	106	2606	76.1	4.9	117
READ ONE	46126	20464	57.0	44.4	100	2113	61.5	4.6	108	15451	59.0	33.5	104	2206	64.4	4.8	113
READ TWO OR MORE	8552	2950	8.2	45.0	102	308	9.0	4.7	111	2554	9.7	39.0	121	401	11.7	6.1	145
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.54				30.09				27.86				26.59			
30 DAY REACH	71455	31708	88.4	44.4	100	3056	89.0	4.3	101	23014	87.9	32.2	100	3005	87.7	4.2	99
50 SHWG - 30 DAY AV FREQ	14.56	14.01				15.73				14.62				14.21			
30 DAY REACH	67742	30076	83.8	44.4	100	2928	85.3	4.3	102	21972	83.9	32.4	100	2810	82.0	4.1	98
25 SHWG - 30 DAY AV FREQ	7.94	7.63				8.74				8.00				7.54			
30 DAY REACH	62117	27612	76.9	44.5	100	2655	77.3	4.3	101	20096	76.7	32.4	100	2630	76.8	4.2	100
CABLE TV: HOME WIRED	32077	15716	43.8	49.0	111	1222	35.6	3.8	90	10545	40.3	32.9	102	1316	38.4	4.1	97
HOME NOT WIRED	48909	20171	56.2	41.2	93	2211	64.4	4.5	107	15651	59.7	32.0	99	2110	61.6	4.3	102
HAVE PAY CABLE	15935	7944	22.1	49.9	112	719	20.9	4.5	106	5212	19.9	32.7	101	727	21.2	4.6	108

	TOTAL U.S. '000	A '000	CRISCO B DOWN	C ACROSS %	D INDX	A '000	KRAFT B DOWN	C ACROSS %	D INDX	A '000	MAZOLA B DOWN	C ACROSS %	D INDX	A '000	PEANUT OIL B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	35888	100.0	44.3	100	3433	100.0	4.2	100	26196	100.0	32.3	100	3425	100.0	4.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	19913	55.5	45.3	102	1751	51.0	4.0	94	14410	55.0	32.8	101	1856	54.2	4.2	100
10:00 AM - 3:00 PM	30659	14153	39.4	46.2	104	1355	39.5	4.4	104	10320	39.4	33.7	104	1342	39.2	4.4	104
3:00 PM - 7:00 PM	31045	14276	39.8	46.0	104	1419	41.3	4.6	108	9893	37.8	31.9	99	1466	42.8	4.7	112
7:00 PM - MIDNIGHT	15767	7080	19.7	44.9	101	643	18.7	4.1	96	5088	19.4	32.3	100	571	16.7	3.6	86
MIDNIGHT - 6:00 AM	9120	4315	12.0	47.3	107	408	11.9	4.5	106	2806	10.7	30.8	95	333	9.7	3.7	86
6:00 AM - MIDNIGHT	58527	26795	74.7	45.8	103	2406	70.1	4.1	97	19117	73.0	32.7	101	2502	73.1	4.3	101
ENTIRE DAY	59311	27169	75.7	45.8	103	2425	70.6	4.1	96	19376	74.0	32.7	101	2533	74.0	4.3	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	7712	21.5	47.7	108	667	19.4	4.1	97	5657	21.6	35.0	108	696	20.3	4.3	102
ALL NEWS	2256	759	2.1	33.6	76	**52	1.5	2.3	54	846	3.2	37.5	116	*232	6.8	10.3	243
AOR/PROGRESSIVE	3874	1776	4.9	45.8	103	*120	3.5	3.1	73	1368	5.2	35.3	109	*252	7.4	6.5	154
BEAUTIFUL MUSIC	5660	2471	6.9	43.7	99	*189	5.5	3.3	79	1949	7.4	34.4	106	286	8.4	5.1	119
BLACK	2204	1069	3.0	48.5	109	**73	2.1	3.3	78	565	2.2	25.6	79	**63	1.8	2.9	68
CLASSICAL	1418	571	1.6	40.3	91	**81	2.4	5.7	135	506	1.9	35.7	110	**127	3.7	9.0	212
CHR/ROCK	9538	4568	12.7	47.9	108	285	8.3	3.0	70	2933	11.2	30.8	95	351	10.2	3.7	87
COUNTRY	12648	6472	18.0	51.2	115	543	15.8	4.3	101	3736	14.3	29.5	91	411	12.0	3.2	77
GOLDEN OLDIES	1191	554	1.5	46.5	105	**11	0.3	0.9	22	346	1.3	29.1	90	*31	0.9	2.6	62
MOR/NOSTALGIA	4757	2063	5.7	43.4	98	*220	6.4	4.6	109	1703	6.5	35.8	111	*176	5.1	3.7	87
NEWS/TALK	3863	1330	3.7	34.4	78	*243	7.1	6.3	148	1428	5.5	37.0	114	*202	5.9	5.2	124
RELIGIOUS	3084	1215	3.4	39.4	89	*164	4.8	5.3	125	1031	3.9	33.4	103	**77	2.2	2.5	59
SOFT ROCK	521	*144	0.4	27.6	62	**14	0.4	2.7	63	*149	0.6	28.6	88	**28	0.8	5.4	127
URBAN CONTEMPORARY	1585	690	1.9	43.5	98	**67	2.0	4.2	100	426	1.6	26.9	83	**51	1.5	3.2	76
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1657	4.6	50.8	115	*133	3.9	4.1	96	821	3.2	25.4	78	*148	4.3	4.5	107
ABC DIRECTION	2316	1020	2.8	44.0	99	*83	2.4	3.6	85	767	2.9	33.1	102	*173	5.1	7.5	177
ABC ENTERTAINMENT	4834	2174	6.1	45.0	101	*178	5.2	3.7	87	1656	6.3	34.3	106	*194	5.7	4.0	95
ABC FM	2202	1175	3.3	53.4	120	**50	1.5	2.3	54	665	2.5	30.2	93	**57	1.7	2.6	61
ABC INFORMATION	5425	2338	6.5	43.1	97	215	6.3	4.0	93	2069	7.9	38.1	118	230	6.7	4.2	100
ABC ROCK	1677	786	2.2	46.9	106	**68	2.0	4.1	96	581	2.2	34.6	107	**78	2.3	4.7	110
CBS	4430	1925	5.4	43.5	98	225	6.6	5.1	120	1585	6.1	35.8	111	273	8.0	6.2	146
MUTUAL	4992	2428	6.8	48.6	110	*296	8.6	5.9	140	1703	6.5	34.1	105	338	9.9	6.8	160
NBC	4679	2097	5.8	44.8	101	*154	4.5	3.3	78	1709	6.5	36.5	113	*153	4.5	3.3	77
RADIORADIO	1994	884	2.5	44.6	101	**35	1.0	1.8	41	593	2.3	29.7	92	**67	2.0	3.4	79
RKO ONE	2298	1123	3.1	48.9	110	**85	2.5	3.7	87	695	2.7	30.2	93	*149	4.4	6.5	153
RKO TWO	3311	1493	4.2	45.1	102	*140	4.1	4.2	100	1131	4.3	34.2	106	*130	3.8	3.9	93
THE SOURCE	2114	1023	2.9	48.4	109	**49	1.4	2.3	55	679	2.6	32.1	99	**128	3.7	6.1	143
NON-WIRED: BLAIR	8654	4110	11.5	47.5	107	453	13.2	5.2	123	2864	10.9	33.1	102	245	7.2	2.8	67
INTERNET	12025	5165	14.4	43.0	97	419	12.2	3.5	82	4041	15.4	33.6	104	578	16.9	4.8	114
KATZ RADIO GROUP	15359	6618	18.4	43.1	97	646	18.8	4.2	99	5453	20.8	35.5	110	857	25.0	5.6	132
SUPERNET	10628	5138	14.3	48.3	109	470	13.7	4.4	104	3400	13.0	32.0	99	377	11.0	3.5	84
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3654	10.2	42.2	95	403	11.7	4.7	110	2731	10.4	31.5	98	320	9.3	3.7	87
MKDAY 9:00 AM - 1:00 PM	12163	5514	15.4	45.3	102	610	17.8	5.0	118	3784	14.4	31.1	96	424	12.4	3.5	82
MKDAY 1:00 PM - 4:30 PM	16150	7430	20.7	46.0	104	741	21.6	4.6	108	4988	19.0	30.9	95	522	15.2	3.2	76
MKDAY 4:30 PM - 7:30 PM	22463	9543	26.6	42.5	96	1009	29.4	4.5	106	7180	27.4	32.0	99	845	24.7	3.8	89
MKDAY 7:30 PM - 8:00 PM	31795	13929	38.8	43.8	99	1341	39.1	4.2	99	10276	39.2	32.3	100	1280	37.4	4.0	95
MKDAY 11:00 PM - 11:30 PM	23977	10751	30.0	44.8	101	1068	31.1	4.5	105	7889	30.1	32.9	102	1005	29.3	4.2	99
MKDAY 11:30 PM - 1:00 AM	7703	3510	9.8	45.6	103	341	9.9	4.4	104	2411	9.2	31.3	97	328	9.6	4.3	101
M-SAT 8-11 PM-SUN 7-11 PM	33800	14921	41.6	44.1	100	1405	40.9	4.2	98	11164	42.6	33.0	102	1404	41.0	4.2	98
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2890	8.1	44.2	100	318	9.3	4.9	115	2108	8.0	32.2	100	248	7.2	3.8	90
ANOTHER WORLD	N 4620	2128	5.9	46.1	104	201	5.9	4.4	103	1456	5.6	31.5	97	*154	4.5	3.3	79
AS THE WORLD TURNS	C 5614	2709	7.5	48.3	109	203	5.9	3.6	85	1641	6.3	29.2	90	135	3.9	2.4	57
CAPITOL	C 3396	1633	4.6	48.1	109	*121	3.5	3.6	84	1043	4.0	30.7	95	*91	2.7	2.7	63
CBS MORN. NEWS 1	C 1446	580	1.6	40.1	91	**32	0.9	2.2	52	394	1.5	27.2	84	**35	1.0	2.4	57
CBS MORN. NEWS 2	C 1207	439	1.2	36.4	82	**28	0.8	2.3	55	328	1.3	27.2	84	*30	0.9	2.5	59
DAYS OF OUR LIVES	N 5877	2789	7.8	47.5	107	296	8.6	5.0	119	1943	7.4	33.1	102	216	6.3	3.7	87
FACTS OF LIFE - DAYTIME	N 2290	1058	2.9	46.2	104	*67	2.0	2.9	69	663	2.5	29.0	90	*90	2.6	3.9	93
FAMILY FEUD	A 3023	1270	3.5	42.0	95	121	3.5	4.0	94	843	3.2	27.9	86	*55	1.6	1.8	43
GENERAL HOSPITAL	A 6097	2856	8.0	46.8	106	281	8.2	4.6	109	1933	7.4	31.7	98	236	6.9	3.9	92
GOOD MORNING, AMERICA-730A	A 3515	1696	4.7	48.3	109	153	4.5	4.4	103	1057	4.0	30.1	93	133	3.9	3.8	89
GOOD MORNING, AMERICA-830A	A 2818	1392	3.9	49.4	111	161	4.7	5.7	135	946	3.6	33.6	104	120	3.5	4.3	101
GUIDING LIGHT	C 5339	2444	6.8	45.8	103	248	7.2	4.6	110	1638	6.3	30.7	95	142	4.1	2.7	63
ONE LIFE TO LIVE	A 4478	2155	6.0	48.1	109	204	5.9	4.6	107	1301	5.0	29.1	90	135	3.9	3.0	71
PRESS YOUR LUCK	C 2244	1089	3.0	48.5	110	*100	2.9	4.5	105	730	2.8	32.5	101	*82	2.4	3.7	86
PRICE IS RIGHT 1	C 4348	1963	5.5	45.1	102	236	6.9	5.4	128	1268	4.8	29.2	90	169	4.9	3.9	92
PRICE IS RIGHT 2	C 5014	2253	6.3	44.9	101	283	8.2	5.6	133	1546	5.9	30.8	95	178	5.2	3.6	84
RYAN'S HOPE	A 3150	1383	3.9	43.9	99	196	5.7	6.2	147	996	3.8	31.6	98	*115	3.4	3.7	86
SALE OF THE CENTURY	N 2695	1162	3.2	43.1	97	*73	2.1	2.7	64	711	2.7	26.4	82	*108	3.2	4.0	95
SEARCH FOR TOMORROW	N 2319	986	2.7	42.5	96	*142	4.1	6.1	144	779	3.0	33.6	104	*82	2.4	3.5	84
TODAY SHOW 1	N 2693	991	2.8	36.8	83	*106	3.1	3.9	93	891	3.4	33.1	102	*107	3.1	4.0	94
TODAY SHOW 2	N 2498	914	2.5	36.6	83	110	3.2	4.4	104	881	3.4	35.3	109	77	2.2	3.1	73
\$25,000 PYRAMID	C 2753	1250	3.5	45.4	102	167	4.9	6.1	143	842	3.2	30.6	95	*63	1.8	2.3	54
WHEEL OF FORTUNE	N 4388	2084	5.8	47.5	107	207	6.0	4.7	111	1258	4.8	28.7	89	174	5.1	4.0	94
YOUNG AND THE RESTLESS	C 5695	2816	7.8	49.4	112	245	7.1	4.3	101	1663	6.3	29.2	90	170	5.0	3.0	71
WEEKEND DAYTIME NTKW PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	680	1.9	38.6	87	*98	2.9	5.6	131	673	2.6	38.2	118	*63	1.8		

	TOTAL U.S. '000	A '000	CRISCO B % DOWN	C ACROSS %	D INDX	A '000	KRAFT B % DOWN	C ACROSS %	D INDX	A '000	MAZOLA B % DOWN	C ACROSS %	D INDX	A '000	PLANTERS B % DOWN	PEANUT OIL C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	35888	100.0	44.3	100	3433	100.0	4.2	100	26196	100.0	32.3	100	3425	100.0	4.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	11285	31.4	43.3	98	1184	34.5	4.5	107	8415	32.1	32.3	100	946	27.6	3.6	86
NETWORK AFFILIATES - LATE	20261	9071	25.3	44.8	101	885	25.8	4.4	103	6708	25.6	33.1	102	814	23.8	4.0	95
INDEPENDENTS - LATE	2076	762	2.1	36.7	83	*88	2.6	4.2	100	760	2.9	36.6	113	134	3.9	6.5	153
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	4954	13.8	47.4	107	449	13.1	4.3	101	3240	12.4	31.0	96	347	10.1	3.3	78
ABC MONDAY NIGHT MOVIE	A 6412	2843	7.9	44.3	100	218	6.4	3.4	80	2122	8.1	33.1	102	260	7.6	4.1	96
ABC SUNDAY NIGHT MOVIE	A 12407	5521	15.4	44.5	100	497	14.5	4.0	94	4273	16.3	34.4	106	541	15.8	4.4	103
ABC WORLD NEWS TONIGHT	A 6176	2746	7.7	44.5	100	330	9.6	5.3	126	2026	7.7	32.8	101	189	5.5	3.1	72
AFTERMASH	C 5863	2566	7.2	43.8	99	*226	6.6	3.9	91	1691	6.5	28.8	89	*192	5.6	3.3	77
ALICE	C 9594	4341	12.1	45.2	102	284	8.3	3.0	70	2948	11.3	30.7	95	341	10.0	3.6	84
AMERICAN PARADE	C 6622	2721	7.6	41.1	93	245	7.1	3.7	87	2109	8.1	31.8	98	235	6.9	3.5	84
BENSON	A 10886	4623	12.9	42.5	96	433	12.6	4.0	94	3722	14.2	34.2	106	537	15.7	4.9	117
BLUE THUNDER	A 5036	2496	7.0	49.6	112	*202	5.9	4.0	95	1692	6.5	33.6	104	*212	6.2	4.2	100
CAGNEY & LACEY	C 9965	4722	13.2	47.4	107	423	12.3	4.2	100	3143	12.0	31.5	98	407	11.9	4.1	97
CBS EVENING NEWS-DEAN	C 3491	1441	4.0	41.3	93	*181	5.3	5.2	122	1237	4.7	35.4	110	*124	3.6	3.6	84
CBS EVENING NEWS-RATHER	C 7123	3180	8.9	44.6	101	323	9.4	4.5	107	2391	9.1	33.6	104	300	8.8	4.2	100
CBS SAT. NEWS-SCHIEFFER	C 3621	1527	4.3	42.2	95	177	5.2	4.9	115	1167	4.5	32.2	100	109	3.2	3.0	71
CBS SATURDAY NIGHT MOVIE	C 5436	2437	6.8	44.8	101	245	7.1	4.5	106	1825	7.0	33.6	104	198	5.8	3.6	86
CBS WEDNESDAY NIGHT MOVIE	C 6100	2666	7.4	43.7	99	260	7.6	4.3	101	1839	7.0	30.1	93	230	6.7	3.8	89
CHEERS	N 8889	3901	10.9	43.9	99	273	8.0	3.1	72	2884	11.0	32.4	100	407	11.9	4.6	108
DALLAS	C 22109	9646	26.9	43.6	98	774	22.5	3.5	83	7530	28.7	34.1	105	828	24.2	3.7	89
DIFF'RENT STROKES	N 6940	3068	8.5	44.2	100	*243	7.1	3.5	83	2133	8.1	30.7	95	*229	6.7	3.3	78
DOUBLE TROUBLE	N 7223	3254	9.1	45.1	102	210	6.1	2.9	69	2211	8.4	30.6	95	346	10.1	4.8	113
DUCK FACTORY	N 5595	2555	7.1	45.7	103	*182	5.3	3.3	77	1809	6.9	32.3	100	*226	6.6	4.0	96
DUKES OF HAZZARD	C 5768	2500	7.0	43.3	98	211	6.1	3.7	86	1930	7.4	33.5	103	*138	4.0	2.4	57
DYNASTY	A 20053	8956	25.0	44.7	101	776	22.6	3.9	91	5909	22.6	29.5	91	824	24.1	4.1	97
FACTS OF LIFE	N 8087	3644	10.2	45.1	102	289	8.4	3.6	84	2574	9.8	31.8	98	325	9.5	4.0	95
FALCON CREST	C 20046	8797	24.5	43.9	99	733	21.4	3.7	86	7068	27.0	35.3	109	756	22.1	3.8	89
FALL GUY	A 9084	4411	12.3	48.6	110	398	11.6	4.4	103	2816	10.7	31.0	96	320	9.3	3.5	83
FAMILY TIES	N 7964	3875	10.8	48.7	110	317	9.2	4.0	94	2550	9.7	32.0	99	304	8.9	3.8	90
FANTASY ISLAND	A 7687	3191	8.9	41.5	94	279	8.1	3.6	86	2601	9.9	33.8	105	246	7.2	3.2	76
FOULUPS, BLEEPERS & BLUNDERS	A 8861	3867	10.8	43.6	98	322	9.4	3.6	86	2942	11.2	33.2	103	343	10.0	3.9	92
FOUR SEASONS	C 5095	2166	6.0	42.5	96	*204	5.9	4.0	94	1595	6.1	31.3	97	*207	6.0	4.1	96
GIMME A BREAK	N 8838	3989	11.1	45.1	102	335	9.8	3.8	89	2655	10.1	30.0	93	311	9.1	3.5	83
HART TO HART	A 8978	3738	10.4	41.6	94	292	8.5	3.3	77	2630	10.0	29.3	91	331	9.7	3.7	87
HILL STREET BLUES	N 8590	3704	10.3	43.1	97	362	10.5	4.2	99	2953	11.3	34.4	106	385	11.2	4.5	106
HOTEL	A 14085	6263	17.5	44.5	100	537	15.6	3.8	90	4340	16.6	30.8	95	573	16.7	4.1	96
JEFFERSONS	C 9360	4174	11.6	44.6	101	289	8.4	3.1	73	2793	10.7	29.8	92	312	9.1	3.3	79
JENNIFER SLEPT HERE	N 5841	2660	7.4	45.5	103	*185	5.4	3.2	75	1825	7.0	31.2	97	*200	5.8	3.4	81
KATE & ALLIE	C 9206	4300	12.0	46.7	105	375	10.9	4.1	96	3115	11.9	33.8	105	336	9.8	3.6	86
KNIGHT RIDER	N 7076	3322	9.3	46.9	106	242	7.0	3.4	81	2258	8.6	31.9	99	*262	7.6	3.7	88
LOVE BOAT	A 12219	5200	14.5	42.6	96	455	13.3	3.7	88	3925	15.0	32.1	99	456	13.3	3.7	88
MAGNUM PI	C 11199	5119	14.3	45.7	103	422	12.3	3.8	89	3521	13.4	31.4	97	438	12.8	3.9	92
MAMA'S FAMILY	N 6057	2540	7.1	41.9	95	*289	8.4	4.8	113	2082	7.9	34.4	106	*187	5.5	3.1	73
MASTER, THE	A 3598	1772	4.9	49.2	111	*191	5.6	5.3	125	1020	3.9	28.3	88	*171	5.0	4.8	112
MATT HOUSTON	A 6344	2945	8.2	46.4	105	256	7.5	4.0	95	2037	7.8	32.1	99	247	7.2	3.9	92
NBC MONDAY NIGHT MOVIE	N 11994	5406	15.1	45.1	102	490	14.3	4.1	96	3750	14.3	31.3	97	491	14.3	4.1	97
NBC NIGHTLY NEWS	N 5132	2066	5.8	40.3	91	197	5.7	3.8	91	1564	6.0	30.5	94	211	6.2	4.1	97
NBC NIGHTLY NEWS-SAT	N 3375	1409	3.9	41.7	94	*149	4.3	4.4	104	975	3.7	28.9	89	*119	3.5	3.5	83
NBC NIGHTLY NEWS-SUN	N 3130	1250	3.5	39.9	90	*139	4.0	4.4	105	1114	4.3	35.6	110	*139	4.1	4.4	105
NBC SUNDAY NIGHT MOVIE	N 8284	3725	10.4	45.0	101	455	13.3	5.5	130	2683	10.2	32.4	100	402	11.7	4.9	115
NEWMART	C 9240	4370	12.2	47.3	107	364	10.6	3.9	93	2958	11.3	32.0	99	362	10.6	3.9	93
ONE DAY AT A TIME	C 7288	3207	8.9	44.0	99	*211	6.1	2.9	68	2176	8.3	29.9	92	*140	4.1	1.9	45
PEOPLE ARE FUNNY	N 4855	2204	6.1	45.4	102	*201	5.9	4.1	98	1762	6.7	36.3	112	*132	3.9	2.7	64
REAL PEOPLE	N 8869	3917	10.9	44.2	100	348	10.1	3.9	93	2882	11.0	32.5	100	298	8.7	3.4	79
REMINGTON STEELE	N 7743	3498	9.7	45.2	102	363	10.6	4.7	111	2419	9.2	31.2	97	425	12.4	5.5	130
RIPLY'S BELIEVE IT - NOT A	5345	2663	7.4	49.8	112	246	7.2	4.6	109	1652	6.3	30.9	96	*233	6.8	4.4	103
RIPTIDE	N 6988	3509	9.8	50.2	113	231	6.7	3.3	78	2098	8.0	30.0	93	*206	6.0	2.9	70
SCARECROW & MRS. KING	C 10002	4458	12.4	44.6	101	389	11.3	3.9	92	3330	12.7	33.3	103	337	9.8	3.4	80
SIMON & SIMON	C 10638	5151	14.4	48.4	109	574	16.7	5.4	127	3607	13.8	33.9	105	413	12.1	3.9	92
60 MINUTES	C 13293	5450	15.2	41.0	93	600	17.5	4.5	106	4424	16.9	33.3	103	530	15.5	4.0	94
ST. ELSEWHERE	N 7017	3089	8.6	44.0	99	312	9.1	4.4	105	2416	9.2	34.4	106	363	10.6	5.2	122
THREE'S COMPANY	A 10917	5020	14.0	46.0	104	424	12.4	3.9	92	3467	13.2	31.8	98	438	12.8	4.0	95
T.J. HOOKER	A 9204	3955	11.0	43.0	97	423	12.3	4.6	108	2937	11.2	31.9	99	248	7.2	2.7	64
TONIGHT SHOW	N 2372	1030	2.9	43.4	98	115	3.3	4.8	114	800	3.1	33.7	104	122	3.6	5.1	122
TRAPPER JOHN, M.D.	C 9846	4383	12.2	44.5	100	336	9.8	3.4	81	2982	11.4	30.3	94	336	9.8	3.4	81
TV BLOOPERS & PRAC. JOKES	N 9105	4007	11.2	44.0	99	356	10.4	3.9	92	2945	11.2	32.3	100	274	8.0	3.0	71
20/20	A 9387	4182	11.7	44.6	101	366	10.7	3.9	92	3271	12.5	34.8	108	378	11.0	4.0	95
WEBSTER	A 11067	4649	13.0	42.0	95	401	11.7	3.6	85	3715	14.2	33.6	104	490	14.3	4.4	105
WORLD NEWS - SUN	A 3062	1395	3.9	45.6	103	*139	4.0	4.5	107	985	3.8	32.2	99	*171	5.0	5.6	132
YELLOW ROSE	N 4978	2280	6.4	45.8	103	232	6.8	4.7	110	1693	6.5	34.0	105	*137	4.0	2.8	65
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	4232	11.8	47.7	108	*494	14.4	5.6	131	3278	12.5	36.9	114	*369	10.8	4.2	98
BASKETBALL - COLLEGE GAMES	4080	2201	6.1	53.9	122	*246	7.2	6.0	142	1430	5.5	35.0	108	*196	5.7	7.8	114
BASKETBALL - PRO GAMES	3607	1916	5.3	53.1	120	*276	8.0	7.7	181	1447	5.5	40.1	124	*268	7.8	7.4	176
BOHLING	3883	2014	5.6	51.9	117	*15											

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	11849	100.0	14.6	100	8068	100.0	10.0	100	29809	100.0	36.8	100				
18 - 24	9282	939	7.9	10.1	69	786	9.7	8.5	85	3086	10.4	33.2	90				
25 - 34	19072	3098	26.1	16.2	111	2459	30.5	12.9	129	7474	25.1	39.2	106				
35 - 44	14591	2419	20.4	16.6	113	1596	19.8	10.9	110	5816	19.5	39.9	108				
45 - 54	11345	1819	15.4	16.0	110	1173	14.5	10.3	104	4065	13.6	35.8	97				
55 - 64	11635	1771	14.9	15.2	104	1029	12.8	8.8	89	4470	15.0	38.4	104				
65 OR OLDER	15061	1804	15.2	12.0	82	1025	12.7	6.8	68	4900	16.4	32.5	88				
18 - 34	28354	4037	34.1	14.2	97	3245	40.2	11.4	115	10560	35.4	37.2	101				
18 - 49	48339	7275	61.4	15.0	103	5366	66.5	11.1	111	18466	61.9	38.2	104				
25 - 54	45008	7336	61.9	16.3	111	5228	64.8	11.6	117	17354	58.2	38.6	105				
35 - 49	19985	3238	27.3	16.2	111	2121	26.3	10.6	107	7907	26.5	39.6	107				
50 OR OLDER	32647	4574	38.6	14.0	96	2702	33.5	8.3	83	11343	38.1	34.7	94				
GRADUATED COLLEGE	11155	1728	14.6	15.5	106	1240	15.4	11.1	112	4336	14.5	38.9	106				
ATTENDED COLLEGE	13682	2386	20.1	17.4	119	1751	21.7	12.8	128	5430	18.2	39.7	108				
GRADUATED HIGH SCHOOL	33880	5077	42.8	15.0	102	3525	43.7	10.4	104	12776	42.9	37.7	102				
DID NOT GRADUATE HIGH SCHOOL	22270	2659	22.4	11.9	82	1553	19.2	7.0	70	7267	24.4	32.6	89				
EMPLOYED	40306	5909	49.9	14.7	100	4558	56.5	11.3	114	15213	51.0	37.7	103				
EMPLOYED FULL-TIME	32850	4568	38.6	13.9	95	3641	45.1	11.1	111	12286	41.2	37.4	102				
EMPLOYED PART-TIME	7456	1341	11.3	18.0	123	917	11.4	12.3	123	2927	9.8	39.3	107				
NOT EMPLOYED	40680	5940	50.1	14.6	100	3510	43.5	8.6	87	14596	49.0	35.9	97				
PROFESSIONAL/MANAGER	10392	1746	14.7	16.8	115	1192	14.8	11.5	115	4147	13.9	39.9	108				
TECH/CLERICAL/SALES	17574	2519	21.3	14.3	98	2175	27.0	12.4	124	6924	23.2	39.4	107				
PRECISION/CRAFT	985	**178	1.5	18.1	124	**91	1.1	9.2	93	*346	1.2	35.1	95				
OTHER EMPLOYED	11354	1466	12.4	12.9	88	1100	13.6	9.7	97	3797	12.7	33.4	91				
SINGLE	9863	1331	11.2	13.5	92	991	12.3	10.0	101	3369	11.3	34.2	93				
MARRIED	51375	8013	67.6	15.6	107	5299	65.7	10.3	104	19917	66.8	38.8	105				
DIVORCED/SEPARATED/WIDOWED	19748	2505	21.1	12.7	87	1778	22.0	9.0	90	6524	21.9	33.0	90				
PARENTS	32590	5393	45.5	16.5	113	3744	46.4	11.5	115	12563	42.1	38.5	105				
WHITE	70416	10806	91.2	15.3	105	7345	91.0	10.4	105	26442	88.7	37.6	102				
BLACK	8778	831	7.0	9.5	65	611	7.6	7.0	70	2699	9.1	30.7	84				
OTHER	1791	**212	1.8	11.8	81	**112	1.4	6.3	63	*669	2.2	37.4	101				
NORTHEAST-CENSUS	17786	3031	25.6	17.0	116	1683	20.9	9.5	95	6272	21.0	35.3	96				
NORTH CENTRAL	20741	3453	29.1	16.6	114	2213	27.4	10.7	107	7666	25.7	37.0	100				
SOUTH	27775	2915	24.6	10.5	72	2244	27.8	8.1	81	10075	33.8	36.3	99				
WEST	14683	2450	20.7	16.7	114	1928	23.9	13.1	132	5796	19.4	39.5	107				
NORTHEAST-MKTG.	17961	2904	24.5	16.2	111	1688	20.9	9.4	94	6279	21.1	35.0	95				
EAST CENTRAL	11885	1869	15.8	15.7	107	1229	15.2	10.3	104	4151	13.9	34.9	95				
WEST CENTRAL	14090	2255	19.0	16.0	109	1466	18.2	10.4	104	5245	17.6	37.2	101				
SOUTH	24081	2606	22.0	10.8	74	1985	24.6	8.2	83	8907	29.9	37.0	100				
PACIFIC	12969	2215	18.7	17.1	117	1700	21.1	13.1	132	5227	17.5	40.3	109				
COUNTY SIZE A	32439	4766	40.2	14.7	100	3263	40.4	10.1	101	11767	39.5	36.3	99				
COUNTY SIZE B	24915	3508	29.6	14.1	96	2653	32.9	10.6	107	9202	30.9	36.9	100				
COUNTY SIZE C	12930	1853	15.6	14.3	98	1282	15.9	9.9	100	4961	16.6	38.4	104				
COUNTY SIZE D	10703	1722	14.5	16.1	110	871	10.8	8.1	82	3880	13.0	36.3	98				
METRO CENTRAL CITY	24518	3292	27.8	13.4	92	2410	29.9	9.8	99	8315	27.9	33.9	92				
METRO SUBURBAN	35919	5675	47.9	15.8	108	3978	49.3	11.1	111	14312	48.0	39.8	108				
NON METRO	20549	2881	24.3	14.0	96	1680	20.8	8.2	82	7182	24.1	35.0	95				
TOP 5 ADI'S	18341	2803	23.7	15.3	104	1712	21.2	9.3	94	6697	22.5	36.5	99				
TOP 10 ADI'S	25378	3437	29.0	13.5	93	2293	28.4	9.0	91	9210	30.9	36.3	99				
TOP 20 ADI'S	36488	4950	41.8	13.6	93	3788	47.0	10.4	104	13427	45.0	36.8	100				
HSGLD INC. \$50,000 OR MORE	6612	1061	9.0	16.0	110	684	8.5	10.3	104	2958	9.9	44.7	122				
\$40,000 OR MORE	12659	2109	17.8	16.7	114	1528	18.9	12.1	121	5402	18.1	42.7	116				
\$30,000 OR MORE	24698	4274	36.1	17.3	118	3046	37.8	12.3	124	10371	34.8	42.0	114				
\$25,000 OR MORE	32077	5654	47.7	17.6	120	3818	47.3	11.9	119	13470	45.2	42.0	114				
\$20,000 - \$24,999	9144	1491	12.6	16.3	111	906	11.2	9.9	99	3441	11.5	37.6	102				
\$15,000 - \$19,999	8728	1004	8.5	11.5	79	848	10.5	9.7	98	3122	10.5	35.8	97				
\$10,000 - \$14,999	12562	1794	15.1	14.3	98	1046	13.0	8.3	84	4256	14.3	33.9	92				
UNDER \$10,000	18475	1908	16.1	10.3	71	1451	18.0	7.9	79	5520	18.5	29.9	81				
HOUSEHOLD OF 1 PERSON	11987	1560	13.2	13.0	89	977	12.1	8.2	82	3862	13.0	32.2	88				
2 PEOPLE	26577	3470	29.3	13.1	89	2594	32.2	9.8	98	9730	32.6	36.6	99				
3 OR 4 PEOPLE	30617	4727	39.9	15.4	106	3211	39.8	10.5	105	11334	38.0	37.0	101				
5 OR MORE PEOPLE	11804	2093	17.7	17.7	121	1286	15.9	10.9	109	4883	16.4	41.4	112				
NO CHILD IN HSGLD	46165	6100	51.5	13.2	90	4135	51.3	9.0	90	16341	54.8	35.4	96				
CHILD(REN) UNDER 2 YRS	5325	887	7.5	16.7	114	653	8.1	12.3	123	2219	7.4	41.7	113				
2 - 5 YEARS	14221	2349	19.8	16.5	113	1524	18.9	10.7	108	5399	18.1	39.0	103				
6 - 11 YEARS	15117	2426	20.5	16.0	110	1769	21.9	11.7	117	5701	19.1	37.7	102				
12 - 17 YEARS	16611	2875	24.3	17.3	118	1958	24.3	11.8	118	6546	22.0	39.4	107				
RESIDENCE OWNED	55884	9135	77.1	16.3	112	5822	72.2	10.4	105	21901	73.5	39.2	106				
VALUE: \$50,000 OR MORE	31744	5675	47.9	17.9	122	3690	45.7	11.6	117	13070	43.8	41.2	112				
VALUE: UNDER \$50,000	24140	3460	29.2	14.3	98	2133	26.4	8.8	89	8831	29.6	36.6	99				

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	11849	100.0	14.6	100	8068	100.0	10.0	100	29809	100.0	36.8	100				
MAGAZINES	QUINTILE 1	15799	2721	23.0	17.2	118	1733	21.5	11.0	110	6616	22.2	41.9	114				
	QUINTILE 2	17259	2747	23.2	15.9	109	2079	25.8	12.0	121	7198	24.1	41.7	113				
	QUINTILE 3	13545	1885	15.9	13.9	95	1445	17.9	10.7	107	5097	17.1	37.6	102				
	QUINTILE 4	15133	2064	17.4	13.6	93	1466	18.2	9.7	97	5143	17.3	34.0	92				
	QUINTILE 5	19250	2432	20.5	12.6	86	1346	16.7	7.0	70	5755	19.3	29.9	81				
NEWSPAPERS	QUINTILE 1	12413	2055	17.3	16.6	113	1165	14.4	9.4	94	4727	15.9	38.1	103				
	QUINTILE 2	24116	3616	30.5	15.0	102	2575	31.9	10.7	107	9470	31.8	39.3	107				
	QUINTILE 3	11261	1850	15.6	16.4	112	1494	18.5	13.3	133	4348	14.6	38.6	105				
	QUINTILE 4	20255	2922	24.7	14.4	99	1809	22.4	8.9	90	7116	23.9	35.1	95				
	QUINTILE 5	12940	1407	11.9	10.9	74	1026	12.7	7.9	80	4149	13.9	32.1	87				
OUTDOOR	QUINTILE 1	14852	2391	20.2	16.1	110	1842	22.8	12.4	124	5679	19.1	38.2	104				
	QUINTILE 2	15725	2591	21.9	16.5	113	1637	20.3	10.4	104	5980	20.1	38.0	103				
	QUINTILE 3	16330	2438	20.6	14.9	102	1696	21.0	10.4	104	6030	20.2	36.9	100				
	QUINTILE 4	16744	2299	19.4	13.7	94	1617	20.0	9.7	97	5997	20.1	35.8	97				
	QUINTILE 5	17334	2130	18.0	12.3	84	1276	15.8	7.4	74	6123	20.5	35.3	96				
RADIO-DRIVE TIME	QUINTILE 1	15911	2472	20.9	15.5	106	1693	21.0	10.6	107	6124	20.5	38.5	105				
	QUINTILE 2	14837	2271	19.2	15.3	105	1409	17.5	9.5	95	5568	18.7	37.5	102				
	QUINTILE 3	15339	2288	19.3	14.9	102	1660	20.6	10.8	109	5713	19.2	37.2	101				
	QUINTILE 4	16723	2356	19.9	14.1	96	1826	22.6	10.9	110	6098	20.5	36.5	99				
	QUINTILE 5	18176	2462	20.8	13.5	93	1481	18.4	8.1	82	6307	21.2	34.7	94				
RADIO-MID- DAY	TERCILE 1	21020	3207	27.1	15.3	104	2469	30.6	11.7	118	8110	27.2	38.6	105				
	TERCILE 2	21610	3444	29.1	15.9	109	2169	26.9	10.0	101	8295	27.8	38.4	104				
	TERCILE 3	38355	5198	43.9	13.6	93	3431	42.5	8.9	90	13404	45.0	34.9	95				
RADIO-TOTAL	QUINTILE 1	15988	2375	20.0	14.9	102	1777	22.0	11.1	112	5961	20.0	37.3	101				
	QUINTILE 2	15626	2137	18.0	13.7	93	1560	19.3	10.0	100	5755	19.3	36.8	100				
	QUINTILE 3	16723	2819	23.8	16.9	115	1773	22.0	10.6	106	6498	21.8	38.9	106				
	QUINTILE 4	16342	2445	20.6	15.0	102	1793	22.2	11.0	110	6164	20.7	37.7	102				
	QUINTILE 5	16306	2073	17.5	12.7	87	1166	14.5	7.2	72	5431	18.2	33.3	90				
TV-PRIME TIME	QUINTILE 1	15953	2564	21.6	16.1	110	1666	20.6	10.4	105	5625	18.9	35.3	96				
	QUINTILE 2	16137	2516	21.2	15.6	107	1524	18.9	9.4	95	6276	21.1	38.9	106				
	QUINTILE 3	16420	2433	20.5	14.8	101	1751	21.7	10.7	107	6232	20.9	38.0	103				
	QUINTILE 4	16687	2523	21.3	15.1	103	1588	19.7	9.5	96	6211	20.8	37.2	101				
	QUINTILE 5	15789	1814	15.3	11.5	79	1539	19.1	9.7	98	5466	18.3	34.6	94				
TV-DAYTIME	TERCILE 1	27736	3961	33.4	14.3	98	2585	32.0	9.3	94	10075	33.8	36.3	99				
	TERCILE 2	26489	3819	32.2	14.4	99	2761	34.2	10.4	105	9554	32.1	36.1	98				
	TERCILE 3	26761	4069	34.3	15.2	104	2723	33.8	10.2	102	10180	34.2	38.0	103				
TV-TOTAL	QUINTILE 1	16345	2438	20.6	14.9	102	1531	19.0	9.4	94	5664	19.0	34.7	94				
	QUINTILE 2	16447	2432	20.5	14.8	101	1414	17.5	8.6	86	6346	21.3	38.6	105				
	QUINTILE 3	15980	2528	21.3	15.8	108	1717	21.3	10.7	108	6129	20.6	38.4	104				
	QUINTILE 4	15887	2238	18.9	14.1	96	1867	23.1	11.8	118	5552	18.6	34.9	95				
	QUINTILE 5	16326	2214	18.7	13.6	93	1539	19.1	9.4	95	6118	20.5	37.5	102				
MAGAZINES-NEWSPAPERS: DUAL		20721	3178	26.8	15.3	105	2224	27.6	10.7	108	8472	28.4	40.9	111				
MAGAZINE IMPERATIVE		19186	3077	26.0	16.0	110	2292	28.4	11.9	120	7811	26.2	40.7	111				
NEWSPAPER IMPERATIVE		21899	3232	27.3	14.8	101	2205	27.3	10.1	101	7837	26.3	35.8	97				
MAGAZINES-OUTDOOR: DUAL		15451	2888	24.4	18.7	128	1918	23.8	12.4	125	6704	22.5	43.4	118				
MAGAZINE IMPERATIVE		25953	3681	31.1	14.2	97	2631	32.6	10.1	102	10303	34.6	39.7	108				
OUTDOOR IMPERATIVE		24400	3279	27.7	13.4	92	2403	29.8	9.8	99	8132	27.3	33.3	91				
MAGAZINES-RADIO: DUAL		18049	2835	23.9	15.7	107	2121	26.3	11.8	118	7296	24.5	40.4	110				
MAGAZINE IMPERATIVE		23571	3831	32.3	16.3	111	2525	31.3	10.7	108	9830	33.0	41.7	113				
RADIO IMPERATIVE		23278	3197	27.0	13.7	94	2156	26.7	9.3	93	7833	26.3	33.6	91				
MAGAZINES-TELEVISION: DUAL		15459	2734	23.1	17.7	121	1551	19.2	10.0	101	6428	21.6	41.6	113				
MAGAZINE IMPERATIVE		25829	3887	32.8	15.0	103	3129	38.8	12.1	122	10384	34.8	40.2	109				
TELEVISION IMPERATIVE		26039	3367	28.4	12.9	88	2185	27.1	8.4	84	8709	29.2	33.4	91				
NEWSPAPERS-OUTDOOR: DUAL		16605	2875	24.3	17.3	118	2158	26.7	13.0	130	6595	22.1	39.7	108				
NEWSPAPER IMPERATIVE		26834	3833	32.3	14.3	98	2495	30.9	9.3	93	10143	34.0	37.8	103				
OUTDOOR IMPERATIVE		23346	3461	29.2	14.8	101	2301	28.5	9.9	99	8470	28.4	36.3	99				
NEWSPAPERS-RADIO: DUAL		17133	2865	24.2	16.7	114	1969	24.4	11.5	115	6513	21.8	38.0	103				
NEWSPAPER IMPERATIVE		25892	3934	33.2	15.2	104	2659	33.0	10.3	103	10179	34.1	39.3	107				
RADIO IMPERATIVE		23167	3076	26.0	13.3	91	2277	28.2	9.8	99	8414	28.2	36.3	99				
NEWSPAPERS-TELEVISION: DUAL		17159	2696	22.8	15.7	107	1727	21.4	10.1	101	6782	22.8	39.5	107				
NEWSPAPER IMPERATIVE		26214	4001	33.8	15.3	104	2921	36.2	11.1	112	10185	34.2	38.9	106				
TELEVISION IMPERATIVE		23412	3162	26.7	13.5	92	2099	26.0	9.0	90	8091	27.1	34.6	94				
OUTDOOR-RADIO: DUAL		15303	2330	19.7	15.2	104	1759	21.8	11.5	115	5944	19.9	38.8	106				
OUTDOOR IMPERATIVE		24901	3928	33.2	15.8	108	2663	33.0	10.7	107	9313	31.2	37.4	102				
RADIO IMPERATIVE		26492	3679	31.0	13.9	95	2573	31.9	9.7	97	9716	32.6	36.7	100				
OUTDOOR-TELEVISION: DUAL		14794	2550	21.5	17.2	118	1652	20.5	11.2	112	5526	18.5	37.4	101				
OUTDOOR IMPERATIVE		25437	3878	32.7	15.2	104	2899	35.9	11.4	114	9676	32.5	38.0	103				
TELEVISION IMPERATIVE		27877	3769	31.8	13.5	92	2380	29.5	8.5	86	10420	35.0	37.4	102				
RADIO-TELEVISION: DUAL		15996	2616	22.1	16.4	112	1544	19.1	9.7	97	5941	19.9	37.1	101				
RADIO IMPERATIVE		25478	3690	31.1	14.5	99	2887	35.8	11.3	114	9557	32.1	37.5	102				
TELEVISION IMPERATIVE		26573	3839	32.4	14.4	99	2425	30.1	9.1	92	9760	32.7	36.7	100				

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	11849	100.0	14.6	100	8068	100.0	10.0	100	29809	100.0	36.8	100				
ATLANTIC MONTHLY	415	**46	0.4	11.1	76	**46	0.6	11.1	111	*132	0.4	31.8	86				
BARRON'S	453	**61	0.5	13.5	92	**46	0.6	10.2	102	**145	0.5	32.0	87				
BETTER HOMES & GARDENS	16256	2664	22.5	16.4	112	1704	21.1	10.5	105	6620	22.2	40.7	111				
BON APPETIT	2535	498	4.2	19.6	134	250	3.1	9.9	99	986	3.3	38.9	106				
BUSINESS WEEK	1278	*162	1.4	12.7	87	*133	1.6	10.4	104	483	1.6	37.8	103				
CAR AND DRIVER	378	**86	0.7	22.8	156	**28	0.3	7.4	74	**118	0.4	31.2	85				
CBS MAGAZINE NETWORK (GROSS)	1498	*289	2.4	19.3	132	*207	2.6	13.8	139	424	1.4	28.3	77				
CHANGING TIMES	1505	279	2.4	18.5	127	*201	2.5	13.4	134	714	2.4	47.4	129				
COUNTRY HOMES	1231	*181	1.5	14.7	100	*116	1.4	9.4	95	395	1.3	32.1	87				
CONDE NAST MAG. PKG. (GROSS)	14146	2305	19.5	16.3	111	1493	18.5	10.6	106	5603	18.8	39.6	108				
CONSUMERS DIGEST	1323	*173	1.5	13.1	89	*100	1.2	7.6	76	526	1.8	39.8	108				
COSMOPOLITAN	7102	1098	9.3	15.5	106	911	11.3	12.8	129	2873	9.6	40.5	110				
COUNTRY LIVING	2481	482	4.1	19.4	133	332	4.1	13.4	134	988	3.3	39.8	108				
CUISINE	1472	*228	1.9	15.5	106	*210	2.6	14.3	143	481	1.6	32.7	89				
CYCLE WORLD	425	**113	1.0	26.6	182	**101	1.3	23.8	239	**86	0.3	20.2	55				
DCI:CREATIVE IDEAS FOR LIV	2510	399	3.4	15.9	109	298	3.7	11.9	119	1107	3.7	44.1	120				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	982	8.3	14.7	100	592	7.3	8.8	89	2896	9.7	43.3	118				
DISCOVER	894	**99	0.8	11.1	76	**136	1.7	15.2	153	305	1.0	34.1	93				
EBONY	3507	376	3.2	10.7	73	261	3.2	7.4	75	1298	4.4	37.0	101				
ESQUIRE	1083	**95	0.8	8.8	60	**36	0.4	3.3	33	361	1.2	33.3	91				
ESSENCE	1830	228	1.9	12.5	85	*170	2.1	9.3	93	583	2.0	31.9	87				
FAMILY CIRCLE	15930	2969	25.1	18.6	127	1932	23.9	12.1	122	6601	22.1	41.4	113				
THE FAMILY HANDYMAN	1126	*238	2.0	21.1	144	**115	1.4	10.2	103	416	1.4	36.9	100				
FAMILY WEEKLY	11468	1696	14.3	14.8	101	1141	14.1	9.9	100	4287	14.4	37.4	102				
FIELD & STREAM	2234	352	3.0	15.8	108	*253	3.1	11.3	114	932	3.1	41.7	113				
FOOD & WINE	579	**96	0.8	16.6	113	**62	0.8	10.7	107	*190	0.6	32.8	89				
FORBES	728	**63	0.5	8.7	59	**65	0.8	8.9	90	302	1.0	41.5	113				
FORTUNE	906	**65	0.5	7.2	49	**80	1.0	8.8	89	363	1.2	40.1	109				
GENTLEMEN'S QUARTERLY	791	**158	1.3	20.0	137	**97	1.2	12.3	123	351	1.2	44.4	121				
GLAMOUR	5265	943	8.0	17.9	122	609	7.5	11.6	116	2210	7.4	42.0	114				
GOLF DIGEST	636	**123	1.0	19.3	132	**73	0.9	11.5	115	290	1.0	45.6	124				
GOLF DIGEST/TENNIS (GROSS)	1186	*246	2.1	20.7	142	*158	2.0	13.3	134	481	1.6	40.6	110				
GOLF MAGAZINE	441	**96	0.8	21.8	149	**60	0.7	13.6	137	*181	0.6	41.0	112				
GOLF MAGAZINE/SKI (GROSS)	922	*144	1.2	15.6	107	**113	1.4	12.3	123	345	1.2	37.4	102				
GOOD HOUSEKEEPING	16487	2928	24.7	17.8	121	1894	23.5	11.5	115	6841	22.9	41.5	113				
HARPER'S BAZAAR	2423	393	3.3	16.2	111	*235	2.9	9.7	97	767	2.6	31.7	86				
HEALTH	1994	374	3.2	18.8	128	*231	2.9	11.6	116	795	2.7	39.9	108				
HEARST MAG CORP. BUY (GROSS)	44101	7432	62.7	16.9	115	4986	61.8	11.3	113	17692	59.4	40.1	109				
HEARST MAN POWER (GROSS)	1993	361	3.0	18.1	124	287	3.6	14.4	145	880	3.0	44.2	120				
HEARST WOMAN POWER (GROSS)	31274	5316	44.9	17.0	116	3625	44.9	11.6	116	12821	43.0	41.0	111				
HOUSE BEAUTIFUL	3623	513	4.3	14.2	97	322	4.0	8.9	89	1442	4.8	39.8	108				
INC.	283	**26	0.2	9.2	63	**31	0.4	11.0	110	*138	0.5	48.8	132				
JET	2928	323	2.7	11.0	75	208	2.6	7.1	71	927	3.1	31.7	86				
LADIES' HOME JOURNAL	11918	2085	17.6	17.5	120	1329	16.5	11.2	112	4661	15.6	39.1	106				
LHJ FAMILY GRP COMBO(GROSS)	16764	3014	25.4	18.0	123	1896	23.5	11.3	114	6639	22.3	39.6	108				
LIFE	4254	560	4.7	13.2	90	443	5.5	10.4	105	1767	5.9	41.5	113				
L.A. TIMES HOME MAGAZINE	1145	*156	1.3	13.6	93	**117	1.5	10.2	103	510	1.7	44.5	121				
MADEMOISELLE	2884	414	3.5	14.4	98	343	4.3	11.9	119	1141	3.8	39.6	107				
MC CALL'S	13460	2177	18.4	16.2	111	1422	17.6	10.6	106	5413	18.2	40.2	109				
MC CALL'S/WRK MOTHER (GROSS)	14606	2350	19.8	16.1	110	1606	19.9	11.0	110	5934	19.9	40.6	110				
MECHANIX ILLUSTRATED	772	**139	1.2	18.0	123	**145	1.8	18.8	189	*325	1.1	42.1	114				
METROPOLITAN HOME	967	**107	0.9	11.1	76	**34	0.4	3.5	35	430	1.4	44.5	121				
MONEY	1588	*213	1.8	13.4	92	*180	2.2	11.3	114	605	2.0	38.1	104				
MOTHER EARTH NEWS	1002	*142	1.2	14.2	97	*83	1.0	8.3	83	343	1.2	34.2	93				
MS.	825	*128	1.1	15.5	106	*139	1.7	16.8	169	317	1.1	38.4	104				
NATIONAL ENQUIRER	10336	1476	12.5	14.3	98	1082	13.4	10.5	105	3981	13.4	38.5	105				
NATIONAL GEOGRAPHIC	9597	1496	12.6	15.6	107	1240	15.4	12.9	130	3756	12.6	39.1	106				
NATIONAL SUNDAY MAGAZINE PKG	49558	7546	63.7	15.2	104	5188	64.3	10.5	105	18904	63.4	38.1	104				
NATURAL HISTORY	573	**90	0.8	15.7	107	**102	1.3	17.8	179	*198	0.7	34.6	94				
NEW WOMAN	1699	355	3.0	20.9	143	*189	2.3	11.1	112	638	2.1	37.6	102				
NEW YORK INCLUDING CUE	443	**35	0.3	7.9	54	**24	0.3	5.4	54	*193	0.6	43.6	118				
THE NEW YORKER	1270	*150	1.3	11.8	81	*148	1.8	11.7	117	525	1.8	41.3	112				
NEWSWEEK	6277	903	7.6	14.4	98	731	9.1	11.6	117	2402	8.1	38.3	104				
THE N.Y. TIMES DAILY EDITION	1205	*176	1.5	14.6	100	*110	1.4	9.1	92	516	1.7	42.8	116				
THE N.Y. TIMES MAGAZINE	2081	312	2.6	15.0	102	*261	3.2	12.5	126	816	2.7	39.2	107				
OMNI	788	**108	0.9	13.7	94	**81	1.0	10.3	103	320	1.1	40.6	110				
ON CABLE	1158	**101	0.9	8.7	60	**109	1.4	9.4	94	519	1.7	44.8	122				
1001 HOME IDEAS	2852	554	4.7	19.4	133	336	4.2	11.8	118	1183	4.0	41.5	113				
ORGANIC GARDENING	1658	332	2.8	20.0	137	*220	2.7	13.3	133	711	2.4	42.9	117				
OUTDOOR LIFE	896	*152	1.3	17.0	116	**81	1.0	9.0	91	322	1.1	35.9	98				
PARADE MAGAZINE	24275	3363	28.4	13.9	95	2398	29.7	9.9	99	9406	31.6	38.7	105				

	TOTAL U.S. '000	PURITAN				SUN LITE				MESSON				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	11849	100.0	14.6	100	8068	100.0	10.0	100	29809	100.0	36.8	100				
PARENTS	3845	719	6.1	18.7	128	523	6.5	13.6	137	1692	5.7	44.0	120				
PENTHOUSE	831	**162	1.4	19.5	133	**109	1.4	13.1	132	*313	1.1	37.7	102				
PEOPLE	11645	1804	15.2	15.5	106	1385	17.2	11.9	119	4715	15.8	40.5	110				
PLAYBOY	2006	329	2.8	16.4	112	*245	3.0	12.2	123	683	2.3	34.0	93				
POPULAR HOT RODDING	297	**50	0.4	16.8	115	**39	0.5	13.1	132	**78	0.3	26.3	71				
POPULAR MECHANICS	1018	*187	1.6	18.4	126	**163	2.0	16.0	161	460	1.5	45.2	123				
POPULAR SCIENCE	878	**120	1.0	13.7	93	**66	0.8	7.5	75	424	1.4	48.3	131				
PREVENTION	3913	631	5.3	16.1	110	569	7.1	14.5	146	1593	5.3	40.7	111				
PSYCHOLOGY TODAY	1710	265	2.3	15.7	107	*177	2.2	10.4	104	780	2.6	45.6	124				
READER'S DIGEST	22204	3507	29.6	15.8	108	2308	28.6	10.4	104	9110	30.6	41.0	111				
REDBOOK	7684	1290	10.9	16.8	115	821	10.2	10.7	107	3108	10.4	40.4	110				
ROAD & TRACK	410	**117	1.0	28.5	195	**46	0.6	11.2	113	**140	0.5	34.1	93				
ROLLING STONE	969	*127	1.1	13.1	90	*131	1.6	13.5	136	386	1.3	39.8	108				
RUNNER'S WORLD	298	**31	0.3	10.4	71	**35	0.4	11.7	118	*187	0.6	62.8	170				
SATURDAY EVENING POST	1169	211	1.8	18.0	123	*150	1.9	12.8	129	392	1.3	33.5	91				
SCIENCE 84	587	**54	0.5	9.2	63	**88	1.1	15.0	150	*255	0.9	43.4	118				
SCIENCE DIGEST	482	**51	0.4	10.6	72	**85	1.1	17.6	177	*194	0.7	40.2	109				
SCIENTIFIC AMERICAN	594	**63	0.5	10.6	72	**38	0.5	6.4	64	*263	0.9	44.3	120				
SELF	2089	294	2.5	14.1	96	225	2.8	10.8	108	805	2.7	38.5	105				
SEVENTEEN	2411	446	3.8	18.5	126	220	2.7	9.1	92	939	3.2	38.9	106				
SKI	480	**47	0.4	9.8	67	**53	0.7	11.0	111	*165	0.6	34.4	93				
SMITHSONIAN	2760	405	3.4	14.7	100	362	4.5	13.1	132	1068	3.6	38.7	105				
SOAP OPERA DIGEST	3013	439	3.7	14.6	100	309	3.8	10.3	103	1052	3.5	34.9	95				
SOUTHERN LIVING	4184	583	4.9	13.9	95	294	3.6	7.0	71	1788	6.0	42.7	116				
SPORT	559	**132	1.1	23.6	161	**98	1.2	17.5	176	*209	0.7	37.4	102				
THE SPORTING NEWS	436	**94	0.8	21.6	147	**27	0.3	6.2	62	**188	0.6	43.1	117				
SPORTS AFIELD	493	**123	1.0	24.9	171	**40	0.5	8.1	81	*226	0.8	45.8	125				
SPORTS ILLUSTRATED	2758	549	4.6	19.9	136	359	4.4	13.0	131	1239	4.2	44.9	122				
STAR	7456	1168	9.9	15.7	107	804	10.0	10.8	108	2872	9.6	38.5	105				
SUNDAY	24936	4098	34.6	16.4	112	2743	34.0	11.0	110	9446	31.7	37.9	103				
SUNSET	2124	382	3.2	18.0	123	322	4.0	15.2	152	928	3.1	43.7	119				
TV GUIDE	21661	3563	30.1	16.4	112	2294	28.4	10.6	106	8623	28.9	39.8	108				
TENNIS	550	**122	1.0	22.2	152	**84	1.0	15.3	153	*191	0.6	34.7	94				
TIME	8880	1291	10.9	14.5	99	967	12.0	10.9	109	3675	12.3	41.4	112				
TOWN & COUNTRY	917	*173	1.5	18.9	129	**49	0.6	5.3	54	333	1.1	36.3	99				
TRAVEL & LEISURE	972	*135	1.1	13.9	95	**94	1.2	9.7	97	367	1.2	37.8	103				
TRUE STORY	3356	419	3.5	12.5	85	326	4.0	9.7	98	1241	4.2	37.0	100				
U.S. NEWS & WORLD REPORT	3410	395	3.3	11.6	79	352	4.4	10.3	104	1316	4.4	38.6	105				
USA TODAY	1759	302	2.5	17.2	117	*242	3.0	13.8	138	690	2.3	39.2	107				
US	1873	323	2.7	17.2	118	*186	2.3	9.9	100	729	2.4	38.9	106				
VOGUE	3909	654	5.5	16.7	114	316	3.9	8.1	81	1446	4.9	37.0	100				
MALL STREET JOURNAL	1886	*174	1.5	9.2	63	*209	2.6	11.1	111	790	2.7	41.9	114				
WEIGHT WATCHERS	1280	291	2.5	13.7	94	*178	2.2	8.4	84	996	3.3	47.0	128				
WOMAN'S DAY	14172	2349	19.8	16.6	113	1676	20.8	11.8	119	5933	19.9	41.9	114				
WORKING MOTHER	1146	*173	1.5	15.1	103	*184	2.3	16.1	161	522	1.8	45.5	124				
WORKING WOMAN	1322	*161	1.4	12.2	83	*141	1.7	10.7	107	518	1.7	39.2	106				
WORLD TENNIS	*163	**12	0.1	7.4	50	**12	0.1	7.4	74	*60	0.2	36.8	100				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	358	3.0	14.1	97	284	3.5	11.2	113	934	3.1	36.9	100				
BLAIR INSERTS	43657	6775	57.2	15.5	106	4728	58.6	10.8	109	16752	56.2	38.4	104				
DAILY NEWSPAPERS																	
READ ANY	51633	8085	68.2	15.7	107	5353	66.3	10.4	104	19623	65.8	38.0	103				
READ ONE	43463	6826	57.6	15.7	107	4607	57.1	10.6	106	16370	54.9	37.7	102				
READ TWO OR MORE	8170	1259	10.6	15.4	105	746	9.2	9.1	92	3253	10.9	39.8	108				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8119	68.5	15.4	105	5616	69.6	10.7	107	20162	67.6	38.3	104				
READ ONE	46126	6962	58.8	15.1	103	4914	60.9	10.7	107	17573	59.0	38.1	104				
READ TWO OR MORE	6552	1157	9.8	17.7	121	703	8.7	10.7	108	2590	8.7	39.5	107				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.33				29.75				27.45							
30 DAY REACH	71455	10758	90.8	15.1	103	7449	92.3	10.4	105	26430	88.7	37.0	100				
50 SHWG - 30 DAY AV FREQ	14.56	15.48				15.56				14.38							
30 DAY REACH	67742	10230	86.3	15.1	103	7137	88.5	10.5	106	25293	84.9	37.3	101				
25 SHWG - 30 DAY AV FREQ	7.94	8.32				8.25				7.86							
30 DAY REACH	62117	9529	80.4	15.3	105	6712	83.2	10.8	108	23075	77.4	37.1	101				
CABLE TV: HOME WIRED	32077	5301	44.7	16.5	113	3420	42.4	10.7	107	12284	41.2	38.3	104				
HOME NOT WIRED	48909	6548	55.3	13.4	92	4648	57.6	9.5	95	17525	58.8	35.8	97				
HAVE PAY CABLE	15935	2792	23.6	17.5	120	1761	21.8	11.1	111	6071	20.4	38.1	104				

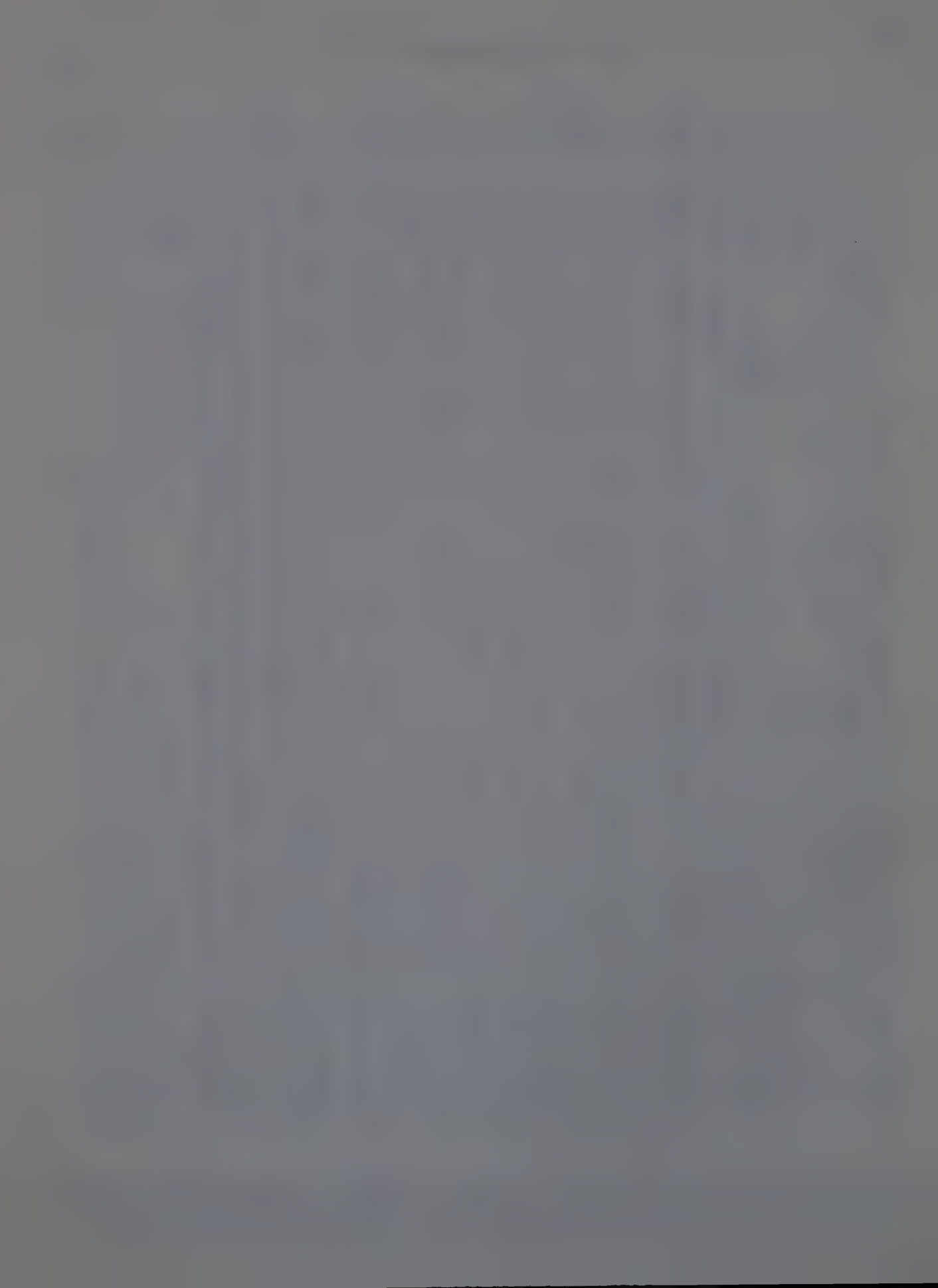
	TOTAL U.S. '000	PURITAN				SUN LITE				HESSON				A			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	20986	11849	100.0	14.6	100	8068	100.0	10.0	100	29809	100.0	36.8	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6774	57.2	15.4	105	4673	57.9	10.6	107	16693	56.0	38.0	103				
10:00 AM - 3:00 PM	30659	4831	40.8	15.8	108	3413	42.3	11.1	112	11822	39.7	38.6	105				
3:00 PM - 7:00 PM	31045	4679	39.5	15.1	103	3281	40.7	10.6	106	11734	39.4	37.8	103				
7:00 PM - MIDNIGHT	15767	2235	18.9	14.2	97	1679	20.8	10.6	107	5986	20.1	38.0	103				
MIDNIGHT - 6:00 AM	9120	1323	11.2	14.5	99	912	11.3	10.0	100	3281	11.0	36.0	98				
6:00 AM - MIDNIGHT	58527	8265	74.8	15.1	104	6285	77.9	10.7	108	22111	74.2	37.8	103				
ENTIRE DAY	59311	9014	76.1	15.2	104	6362	78.9	10.7	108	22404	75.2	37.8	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	2825	23.8	17.5	119	1837	22.8	11.4	114	6167	20.7	38.1	104				
ALL NEWS	2256	400	3.4	17.7	121	276	3.4	12.2	123	716	2.4	11.7	86				
ADP/PROGRESSIVE	3874	649	5.5	16.8	115	508	6.3	13.1	132	1373	4.6	35.4	96				
BEAUTIFUL MUSIC	5660	881	7.4	15.6	106	630	7.8	11.1	112	2412	8.1	42.6	116				
BLACK	2204	*202	1.7	9.2	63	*136	1.7	6.2	62	691	2.3	31.4	85				
CLASSICAL	1418	*315	2.7	22.2	152	*171	2.1	12.1	121	526	1.8	37.1	101				
CHR/ROCK	2538	1392	11.7	14.6	100	1058	13.1	11.1	111	3710	12.4	38.9	106				
COUNTRY	12648	1938	16.4	15.3	105	1298	16.1	10.3	103	4801	16.1	38.0	103				
GOLDEN OLDIES	1191	*222	1.9	18.6	127	*183	2.3	15.4	154	487	1.6	40.9	111				
MOR/NOSTALGIA	4757	740	6.2	15.6	106	554	6.9	11.6	117	1983	6.7	41.7	113				
NEWS/TALK	3343	715	6.0	18.5	127	417	5.2	10.8	108	1507	5.1	39.0	106				
RELIGIOUS	5084	379	3.2	12.3	84	276	3.4	8.9	90	1042	3.5	33.8	92				
SOFT ROCK	521	**83	0.7	15.9	109	**81	1.0	15.5	156	*193	0.6	37.0	101				
URBAN CONTEMPORARY	1585	*212	1.8	13.4	91	*156	1.9	9.8	99	582	2.0	36.7	100				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	605	5.1	18.6	127	282	3.5	8.6	87	1116	3.7	34.2	93				
ABC DIRECTION	2316	290	2.4	12.5	86	229	2.8	9.9	99	756	2.5	32.6	89				
ABC ENTERTAINMENT	4834	799	6.7	16.5	113	490	6.1	10.1	102	1851	6.2	38.3	104				
ABC FM	2202	315	2.7	14.3	98	*200	2.5	9.1	91	898	3.0	40.1	111				
ABC INFORMATION	5425	915	7.7	16.9	115	679	8.4	12.5	126	2254	7.6	41.5	113				
ABC ROCK	1677	*358	3.0	21.3	146	*336	4.2	20.0	201	694	2.3	41.4	112				
CBS	4430	809	6.8	18.3	125	501	6.2	11.3	114	1613	5.4	36.4	99				
MUTUAL	4992	963	8.1	19.3	132	672	8.3	13.5	135	1878	6.3	37.6	102				
NBC	4679	925	7.8	19.8	135	465	5.8	9.9	100	1766	5.9	37.7	103				
RADIORADIO	1994	236	2.0	11.8	81	*236	2.9	11.8	119	820	2.8	41.1	112				
RKO ONE	2298	334	2.8	14.5	99	295	3.7	12.8	129	753	2.5	32.8	89				
RKO TWO	3311	409	3.5	12.4	84	*214	2.7	6.5	65	1187	4.0	35.9	97				
THE SOURCE	2114	333	2.8	15.8	108	*290	3.6	13.7	138	857	2.9	40.5	110				
NON-WIRED : BLAIR	8654	1368	11.5	15.8	108	869	10.8	10.0	101	3422	11.5	39.5	107				
INTERNET	12025	2152	18.2	17.9	122	1441	17.9	12.0	120	4742	15.9	39.4	107				
KATZ RADIO GROUP	15359	2552	21.5	16.6	114	1759	21.8	11.5	115	5906	19.8	38.5	104				
SUPERNET	10628	1685	14.2	15.9	108	1250	15.5	11.8	118	4352	14.6	40.9	111				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5659	1245	10.5	14.4	98	836	10.4	9.7	97	3029	10.2	35.0	95				
WKDAY 9:00 AM - 1:00 PM	12163	1686	14.2	13.9	95	1200	14.9	9.9	99	4258	14.3	35.0	95				
WKDAY 1:00 PM - 4:30 PM	16150	2305	19.5	14.3	98	1504	18.6	9.3	93	5800	19.5	35.9	98				
WKDAY 4:30 PM - 7:30 PM	22463	3335	28.1	14.8	101	2051	25.4	9.1	92	7906	26.5	35.2	96				
WKDAY 7:30 PM - 8:00 PM	31795	4601	38.8	14.5	99	2844	35.3	8.9	90	11342	38.0	35.7	97				
WKDAY 11:00 PM - 11:30 PM	23977	3452	29.1	14.4	98	2347	29.1	9.8	98	8933	30.0	37.3	101				
WKDAY 11:30 PM - 1:00 AM	7703	1005	8.5	13.0	89	789	9.8	10.2	103	2885	9.7	37.5	102				
M-SAT 8-11 PM-SUN 7-11 PM	33800	5197	43.9	15.4	105	3423	42.4	10.1	102	12543	42.1	37.1	101				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A	5338	943	8.0	14.4	99	578	7.2	8.8	89	2383	8.0	36.4	99			
ANOTHER WORLD	A	4620	577	4.9	12.5	85	358	4.4	7.7	78	1623	5.4	35.1	95			
AS THE WORLD TURNS	C	5614	754	6.4	13.4	92	502	6.2	8.9	90	2001	6.7	35.6	97			
CAPITOL	C	3796	500	4.2	14.7	101	312	3.9	9.2	92	1221	4.1	36.0	98			
CBS MORN. NEWS 1	C	1446	149	1.3	10.3	70	128	1.6	8.9	89	459	1.5	31.7	86			
CBS MORN. NEWS 2	C	1207	108	0.9	8.9	61	96	1.2	8.0	80	377	1.3	31.2	85			
DAYS OF OUR LIVES	N	5877	838	7.1	14.3	97	542	6.7	9.2	93	2167	7.3	36.9	100			
FACTS OF LIFE - DAYTIME	N	2290	305	2.6	13.3	91	207	2.6	9.0	91	818	2.7	35.7	97			
FAMILY FEUD	A	3023	383	3.2	12.7	87	238	2.9	7.9	79	1040	3.5	34.4	93			
GENERAL HOSPITAL	A	6097	1049	8.9	17.2	118	671	8.3	11.0	110	2190	7.3	35.9	98			
GOOD MORNING, AMERICA-730	A	3515	653	5.5	18.6	127	287	3.6	8.2	82	1332	4.5	37.9	103			
GOOD MORNING, AMERICA-830	A	2818	506	4.3	18.0	123	307	3.8	10.9	109	1061	3.6	37.7	102			
GUIDING LIGHT	C	5339	774	6.5	14.5	99	479	5.9	9.0	90	1842	6.2	34.5	94			
ONE LIFE TO LIVE	A	4478	737	6.2	16.5	112	447	5.5	10.0	100	1576	5.3	35.2	96			
PRESS YOUR LUCK	C	2244	289	2.4	12.9	88	250	3.1	11.1	112	773	2.6	34.4	94			
PRICE IS RIGHT 1	C	4348	495	4.2	11.4	78	383	4.7	8.8	88	1516	5.1	34.9	95			
PRICE IS RIGHT 2	C	5014	604	5.1	12.0	82	487	6.0	9.7	97	1810	6.1	36.1	98			
RYAN'S HOPE	A	3150	495	4.2	15.7	107	389	4.8	12.3	124	1140	3.8	36.2	98			
SALE OF THE CENTURY	N	2695	329	2.8	12.2	83	249	3.1	9.2	93	852	2.9	31.6	86			
SEARCH FOR TOMORROW	N	2319	240	2.0	10.3	71	120	1.5	5.2	52	807	2.7	34.8	95			
TODAY SHOW 1	N	2693	309	2.6	11.5	78	230	2.9	8.5	86	888	3.0	33.0	90			
TODAY SHOW 2	N	2498	301	2.5	12.0	82	161	2.0	6.4	65	799	2.7	32.0	87			
\$25,000 PYRAMID	C	2753	284	2.4	10.3	71	295	3.7	10.7	108	810	2.7	29.4	80			
WHEEL OF FORTUNE	N	4388	536	4.5	12.2	83	429	5.3	9.8	98	1574	5.3	35.9	97			
YOUNG AND THE RESTLESS	C	5695	757	6.4	13.3	91	567	7.0	10.0	100	2076	7.0	36.5	99			
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A	1760	285	2.4	16.2	111	*139	1.7	7.9	79	582	2.0	33.1	90			
NBA PLAYOFF GAME -1	C	1136	210	1.8	18.5	126	*120	1.5	10.6	106	502	1.7	44.2	120			
NBC MAJOR LEAGUE PRE-GAME N	N	953	*144	1.2	15.1	103	**84	1.0	8.8	88	*231	0.8	24.2	66			
SPORTSWORLD - SUN	N	1233	*140	1.2	11.4	78	*106	1.3	8.6	86	337	1.1	27.3	74			
SUNDAY MORNING	C	1611	199	1.7	12.4	84	*136	1.7	8.4	85	571	1.9	35.4	96			

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	11849	100.0	14.6	100	8068	100.0	10.0	100	29809	100.0	36.8	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3775	31.9	14.5	99	2180	27.0	8.4	84	9135	30.6	35.0	95				
NETWORK AFFILIATES - LATE	20261	2929	24.7	14.5	99	1990	24.7	9.8	99	7521	25.2	37.1	101				
INDEPENDENTS - LATE	2076	285	2.4	13.7	94	205	2.5	9.9	99	778	2.6	37.5	102				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1397	11.8	13.4	91	1005	12.5	9.6	97	3768	12.6	36.0	98				
ABC MONDAY NIGHT MOVIE	A 6412	863	7.3	13.5	92	619	7.7	9.7	97	2435	8.2	38.0	103				
ABC SUNDAY NIGHT MOVIE	A 12407	1927	16.3	15.5	106	1240	15.4	10.0	100	4789	16.1	38.6	105				
ABC WORLD NEWS TONIGHT	A 6176	1054	8.9	17.1	117	435	5.4	7.0	71	2212	7.4	35.8	97				
AFTERMASH	C 5863	958	8.1	16.3	112	729	9.0	12.4	125	2115	7.1	36.1	98				
ALICE	C 9594	1390	11.7	14.5	99	988	12.2	10.3	103	3188	10.7	33.2	90				
AMERICAN PARADE	C 6622	931	7.9	14.1	96	660	8.2	10.0	100	2314	7.8	34.9	95				
BENSON	A 10886	1630	13.8	15.0	102	1085	13.4	10.0	100	3768	12.6	34.6	94				
BLUE THUNDER	A 5036	734	6.2	14.6	100	597	7.4	11.9	119	1966	6.6	39.0	106				
CAGNEY & LACEY	C 9965	1668	14.1	16.7	114	1101	13.6	11.0	111	3699	12.4	37.1	101				
CBS EVENING NEWS-DEAN	C 3491	589	5.0	16.9	115	328	4.1	9.4	94	1247	4.2	35.7	97				
CBS EVENING NEWS-RATHER	C 7123	1144	9.7	16.1	110	673	8.3	9.4	95	2518	8.4	35.4	96				
CBS SAT. NEWS-SCHIEFFER	C 3621	500	4.2	13.8	94	252	3.1	7.0	70	1275	4.3	35.2	96				
CBS SATURDAY NIGHT MOVIE	C 5436	681	5.7	12.5	86	613	7.6	11.3	113	2144	7.2	39.4	107				
CBS WEDNESDAY NIGHT MOVIE	C 6100	890	7.5	14.6	100	653	8.1	10.7	107	2101	7.0	34.4	94				
CHEERS	N 8889	1427	12.0	16.1	110	1022	12.7	11.5	115	3465	11.6	39.0	106				
DALLAS	C 22109	3577	30.2	16.2	111	2194	27.2	9.9	100	8001	26.8	36.2	98				
DIFF'RENT STROKES	N 6940	985	8.3	14.2	97	701	8.7	10.1	101	2487	8.3	35.8	97				
DOUBLE TROUBLE	N 7223	1143	9.6	15.8	108	814	10.1	11.3	113	2830	9.5	39.2	106				
DUCK FACTORY	N 5595	889	7.5	15.9	109	607	7.5	10.8	109	2041	6.8	36.5	99				
DUKES OF HAZZARD	C 5768	705	5.9	12.2	84	460	5.7	8.0	80	2131	7.1	36.9	100				
DYNASTY	A 20053	2923	24.7	14.6	100	1762	21.8	8.8	88	7169	24.0	35.8	97				
FACTS OF LIFE	N 8087	1205	10.2	14.9	102	910	11.3	11.3	113	3061	10.3	37.9	103				
FALCON CREST	C 20046	3120	26.3	15.6	106	2040	25.3	10.2	102	7267	24.4	36.3	98				
FALL GUY	A 9084	1353	11.4	14.9	102	878	10.9	9.7	97	3445	11.6	37.9	103				
FAMILY TIES	N 7964	1326	11.2	16.6	114	840	10.4	10.5	106	3169	10.6	39.8	108				
FANTASY ISLAND	A 7687	1048	8.8	13.6	93	661	8.2	8.6	86	2640	8.9	34.3	93				
FOULUPS, BLEEPs & BLUNDERS	A 8861	1481	12.5	16.7	114	797	9.9	9.0	90	3502	11.7	39.5	107				
FOUR SEASONS	C 5095	888	7.5	17.4	119	663	8.2	13.0	131	1785	6.0	35.0	95				
GIMME A BREAK	N 8838	1259	10.6	14.2	97	879	10.9	9.9	100	3320	11.1	37.6	102				
HART TO HART	A 8978	1370	11.6	15.3	104	893	11.1	9.9	100	3233	10.8	36.0	98				
HILL STREET BLUES	N 8590	1198	10.1	13.9	95	986	12.2	11.5	115	3478	11.7	40.5	110				
HOTEL	A 14085	2230	18.8	15.8	108	1390	17.2	9.9	99	4995	16.8	35.5	96				
JEFFERSONS	C 9360	1372	11.6	14.7	100	1026	12.7	11.0	110	3273	11.0	35.0	95				
JENNIFER SLEPT HERE	N 5841	767	6.5	13.1	90	595	7.4	10.2	102	2218	7.4	38.0	103				
KATE & ALLIE	C 9206	1513	12.8	16.4	112	1034	12.8	11.2	113	3147	10.6	34.2	93				
KNIGHT RIDER	N 7076	1151	9.7	16.3	111	826	10.2	11.7	117	2664	8.9	37.6	102				
LOVE BOAT	A 12219	1717	14.5	14.1	96	1102	13.7	9.0	91	4122	13.8	33.7	92				
MAGNUM PI	C 11199	1554	13.1	13.9	95	1216	15.1	10.9	109	3932	13.2	35.1	95				
MAMA'S FAMILY	N 6057	883	7.5	14.6	100	555	6.9	9.2	92	2317	7.8	38.3	104				
MASTER, THE	N 3598	576	4.9	16.0	109	450	5.6	12.5	126	1444	4.8	40.1	109				
MATT HOUSTON	A 6344	1025	8.7	16.2	110	749	9.3	11.8	119	2390	8.0	37.7	102				
NBC MONDAY NIGHT MOVIE	N 11994	1962	16.6	16.4	112	1294	16.0	10.8	108	4484	15.0	37.4	102				
NBC NIGHTLY NEWS	N 5132	774	6.5	15.1	103	492	6.1	9.6	96	1747	5.9	34.0	92				
NBC NIGHTLY NEWS-SAT	N 3375	499	4.2	14.8	101	273	3.4	8.1	81	1060	3.6	31.4	85				
NBC NIGHTLY NEWS-SUN	N 3130	553	4.7	17.7	121	292	3.6	9.3	94	821	2.8	26.2	71				
NBC SUNDAY NIGHT MOVIE	N 8284	1342	11.3	16.2	111	894	11.1	10.8	108	3196	10.7	38.6	105				
NEWHART	C 9240	1606	13.6	17.4	119	1036	12.8	11.2	113	3451	11.6	37.3	101				
ONE DAY AT A TIME	C 7288	1196	10.1	16.4	112	806	10.0	11.1	111	2565	8.6	35.2	96				
PEOPLE ARE FUNNY	N 4855	678	5.7	14.0	95	491	6.1	10.1	102	1993	6.7	41.1	112				
REAL PEOPLE	N 8869	1367	11.5	15.4	105	859	10.6	9.7	97	3248	10.9	36.6	99				
REMINGTON STEELE	N 7743	1125	9.5	14.5	99	818	10.1	10.6	106	2954	9.9	38.2	104				
RIPLY'S BELIEVE IT - NOT	A 5345	1035	8.7	19.4	132	693	8.6	13.0	130	2145	7.2	40.1	109				
RIPTIDE	N 6988	1128	9.5	16.1	110	882	10.9	12.6	127	2695	9.0	38.6	105				
SCARECROW & MRS. KING	C 10002	1466	12.4	14.7	100	995	12.3	9.9	100	3568	12.0	35.7	97				
SIMON & SIMON	C 10638	1573	13.3	14.8	101	1010	12.5	9.5	95	3830	12.8	36.0	98				
60 MINUTES	C 13293	1927	16.3	14.5	99	1291	16.0	9.7	97	4509	15.1	33.9	92				
ST. ELSEWHERE	N 7017	1083	9.1	15.4	105	772	9.6	11.0	110	2929	9.8	41.7	113				
THREE'S COMPANY	A 10917	1689	14.3	15.5	106	1028	12.7	9.4	95	4167	14.0	38.2	104				
T.J. HOOKER	A 9204	1345	11.4	14.6	100	789	9.8	8.6	86	3111	10.4	33.8	92				
TONIGHT SHOW	N 2372	376	3.2	15.9	108	263	3.3	11.1	111	886	3.0	37.4	101				
TRAPPER JOHN, M.D.	C 9846	1407	11.9	14.3	98	978	12.1	9.9	100	3447	11.6	35.0	95				
TV BLOOPERS & PRAC. JOKES	N 9105	1562	13.2	17.2	117	992	12.3	10.9	109	3336	11.2	36.6	100				
20/20	A 9387	1662	14.0	17.7	121	1057	13.1	11.3	113	3717	12.5	39.6	108				
WEBSTER	A 11067	1755	14.8	15.9	108	1114	13.8	10.1	101	3827	12.8	34.6	94				
WORLD NEWS - SUN	A 3062	473	4.0	15.4	106	201	2.5	6.6	66	1045	3.5	34.1	93				
YELLOW ROSE	N 4978	617	5.2	12.4	85	432	5.4	8.7	87	1965	6.6	39.5	107				
TV VIEWING SPORTS EVENTS																	



CANNED HAM

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-6

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	33943	41.9	3761
	NO	47043	58.1	5674

IF YES

2B. ABOUT HOW MANY POUNDS OF CANNED HAM WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 3 MONTHS?				
10 OR MORE	H	1474	1.8	135
7 - 9	H	1393	1.7	135
4 - 6	H	4982	6.2	513
3	M	4517	5.6	505
2	M	5204	6.4	610
1 OR LESS	L	7997	9.9	914
NONE	L	8375	10.3	943

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE LBS.				MEDIUM USERS TWO - THREE LBS.				LIGHT USERS ONE LB. OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAkers	80986	33943	100.0	41.9	100	7850	100.0	9.7	100	9721	100.0	12.0	100	16372	100.0	20.2	100
18 - 24	9282	2985	8.8	32.2	77	*589	7.5	6.3	65	781	8.0	8.4	70	1615	9.9	17.4	86
25 - 34	19072	7624	22.5	40.0	95	1467	18.7	7.7	79	2272	23.4	11.9	99	3885	23.7	20.4	101
35 - 44	14591	6926	20.4	47.5	113	1906	24.3	13.1	135	1794	18.5	12.3	102	3226	19.7	22.1	109
45 - 54	11345	5361	15.8	47.3	113	1515	19.3	13.4	138	1264	13.0	11.1	93	2581	15.8	22.8	113
55 - 64	11635	5338	15.7	45.9	109	1198	15.3	10.3	106	1717	17.7	14.8	123	2424	14.8	20.8	103
65 OR OLDER	15061	5709	16.8	37.9	90	1175	15.0	7.8	80	1893	19.5	12.6	105	2641	16.1	17.5	87
18 - 34	28354	10609	31.3	37.4	89	2055	26.2	7.2	75	3053	31.4	10.8	90	5500	33.6	19.4	96
18 - 49	48339	19957	58.8	41.3	99	4644	59.2	9.6	99	5427	55.8	11.2	94	9887	60.4	20.5	101
25 - 54	45008	19911	58.7	44.2	106	4888	62.3	10.9	112	5331	54.8	11.8	99	9693	59.2	21.5	107
35 - 49	19985	9348	27.5	46.8	112	2589	33.0	13.0	134	2373	24.4	11.9	99	4386	26.8	21.9	109
50 OR OLDER	32647	13986	41.2	42.8	102	3206	40.8	9.8	101	4295	44.2	13.2	110	6486	39.6	19.9	98
GRADUATED COLLEGE	11155	4412	13.0	39.6	94	988	12.6	8.9	91	1066	11.0	9.6	80	2357	14.4	21.1	105
ATTENDED COLLEGE	13682	6221	18.3	45.5	108	1384	17.6	10.1	104	1555	16.0	11.4	95	3282	20.0	24.0	119
GRADUATED HIGH SCHOOL	33880	14737	43.4	43.5	104	3430	43.7	10.1	104	4239	43.6	12.5	104	7067	43.2	20.9	103
DID NOT GRADUATE HIGH SCHOOL	22270	8574	25.3	38.5	92	2048	26.1	9.2	95	2861	29.4	12.8	107	3666	22.4	16.5	81
EMPLOYED	40306	17312	51.0	43.0	102	3768	48.0	9.3	96	4887	50.3	12.1	101	8658	52.9	21.5	106
EMPLOYED FULL-TIME	32850	14272	42.0	43.4	104	3265	41.6	9.9	103	4119	42.4	12.5	104	6888	42.1	21.0	104
EMPLOYED PART-TIME	7456	3040	9.0	40.8	97	*502	6.4	6.7	69	768	7.9	10.3	86	1770	10.8	23.7	117
NOT EMPLOYED	40680	16631	49.0	40.9	98	4082	52.0	10.0	104	4834	49.7	11.9	99	7715	47.1	19.0	94
PROFESSIONAL/MANAGER	10392	4273	12.6	41.1	98	932	11.9	9.0	93	1005	10.3	9.7	81	2336	14.3	22.5	111
TECH/CLERICAL/SALES	17574	7700	22.7	43.8	105	1645	21.0	9.4	97	2243	23.1	12.8	106	3813	23.3	21.7	107
PRECISION/CRAFT	985	*484	1.4	49.1	117	**52	0.7	5.3	54	**269	2.8	27.3	228	**162	1.0	16.4	81
OTHER EMPLOYED	11354	4855	14.3	42.8	102	1139	14.5	10.0	103	1370	14.1	12.1	101	2346	14.3	20.7	102
SINGLE	9863	3489	10.3	35.4	84	626	8.0	6.3	65	870	8.9	8.8	73	1993	12.2	20.2	100
MARRIED	51375	22381	65.9	43.6	104	5376	68.5	10.5	108	6258	64.4	12.2	101	10746	65.6	20.9	103
DIVORCED/SEPARATED/WIDOWED	19748	8074	23.8	40.9	98	1848	23.5	9.4	97	2593	26.7	13.1	109	3633	22.2	18.4	91
PARENTS	32590	14201	41.8	43.6	104	3790	48.3	11.6	120	3773	38.8	11.6	96	6638	40.5	20.4	101
WHITE	70416	29680	87.4	42.1	101	7023	89.5	10.0	103	8265	85.0	11.7	98	14392	87.9	20.4	101
BLACK	8778	3473	10.2	39.6	94	691	8.8	7.9	81	1234	12.7	14.1	117	1548	9.5	17.6	87
OTHER	1791	*790	2.3	44.1	105	**136	1.7	7.6	78	**223	2.3	12.5	104	**431	2.6	24.1	119
NORTHEAST-CENSUS	17786	7772	22.9	43.7	104	1901	24.2	10.7	110	2123	21.8	11.9	99	3747	22.9	21.1	104
NORTH CENTRAL	20741	7636	22.5	36.8	88	1673	21.3	8.1	83	1847	19.0	8.9	74	4116	25.1	19.8	98
SOUTH	27775	11442	33.7	41.2	98	2530	32.2	9.1	94	3969	40.8	14.3	119	4943	30.2	17.8	88
WEST	14683	7094	20.9	48.3	115	1746	22.2	11.9	123	1783	18.3	12.1	101	3565	21.8	24.3	120
NORTHEAST-MKTG.	17961	7875	23.2	43.8	105	1946	24.8	10.8	112	2297	23.6	12.8	107	3632	22.2	20.2	100
EAST CENTRAL	11885	3366	9.9	28.3	68	626	8.0	5.3	54	1014	10.4	8.5	71	1726	10.5	14.5	72
WEST CENTRAL	14090	5954	17.5	42.3	101	1287	16.4	9.1	94	1301	13.4	9.2	77	3366	20.6	23.9	118
SOUTH	24081	10219	30.1	42.4	101	2306	29.4	9.6	99	3530	36.3	14.7	122	4383	26.8	18.2	90
PACIFIC	12969	6529	19.2	50.3	120	1686	21.5	13.0	134	1579	16.2	12.2	101	3264	19.9	25.2	124
COUNTY SIZE A	32439	14068	41.4	43.4	103	2755	35.1	8.5	88	4175	42.9	12.9	107	7139	43.6	22.0	109
COUNTY SIZE B	24915	9889	29.1	39.7	95	2458	31.3	9.9	102	2600	26.7	10.4	87	4831	29.5	19.4	96
COUNTY SIZE C	12930	6201	18.3	48.0	114	1738	22.1	13.4	139	1709	17.6	13.2	110	2754	16.8	21.3	105
COUNTY SIZE D	10703	3784	11.1	35.4	84	899	11.5	8.4	87	1237	12.7	11.6	96	1648	10.1	15.4	76
METRO CENTRAL CITY	24518	9766	28.8	39.8	95	2061	26.3	8.4	87	2818	29.0	11.5	96	4887	29.8	19.9	99
METRO SUBURBAN	35919	15990	47.1	44.5	106	3598	45.8	10.0	103	4448	45.8	12.4	103	7944	48.5	22.1	109
NON METRO	20549	8188	24.1	39.8	95	2191	27.9	10.7	110	2455	25.3	11.9	100	3541	21.6	17.2	85
TOP 5 ADI'S	18341	8959	26.4	48.8	117	2213	28.2	12.1	124	2482	25.5	13.5	113	4265	26.1	23.3	115
TOP 10 ADI'S	25378	11855	34.9	46.7	111	2680	34.1	10.6	109	3347	34.4	13.2	110	5828	35.6	23.0	114
TOP 20 ADI'S	36488	15955	47.0	43.7	104	3159	40.2	8.7	89	4661	47.9	12.8	106	8135	49.7	22.3	110
HSHLD INC. \$50,000 OR MORE	6612	3288	9.7	49.7	119	*634	8.1	9.6	99	1031	10.6	15.6	130	1624	9.9	24.6	121
\$40,000 OR MORE	12659	5929	17.5	46.8	112	1325	16.9	10.5	108	1634	16.8	12.9	108	2970	18.1	23.5	116
\$30,000 OR MORE	24698	11268	33.2	45.6	109	2614	33.3	10.6	109	3118	32.1	12.6	105	5537	33.8	22.4	111
\$25,000 OR MORE	32077	14603	43.0	45.5	109	3458	44.1	10.8	111	3935	40.5	12.3	102	7210	44.0	22.5	111
\$20,000 - \$24,999	9144	3755	11.1	41.1	98	980	12.5	10.7	111	904	9.3	9.9	82	1871	11.4	20.5	101
\$15,000 - \$19,999	8728	3673	10.8	42.1	100	637	8.1	7.3	75	1210	12.4	13.9	115	1826	11.2	20.9	103
\$10,000 - \$14,999	12562	4954	14.6	39.4	94	1276	16.3	10.2	105	1257	12.9	10.0	83	2422	14.8	19.3	95
UNDER \$10,000	18475	6959	20.5	37.7	90	1500	19.1	8.1	84	2417	24.9	13.1	109	3043	18.6	16.5	81
HOUSEHOLD OF 1 PERSON	11987	4311	12.7	36.0	86	652	8.3	5.4	56	1375	14.1	11.5	96	2284	14.0	19.1	94
2 PEOPLE	26577	10851	32.0	40.8	97	2324	29.6	8.7	90	3220	33.1	12.1	101	5307	32.4	20.0	99
3 OR 4 PEOPLE	30617	12891	38.0	42.1	100	3118	39.7	10.2	105	3416	35.1	11.2	93	6357	38.8	20.8	103
5 OR MORE PEOPLE	11804	5890	17.4	49.9	119	1756	22.4	14.9	153	1710	17.6	14.5	121	2425	14.8	20.5	102
NO CHILD IN HSHLD	46165	18606	54.8	40.3	96	3739	47.6	8.1	84	5619	57.8	12.2	101	9248	56.5	20.0	99
CHILD(REN) UNDER 2 YRS	5325	2198	6.5	41.3	98	*347	4.4	6.5	67	*611	6.3	11.5	96	1240	7.6	23.3	115
2 - 5 YEARS	14221	5811	17.1	40.9	97	1215	15.5	8.5	88	1774	18.2	12.5	104	2823	17.2	19.9	98
6 - 11 YEARS	15117	6827	20.1	45.2	108	1912	24.4	12.6	130	1924	19.8	12.7	106	2991	18.3	19.8	98
12 - 17 YEARS	16611	7957	23.4	47.9	114	2570	32.7	15.5	160	1964	20.2	11.8	99	3424	20.9	20.6	102
RESIDENCE OWNED	55884	24894	73.3	44.5	106	5953	75.8	10.7	110	7042	72.4	12.6	105	11898	72.7	21.3	105
VALUE: \$50,000 OR MORE	31744	14820	43.7	46.7	111	3519	44.8	11.1	114	3943	40.6	12.4	103	7358	44.9	23.2	115
VALUE: UNDER \$50,000	24140	10074	29.7	41.7	100	2435	31.0	10.1	104	3100	31.9	12.8	107	4540	27.7	18.8	93

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE LBS.				MEDIUM USERS TWO - THREE LBS.				LIGHT USERS ONE LB. OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS		80986	33943	100.0	41.9	100	7850	100.0	9.7	100	9721	100.0	12.0	100	16372	100.0	20.2	100
MAGAZINES	QUINTILE 1	15799	7384	21.8	46.7	112	1807	23.0	11.4	118	1755	18.1	11.1	93	3822	23.3	24.2	120
	QUINTILE 2	17259	7663	22.6	44.4	106	1898	24.2	11.0	113	2443	25.1	14.2	118	3322	20.3	19.2	95
	QUINTILE 3	13545	5745	16.9	42.4	101	1374	17.5	10.1	105	1650	17.0	12.2	101	2721	16.6	20.1	99
	QUINTILE 4	15133	6303	18.6	41.7	99	1227	15.6	8.1	84	2038	21.0	13.5	112	3039	18.6	20.1	99
	QUINTILE 5	19250	6849	20.2	35.6	85	1544	19.7	8.0	83	1836	18.9	9.5	79	3469	21.2	18.0	89
NEWSPAPERS	QUINTILE 1	12413	5728	16.9	46.1	110	1591	20.3	12.8	132	1316	13.5	10.6	88	2821	17.2	22.7	112
	QUINTILE 2	24116	10447	30.8	43.3	103	2292	29.2	9.5	98	2967	30.5	12.3	102	5188	31.7	21.5	106
	QUINTILE 3	11261	4746	14.0	42.1	101	1201	15.3	10.7	110	1393	14.3	12.4	103	2153	13.2	19.1	95
	QUINTILE 4	20255	8430	24.8	41.6	99	1670	21.3	8.2	85	2630	27.1	13.0	108	4131	25.2	20.4	101
	QUINTILE 5	12940	4592	13.5	35.5	85	1096	14.0	8.5	87	1416	14.6	10.9	91	2080	12.7	16.1	80
OUTDOOR	QUINTILE 1	14852	6141	18.1	41.3	99	1511	19.2	10.2	105	1444	14.9	9.7	81	3186	19.5	21.5	106
	QUINTILE 2	15725	6803	20.0	43.3	103	1622	20.7	10.3	106	1881	19.3	12.0	100	3300	20.2	21.0	104
	QUINTILE 3	16330	6741	19.9	41.3	98	1580	20.1	9.7	100	1947	20.0	11.9	99	3214	19.6	19.7	97
	QUINTILE 4	16744	7222	21.3	43.1	103	1708	21.8	10.2	105	1773	18.2	10.6	88	3741	22.8	22.3	111
	QUINTILE 5	17334	7037	20.7	40.6	97	1429	18.2	8.2	85	2676	27.5	15.4	129	2931	17.9	16.9	84
RADIO-DRIVE TIME	QUINTILE 1	15911	7403	21.8	46.5	111	1741	22.2	10.9	113	2262	23.3	14.2	118	3401	20.8	21.4	106
	QUINTILE 2	14837	6452	19.0	43.5	104	1908	24.3	12.9	133	1639	16.9	11.0	92	2905	17.7	19.6	97
	QUINTILE 3	15339	6366	18.8	41.5	99	1319	16.8	8.6	89	1849	19.0	12.1	100	3199	19.5	20.9	103
	QUINTILE 4	16723	6867	20.2	41.1	98	1375	17.5	8.2	85	2039	21.0	12.2	102	3453	21.1	20.6	102
	QUINTILE 5	18176	6855	20.2	37.7	90	1507	19.2	8.3	86	1933	19.9	10.6	89	3415	20.9	18.8	93
RADIO-MID- DAY	TERCILE 1	21020	9104	26.8	43.3	103	2001	25.5	9.5	98	2857	29.4	13.6	113	4246	25.9	20.2	100
	TERCILE 2	21610	9077	26.7	42.0	100	2357	30.0	10.9	113	2441	25.1	11.3	94	4280	26.1	19.8	98
	TERCILE 3	38355	15763	46.4	41.1	98	3492	44.5	9.1	94	4424	45.5	11.5	96	7847	47.9	20.5	101
RADIO-TOTAL	QUINTILE 1	15988	7365	21.7	46.1	110	1620	20.6	10.1	105	2398	24.7	15.0	125	3347	20.4	20.9	104
	QUINTILE 2	15626	6358	18.7	40.7	97	1660	21.1	10.6	110	1692	17.4	10.8	90	3006	18.4	19.2	95
	QUINTILE 3	16723	7515	22.1	44.9	107	1858	23.7	11.1	115	1983	20.4	11.9	99	3673	22.4	22.0	109
	QUINTILE 4	16342	6475	19.1	39.6	95	1308	16.7	8.0	83	1839	18.9	11.3	94	3328	20.3	20.4	101
	QUINTILE 5	16306	6232	18.4	38.2	91	1404	17.9	8.6	89	1810	18.6	11.1	92	3018	18.4	18.5	92
TV-PRIME TIME	QUINTILE 1	15953	6769	19.9	42.4	101	1583	20.2	9.9	102	2151	22.1	13.5	112	3034	18.5	19.0	94
	QUINTILE 2	16137	7075	20.8	43.8	105	1844	23.5	11.4	118	1946	20.0	12.1	100	3285	20.1	20.4	101
	QUINTILE 3	16420	6870	20.2	41.8	100	1600	20.4	9.7	101	1857	19.1	11.3	94	3414	20.9	20.8	103
	QUINTILE 4	16687	7173	21.1	43.0	103	1524	19.4	9.1	94	1954	20.1	11.7	98	3695	22.6	22.1	110
	QUINTILE 5	15789	6057	17.8	38.4	92	1299	16.5	8.2	85	1813	18.7	11.5	96	2945	18.0	18.7	92
TV-DAYTIME	TERCILE 1	27736	11413	33.6	41.1	98	2707	34.5	9.8	101	3310	34.0	11.9	99	5396	33.0	19.5	96
	TERCILE 2	26489	11044	32.5	41.7	99	2434	31.0	9.2	95	3172	32.6	12.0	100	5438	33.2	20.5	102
	TERCILE 3	26761	11486	33.8	42.9	102	2709	34.5	10.1	104	3240	33.3	12.1	101	5538	33.8	20.7	102
TV-TOTAL	QUINTILE 1	16345	6619	19.5	40.5	97	1501	19.1	9.2	95	2264	23.3	13.9	115	2855	17.4	17.5	86
	QUINTILE 2	16447	7207	21.2	43.8	105	1696	21.6	10.3	106	2013	20.7	12.2	102	3498	21.4	21.3	105
	QUINTILE 3	15980	7006	20.6	43.8	105	1905	24.3	11.9	123	1666	17.1	10.4	87	3436	21.0	21.5	106
	QUINTILE 4	15887	6489	19.1	40.8	97	1401	17.8	8.8	91	1690	17.4	10.6	89	3398	20.8	21.4	106
	QUINTILE 5	16326	6622	19.5	40.6	97	1346	17.1	8.2	85	2089	21.5	12.8	107	3187	19.5	19.5	97
MAGAZINES-NEWSPAPERS: DUAL		20721	9290	27.4	44.8	107	2426	30.9	11.7	121	2442	25.1	11.8	98	4422	27.0	21.3	106
MAGAZINE IMPERATIVE		19186	8433	24.8	44.0	105	1926	24.5	10.0	104	2510	25.8	13.1	109	3997	24.4	20.8	103
NEWSPAPER IMPERATIVE		21899	9362	27.6	42.8	102	2091	26.6	9.5	99	2542	26.1	11.6	97	4729	28.9	21.6	107
MAGAZINES-OUTDOOR: DUAL		15451	6976	20.6	45.1	108	1787	22.8	11.6	119	1782	18.3	11.5	96	3408	20.8	22.1	109
MAGAZINE IMPERATIVE		25953	11630	34.3	44.8	107	2738	34.9	10.5	109	3431	35.3	13.2	110	5460	33.3	21.0	104
OUTDOOR IMPERATIVE		24400	9498	28.0	38.9	93	2153	27.4	8.8	91	2493	25.6	10.2	85	4852	29.6	19.9	98
MAGAZINES-RADIO: DUAL		18049	8357	24.6	46.3	110	2093	26.7	11.6	120	2465	25.4	13.7	114	3799	23.2	21.0	104
MAGAZINE IMPERATIVE		23571	10362	30.5	44.0	105	2467	31.4	10.5	108	2776	28.6	11.8	98	5119	31.3	21.7	107
RADIO IMPERATIVE		23278	9508	28.0	40.8	97	2129	27.1	9.1	94	2763	28.4	11.9	99	4615	28.2	19.8	98
MAGAZINES-TELEVISION: DUAL		15459	7301	21.5	47.2	113	1836	23.4	11.9	123	2343	24.1	15.2	126	3123	19.1	20.2	100
MAGAZINE IMPERATIVE		25829	11295	33.3	43.7	104	2721	34.7	10.5	109	2799	28.8	10.8	90	5775	35.3	22.4	111
TELEVISION IMPERATIVE		26039	10270	30.3	39.4	94	2203	28.1	8.5	87	2931	30.2	11.3	94	5137	31.4	19.7	98
NEWSPAPERS-OUTDOOR: DUAL		16605	7240	21.3	43.6	104	1761	22.4	10.6	109	1794	18.5	10.8	90	3685	22.5	22.2	110
NEWSPAPER IMPERATIVE		26834	11822	34.8	44.1	105	2736	34.9	10.2	105	3443	35.4	12.8	107	5644	34.5	21.0	104
OUTDOOR IMPERATIVE		23346	9393	27.7	40.2	96	2277	29.0	9.8	101	2648	27.2	11.3	94	4468	27.3	19.1	95
NEWSPAPERS-RADIO: DUAL		17133	7677	22.6	44.8	107	2127	27.1	12.4	128	2082	21.4	12.2	101	3469	21.2	20.2	100
NEWSPAPER IMPERATIVE		25892	11151	32.9	43.1	103	2515	32.0	9.7	100	2951	30.4	11.4	95	5686	34.7	22.0	109
RADIO IMPERATIVE		23167	9834	29.0	42.4	101	2177	27.7	9.4	97	3003	30.9	13.0	108	4654	28.4	20.1	99
NEWSPAPERS-TELEVISION: DUAL		17159	7622	22.5	44.4	106	1874	23.9	10.9	113	2102	21.6	12.3	102	3646	22.3	21.2	105
NEWSPAPER IMPERATIVE		26214	11387	33.5	43.4	104	2725	34.7	10.4	107	2952	30.4	11.3	94	5710	34.9	21.8	108
TELEVISION IMPERATIVE		23412	9547	28.1	40.8	97	2191	27.9	9.4	97	3007	30.9	12.8	107	4350	26.6	18.6	92
OUTDOOR-RADIO: DUAL		15303	6839	20.1	44.7	107	1814	23.1	11.9	122	1868	19.2	12.2	102	3157	19.3	20.6	102
OUTDOOR IMPERATIVE																		

	TOTAL U.S. '000	ALL USERS A B C D				HEAVY USERS FOUR OR MORE LBS. A B C D				MEDIUM USERS TWO - THREE LBS. A B C D				LIGHT USERS ONE LB. OR LESS A B C D			
		% ACROSS				% ACROSS				% ACROSS				% ACROSS			
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	33943	100.0	41.9	100	7850	100.0	9.7	100	9721	100.0	12.0	100	16372	100.0	20.2	100
ATLANTIC MONTHLY	415	*123	0.4	29.6	71	**45	0.6	10.8	112	**32	0.3	7.7	64	**46	0.3	11.1	55
BARRON'S	453	*142	0.4	31.3	75	**37	0.5	8.2	84	**34	0.3	7.5	63	**71	0.4	15.7	78
BETTER HOMES & GARDENS	16256	7441	21.9	45.8	109	1651	21.0	10.2	105	2078	21.4	12.8	106	3711	22.7	22.8	113
BON APPETIT	2535	1129	3.3	44.5	106	*294	3.7	11.6	120	263	2.7	10.4	86	572	3.5	22.6	112
BUSINESS WEEK	1278	661	1.9	51.7	123	**96	1.2	7.5	77	*177	1.8	13.8	115	388	2.4	30.4	150
CAR AND DRIVER	378	*176	0.5	46.6	111	**24	0.3	6.3	66	**61	0.6	16.1	134	**90	0.5	23.8	118
CBS MAGAZINE NETWORK (GROSS)	1498	726	2.1	48.5	116	**118	1.5	7.9	81	*208	2.1	13.9	116	400	2.4	26.7	132
CHANGING TIMES	1505	589	1.7	39.1	93	**159	2.0	10.6	109	*153	1.6	10.2	85	277	1.7	18.4	91
COLONIAL HOMES	1231	486	1.4	39.5	94	**87	1.1	7.1	73	*185	1.9	15.0	125	215	1.3	17.5	86
CONDE NAST MAG. PKG. (GROSS)	14146	5928	17.5	41.9	100	1333	17.0	9.4	97	1434	14.8	10.1	84	3161	19.3	22.3	111
CONSUMERS DIGEST	1323	639	1.9	48.3	115	**91	1.2	6.9	71	*145	1.5	11.0	91	403	2.5	30.5	151
COSMOPOLITAN	7102	2983	8.8	42.0	100	603	7.7	8.5	88	907	9.3	12.8	106	1473	9.0	20.7	103
COUNTRY LIVING	2481	1081	3.2	43.6	104	*269	3.4	10.8	112	368	3.8	14.8	124	443	2.7	17.9	88
CUISINE	1472	672	2.0	45.7	109	*102	1.3	6.9	71	*176	1.8	12.0	100	394	2.4	26.8	132
CYCLE WORLD	425	*196	0.6	46.1	110	**47	0.5	10.1	104	**47	0.5	11.1	92	*107	0.7	25.2	125
DCI:CREATIVE IDEAS FOR LIV	2510	1292	3.8	51.5	123	*277	3.5	11.0	114	408	4.2	16.3	135	608	3.7	24.2	120
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3279	9.7	49.0	117	708	9.0	10.6	109	1123	11.6	16.8	140	1449	8.9	21.6	107
DISCOVER	894	369	1.1	41.3	98	*667	0.9	7.5	77	**38	0.4	4.3	35	264	1.6	29.5	146
EBONY	3507	1631	4.8	46.5	111	362	4.6	10.3	106	575	5.9	16.4	137	693	4.2	19.8	98
ESQUIRE	1083	479	1.4	44.2	106	*109	1.4	10.1	104	*167	1.7	15.4	128	*204	1.2	18.8	93
ESSENCE	1830	830	2.4	45.4	108	*148	1.9	8.1	83	307	3.2	16.8	140	375	2.3	20.5	101
FAMILY CIRCLE	15930	7423	21.9	46.6	111	1752	22.3	11.0	113	1982	20.4	12.4	104	3689	22.5	23.2	115
THE FAMILY HANDYMAN	1126	552	1.6	49.0	117	*152	1.9	13.5	139	*84	0.9	7.5	62	316	1.9	28.1	139
FAMILY WEEKLY	11468	4866	14.3	42.4	101	1396	17.8	12.2	126	1284	13.2	11.2	93	2186	13.4	19.1	94
FIELD & STREAM	2234	1008	3.0	45.1	108	*243	3.1	10.9	112	*264	2.7	11.8	98	500	3.1	22.4	111
FOOD & WINE	579	249	0.7	43.0	103	**46	0.6	7.9	82	**46	0.5	7.9	66	*158	1.0	27.3	135
FORBES	728	344	1.0	47.3	113	*109	1.4	15.0	154	*667	0.7	9.2	77	*169	1.0	23.2	115
FORTUNE	906	412	1.2	45.5	108	*47	0.6	5.2	54	*119	1.2	13.1	109	*246	1.5	27.2	134
GENTLEMEN'S QUARTERLY	791	370	1.1	46.8	112	*73	0.9	9.2	95	*111	1.1	14.0	117	*186	1.1	23.5	116
GLAMOUR	5265	2252	6.6	42.8	102	514	6.5	9.8	101	589	6.1	11.2	93	1150	7.0	21.8	108
GOLF DIGEST	636	332	1.0	52.2	125	**69	0.9	10.8	112	*136	1.4	21.4	178	**126	0.8	19.8	98
GOLF DIGEST/TENNIS (GROSS)	1186	612	1.8	51.6	123	**94	1.2	7.9	82	*265	2.7	22.3	186	*254	1.6	21.4	106
GOLF MAGAZINE	441	*223	0.7	50.6	121	**22	0.3	5.0	51	**63	0.6	14.3	119	**138	0.8	31.3	155
GOLF MAGAZINE/SKI (GROSS)	922	481	1.4	52.2	124	**78	1.0	8.5	87	*126	1.3	13.7	114	*278	1.7	30.2	149
GOOD HOUSEKEEPING	16487	7371	21.7	44.7	107	1625	20.7	9.9	102	1913	19.7	11.6	97	3833	23.4	23.2	115
HARPER'S BAZAAR	2423	929	2.7	38.3	91	*254	3.2	10.5	108	233	2.4	9.6	80	442	2.7	18.2	90
HEALTH	1994	895	2.6	44.9	107	*207	2.6	10.4	107	313	3.2	15.7	131	375	2.3	18.8	93
HEARST MAG CORP. BUY (GROSS)	44101	19202	56.6	43.5	104	4357	55.5	9.9	102	5332	54.9	12.1	101	9514	58.1	21.6	107
HEARST MAN POWER (GROSS)	1993	856	2.5	43.0	102	*238	3.0	11.9	123	296	3.0	14.9	124	322	2.0	16.2	80
HEARST WOMAN POWER (GROSS)	31274	13774	40.6	44.0	105	3129	39.9	10.0	103	3638	37.4	11.6	97	7007	42.8	22.4	111
HOUSE BEAUTIFUL	3623	1644	4.8	45.4	108	316	4.0	8.7	90	488	5.0	13.5	112	840	5.1	23.2	115
INC.	283	*120	0.4	42.4	101	*30	0.4	10.6	109	*35	0.4	12.4	103	*55	0.3	19.4	96
JET	2928	1347	4.0	46.0	110	319	4.1	10.9	112	536	5.5	18.3	153	492	3.0	16.8	83
LADIES' HOME JOURNAL	11918	5431	16.0	45.6	109	1380	17.6	11.6	119	1361	14.0	11.4	95	2690	16.4	22.6	112
LHJ FAMILY GRP COMBO(GROSS)	16764	7589	22.4	45.3	108	1824	23.2	10.9	112	2057	21.2	12.3	102	3708	22.6	22.1	109
LIFE	4254	1979	5.8	46.5	111	454	5.8	10.7	110	589	6.1	13.8	115	936	5.7	22.0	109
L.A. TIMES HOME MAGAZINE	1145	525	1.5	45.9	109	*95	1.2	8.3	86	*113	1.2	9.9	82	317	1.9	27.7	137
MADMOISELLE	2884	1254	3.7	43.5	104	*264	3.4	9.2	94	273	2.8	9.5	79	718	4.4	24.9	123
MC CALL'S	13460	6086	17.9	45.2	108	1444	18.4	10.7	111	1576	16.2	11.7	98	3065	18.7	22.8	113
MC CALL'S/WRK MOTHER (GROSS)	14606	6633	19.5	45.4	108	1556	19.8	10.7	110	1738	17.9	11.9	99	3339	20.4	22.9	113
MECHANIX ILLUSTRATED	772	294	0.9	38.1	91	**59	0.8	7.6	79	*114	1.2	14.8	123	*121	0.7	15.7	78
METROPOLITAN HOME	967	375	1.1	38.8	93	*27	0.3	2.8	29	*102	1.0	10.5	88	246	1.5	25.4	126
MONEY	1588	675	2.0	42.5	101	*129	1.6	8.1	84	*130	1.3	8.2	68	416	2.5	26.2	130
MOTHER EARTH NEWS	1002	482	1.4	48.1	115	*105	1.3	10.5	108	*87	0.9	8.7	72	290	1.8	28.9	143
MS.	825	313	0.9	37.9	91	*65	0.8	7.9	81	*83	0.9	10.1	84	*166	1.0	20.1	100
NATIONAL ENQUIRER	10336	4857	14.3	47.0	112	1370	17.5	13.3	137	1562	16.1	15.1	126	1926	11.8	18.6	92
NATIONAL GEOGRAPHIC	9597	4445	13.1	46.3	111	979	12.5	10.2	105	1330	13.7	13.9	115	2136	13.0	22.3	110
NATIONAL SUNDAY MAGAZINE PKG	49558	21425	63.1	43.2	103	4971	63.3	10.0	103	5823	59.9	11.7	98	10631	64.9	21.5	106
NATURAL HISTORY	573	*224	0.7	39.1	93	*18	0.2	3.1	32	*59	0.6	10.3	86	*148	0.9	25.8	128
NEW WOMAN	1699	772	2.3	45.4	108	*120	1.5	7.1	73	*204	2.1	12.0	100	447	2.7	26.3	130
NEW YORK INCLUDING CUE	443	*151	0.4	34.1	81	**27	0.3	6.1	63	*57	0.6	12.9	107	*68	0.4	15.3	76
THE NEW YORKER	1270	555	1.6	43.7	104	*114	1.5	9.0	93	*164	1.7	12.9	108	278	1.7	21.9	108
NEWSWEEK	6277	2624	7.7	41.8	100	687	8.8	10.9	113	707	7.3	11.3	94	1230	7.5	19.6	97
THE N.Y. TIMES DAILY EDITION	1205	443	1.3	36.8	88	*112	1.4	9.3	96	*146	1.5	12.1	101	*186	1.1	15.4	76
THE N.Y. TIMES MAGAZINE	2081	794	2.3	38.2	91	*184	2.3	8.8	91	*224	2.3	10.8	90	386	2.4	18.5	92
OMNI	788	389	1.1	49.4	118	**80	1.0	10.2	105	*81	0.8	10.3	86	*228	1.4	28.9	143
ON CABLE	1158	489	1.4	42.2	101	*177	2.3	15.3	158	*69	0.7	6.0	50	*242	1.5	20.9	103
1001 HOME IDEAS	2852	1263	3.7	44.3	106	*237	3.0	8.3	86	382	3.9	13.4	112	643	3.9	22.5	112
ORGANIC GARDENING	1658	733	2.2	44.2	105	*103	1.3	6.2	64	*221	2.3	13.3	111	409	2.5	24.7	122
OUTDOOR LIFE	896	379	1.1	42.3	101	*53	0.7	5.9	61	*157	1.6	17.5	146	*169	1.0	18.9	93
PARADE MAGAZINE	24275	10774	31.7	44.4	106	2486	31.7	10.2	106	2953	30.4	12.2	101	5335	32.6	22.0	109

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE LBS.				MEDIUM USERS TWO - THREE LBS.				LIGHT USERS ONE LB. OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	33943	100.0	41.9	100	7850	100.0	9.7	100	9721	100.0	12.0	100	16372	100.0	20.2	100
PARENTS	3845	1612	4.7	41.9	100	*294	3.7	7.6	79	511	5.3	13.3	111	807	4.9	21.0	104
PENTHOUSE	831	463	1.4	55.7	133	*556	0.7	6.7	70	**116	1.2	14.0	116	*291	1.8	35.0	173
PEOPLE	11645	5281	15.6	45.3	108	1294	16.5	11.1	115	1233	12.7	10.6	88	2754	16.8	23.6	117
PLAYBOY	2006	995	2.9	49.6	118	*209	2.7	10.4	107	*293	3.0	14.6	122	494	3.0	24.6	122
POPULAR HOT RODDING	297	**99	0.3	33.3	80	**18	0.2	6.1	63	*226	0.3	8.8	73	*555	0.3	18.5	92
POPULAR MECHANICS	1018	452	1.3	44.4	106	**143	1.8	14.0	145	*168	1.7	16.5	137	*140	0.9	13.8	68
POPULAR SCIENCE	878	417	1.2	47.5	113	**70	0.9	8.0	82	*130	1.3	14.8	123	*217	1.3	24.7	122
PREVENTION	3913	1747	5.1	44.6	107	377	4.8	9.6	99	437	4.5	11.2	93	933	5.7	23.8	118
PSYCHOLOGY TODAY	1710	825	2.4	48.2	115	**127	1.6	7.4	77	*203	2.1	11.9	99	496	3.0	29.0	143
READER'S DIGEST	22204	10272	30.3	46.3	110	2677	34.1	12.1	124	2725	28.0	12.3	102	4869	29.7	21.9	108
REDBOOK	7684	3421	10.1	44.5	106	901	11.5	11.7	121	819	8.4	10.7	89	1701	10.4	22.1	110
ROAD & TRACK	410	*196	0.6	47.8	114	**42	0.5	10.2	106	*662	0.6	15.1	126	**92	0.6	22.4	111
ROLLING STONE	969	438	1.3	45.2	108	**89	1.1	9.2	95	*93	1.0	9.6	80	256	1.6	26.4	131
RUNNER'S WORLD	298	**122	0.4	40.9	98	**11	0.1	3.7	38	**9	0.1	3.0	25	**103	0.6	34.6	171
SATURDAY EVENING POST	1169	549	1.6	47.0	112	**98	1.2	8.4	86	*206	2.1	17.6	147	246	1.5	21.0	104
SCIENCE 84	587	323	1.0	55.0	131	**51	0.6	8.7	90	**92	0.9	15.7	131	*180	1.1	30.7	152
SCIENCE DIGEST	482	*194	0.6	40.2	96	**33	0.4	6.8	71	**59	0.6	12.2	102	**103	0.6	21.4	106
SCIENTIFIC AMERICAN	594	284	0.8	47.8	114	*441	0.5	6.9	71	**72	0.7	12.1	101	*171	1.0	28.8	142
SELF	2089	806	2.4	38.6	92	*164	2.1	7.9	81	*152	1.6	7.3	61	490	3.0	23.5	116
SEVENTEEN	2411	971	2.9	40.3	96	*201	2.6	8.3	86	297	3.1	12.3	103	474	2.9	19.7	97
SKI	480	*259	0.8	54.0	129	**56	0.7	11.7	120	**63	0.6	13.1	109	**139	0.8	29.0	143
SMITHSONIAN	2760	1134	3.3	41.1	98	*183	2.3	6.6	68	305	3.1	11.1	92	646	3.9	23.4	116
SOAP OPERA DIGEST	3013	1429	4.2	47.4	113	*332	4.2	11.0	114	413	4.2	13.7	114	685	4.2	22.7	112
SOUTHERN LIVING	4184	1987	5.9	47.5	113	431	5.5	10.3	106	715	7.4	17.1	142	841	5.1	20.1	99
SPORT	559	340	1.0	60.8	145	**24	0.3	4.3	44	**144	1.5	25.8	215	*172	1.1	30.8	152
THE SPORTING NEWS	436	*203	0.6	46.6	111	**65	0.8	14.9	154	**72	0.7	16.5	138	**66	0.4	15.1	75
SPORTS AFIELD	493	*210	0.6	42.6	102	**62	0.8	12.6	130	**69	0.7	14.0	117	**79	0.5	16.0	79
SPORTS ILLUSTRATED	2758	1289	3.8	46.7	112	*284	3.6	10.3	106	425	4.4	15.4	128	580	3.5	21.0	104
STAR	7456	3591	10.6	48.2	115	866	11.0	11.6	120	1277	13.1	17.1	143	1449	8.9	19.4	96
SUNDAY	24936	10292	30.3	41.3	98	2139	27.2	8.6	88	2843	29.2	11.4	95	5311	32.4	21.3	105
SUNSET	2124	1072	3.2	50.5	120	*198	2.5	9.3	96	*232	2.4	10.9	91	642	3.9	30.2	150
TV GUIDE	21661	10342	30.5	47.7	114	2550	32.5	11.8	121	2746	28.2	12.7	106	5046	30.8	23.3	115
TENNIS	550	*281	0.8	51.1	122	**25	0.3	4.5	47	**129	1.3	23.5	195	**127	0.8	23.1	114
TIME	8880	3957	11.7	48.4	106	886	11.3	10.0	103	960	9.9	10.8	90	2110	12.9	23.8	118
TOWN & COUNTRY	917	358	1.1	39.0	93	**60	0.8	6.5	68	*95	1.0	10.4	86	*204	1.2	22.2	110
TRAVEL & LEISURE	972	493	1.5	50.7	121	**65	0.8	6.7	69	*190	2.0	19.5	163	*239	1.5	24.6	122
TRUE STORY	3356	1677	4.9	50.0	119	462	5.9	13.8	142	437	4.5	13.0	108	778	4.8	23.2	115
U.S. NEWS & WORLD REPORT	3410	1615	4.8	47.4	113	254	3.2	7.4	77	548	5.6	16.1	134	813	5.0	23.8	118
USA TODAY	1759	864	2.5	49.1	117	*267	3.4	15.2	157	*176	1.8	10.0	83	420	2.6	23.9	118
US	1873	880	2.6	47.0	112	*156	2.0	8.3	86	*185	1.9	9.9	82	539	3.3	28.8	142
VOGUE	3909	1615	4.8	41.3	99	391	5.0	10.0	103	421	4.3	10.8	90	804	4.9	20.6	102
WALL STREET JOURNAL	1886	865	2.5	45.9	109	*170	2.2	9.0	93	*247	2.5	13.1	109	448	2.7	23.8	118
WEIGHT WATCHERS	2120	956	2.8	45.1	108	*227	2.9	10.7	110	*168	1.7	7.9	66	561	3.4	26.5	131
WOMAN'S DAY	14172	6856	20.2	48.4	115	1758	22.4	12.4	128	1774	18.2	12.5	104	3324	20.3	23.5	116
WORKING MOTHER	1146	547	1.6	47.7	114	**111	1.4	9.7	100	*162	1.7	14.1	118	*274	1.7	23.9	118
WORKING WOMAN	1322	631	1.9	47.7	114	*116	1.5	8.8	91	*180	1.9	13.6	113	335	2.0	25.3	125
WORLD TENNIS	*163	**90	0.3	55.2	132	**5	0.1	3.1	32	**52	0.5	31.9	266	**33	0.2	20.2	100
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1140	3.4	45.0	107	*194	2.5	7.7	79	392	4.0	15.5	129	554	3.4	21.9	108
BLAIR INSERTS	43657	18800	55.4	43.1	103	4371	55.7	10.0	103	5198	53.5	11.9	99	9231	56.4	21.1	105
DAILY NEWSPAPERS																	
READ ANY	51633	22862	67.4	44.3	106	5437	69.3	10.5	109	6393	65.8	12.4	103	11033	67.4	21.4	106
READ ONE	43463	19085	56.2	43.9	105	4396	56.0	10.1	104	5512	56.7	12.7	106	9178	56.1	21.1	104
READ TWO OR MORE	8170	3777	11.1	46.2	110	1041	13.3	12.7	131	881	9.1	10.8	90	1855	11.3	22.7	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	22704	66.9	43.1	103	5382	68.6	10.2	105	6114	62.9	11.6	97	11209	68.5	21.3	105
READ ONE	46126	19767	58.2	42.9	102	4626	58.9	10.0	103	5454	56.1	11.8	99	9688	59.2	21.0	104
READ TWO OR MORE	6552	2937	8.7	44.8	107	756	9.6	11.5	119	660	6.8	10.1	84	1521	9.3	23.2	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.07				27.96				25.85				27.32			
30 DAY REACH	71455	30076	88.6	42.1	100	7142	91.0	10.0	103	8156	83.9	11.4	95	14779	90.3	20.7	102
50 SHWG - 30 DAY AV FREQ	14.56	14.27				14.67				13.83				14.31			
30 DAY REACH	67742	28562	84.1	42.2	101	6815	86.8	10.1	104	7624	78.4	11.3	94	14124	86.3	20.8	103
25 SHWG - 30 DAY AV FREQ	7.94	7.76				8.09				7.62				7.67			
30 DAY REACH	62117	26297	77.5	42.3	101	6204	79.0	10.0	103	6889	70.9	11.1	92	13204	80.6	21.3	105
CABLE TV: HOME WIRED	32077	13849	40.8	43.2	103	3146	40.1	9.8	101	3450	35.5	10.8	90	7253	44.3	22.6	112
HOME NOT WIRED	48909	20094	59.2	41.1	98	4704	59.9	9.6	99	6271	64.5	12.8	107	9119	55.7	18.6	92
HAVE PAY CABLE	15935	7020	20.7	44.1	105	1786	22.8	11.2	116	1701	17.5	10.7	89	3533	21.6	22.2	110

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE LBS.				MEDIUM USERS TWO - THREE LBS.				LIGHT USERS ONE LB. OR LESS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	33943	100.0	41.9	100	7850	100.0	9.7	100	9721	100.0	12.0	100	16372	100.0	20.2	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	19241	56.7	43.8	105	4542	57.9	10.3	107	5566	57.3	12.7	106	9132	55.8	20.8	103	
10:00 AM - 3:00 PM	30659	13064	38.5	42.6	102	3055	38.9	10.0	103	3901	40.1	12.7	106	6108	37.3	19.9	99	
3:00 PM - 7:00 PM	31045	13483	39.7	43.4	104	3237	41.2	10.4	108	3922	40.3	12.6	105	6323	38.6	20.4	101	
7:00 PM - MIDNIGHT	15767	6675	19.7	42.3	101	1345	17.1	8.5	88	2047	21.1	13.0	108	3283	20.1	20.8	103	
MIDNIGHT - 6:00 AM	9120	4271	12.6	46.8	112	882	11.2	9.7	100	1271	13.1	13.9	116	2118	12.9	23.2	115	
6:00 AM - MIDNIGHT	58527	25137	74.1	42.9	102	5880	74.9	10.0	104	7165	73.7	12.2	102	12091	73.9	20.7	102	
ENTIRE DAY	59311	25492	75.1	43.0	103	5950	75.8	10.0	103	7282	74.9	12.3	102	12260	74.9	20.7	102	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	6879	20.3	42.5	101	1713	21.8	10.6	109	1825	18.8	11.3	94	3341	20.4	20.7	102	
ALL NEWS	2256	1009	3.0	44.7	107	*204	2.6	9.0	93	326	3.4	14.5	120	479	2.9	21.2	105	
AOR/PROGRESSIVE	3874	1513	4.5	39.1	93	261	3.3	6.7	70	517	5.3	13.3	111	736	4.5	19.0	94	
BEAUTIFUL MUSIC	5660	2540	7.5	44.9	107	613	7.8	10.8	112	689	7.1	12.2	101	1238	7.6	21.9	108	
BLACK	2204	875	2.6	39.7	95	*245	3.1	11.1	115	269	2.8	12.2	102	361	2.2	16.4	81	
CLASSICAL	1418	682	2.0	48.1	115	**120	1.5	8.5	87	*194	2.0	13.7	114	369	2.3	26.0	129	
CHR/ROCK	9538	3903	11.5	40.9	98	901	11.5	9.4	97	1176	12.1	12.3	103	1825	11.1	19.1	95	
COUNTRY	12648	5653	16.7	44.7	107	1590	20.3	12.6	130	1652	17.0	13.1	109	2411	14.7	19.1	94	
GOLDEN OLDIES	1191	452	1.3	38.0	91	**70	0.9	5.9	61	*136	1.4	11.4	95	*245	1.5	20.6	102	
MOR/NOSTALGIA	4757	2240	6.6	47.1	112	357	4.5	7.5	77	609	6.3	12.8	107	1274	7.8	26.8	132	
NEWS/TALK	3863	1747	5.1	45.2	108	343	4.4	8.9	92	429	4.4	11.1	93	975	6.0	25.2	125	
RELIGIOUS	3084	1306	3.8	42.3	101	*286	3.6	9.3	96	459	4.7	14.9	124	561	3.4	18.2	90	
SOFT ROCK	521	*153	0.5	29.4	70	**22	0.3	4.2	44	**47	0.5	9.0	75	**84	0.5	16.1	80	
URBAN CONTEMPORARY	1585	725	2.1	45.7	109	*170	2.2	10.7	111	269	2.8	17.0	141	286	1.7	18.0	89	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	1295	3.8	39.7	95	*247	3.1	7.6	78	389	4.0	11.9	99	659	4.0	20.2	100	
ABC DIRECTION	2316	988	2.9	42.7	102	*231	2.9	10.0	103	294	3.0	12.7	106	463	2.8	20.0	99	
ABC ENTERTAINMENT	4834	2024	6.0	41.9	100	549	7.0	11.4	117	566	5.8	11.7	98	909	5.6	18.8	93	
ABC FM	2202	1000	2.9	45.4	108	*237	3.0	10.8	111	251	2.6	11.4	95	512	3.1	23.3	115	
ABC INFORMATION	5425	2443	7.2	45.0	107	502	6.4	9.3	95	738	7.6	13.6	113	1203	7.3	22.2	110	
ABC ROCK	1677	674	2.0	40.2	96	*167	2.1	10.0	103	*274	2.8	16.3	136	*233	1.4	13.9	69	
CBS	4430	1807	5.3	40.8	97	391	5.0	8.8	91	460	4.7	10.4	87	956	5.8	21.6	107	
MUTUAL	4992	2535	7.5	50.8	121	706	9.0	14.1	146	631	6.5	12.6	105	1198	7.3	24.0	119	
NBC	4679	2041	6.0	43.6	104	448	5.7	9.6	99	516	5.3	11.0	92	1077	6.6	23.0	114	
RADIORADIO	1994	773	2.3	38.8	92	**156	2.0	7.8	81	*203	2.1	10.2	85	413	2.5	20.7	102	
RKO ONE	2298	909	2.7	39.6	94	*264	3.4	11.5	119	*225	2.3	9.8	82	419	2.6	18.2	90	
RKO TWO	3311	1354	4.0	40.9	98	399	5.1	12.1	124	455	4.7	13.7	114	499	3.0	15.1	75	
THE SOURCE	2114	944	2.8	44.7	107	*190	2.4	9.0	93	355	3.7	16.8	140	400	2.4	18.9	94	
NON-WIRED : BLAIR	8654	3608	10.6	41.7	99	883	11.2	10.2	105	1214	12.5	14.0	117	1512	9.2	17.5	86	
INTERNET	12025	5311	15.6	44.2	105	1307	16.6	10.9	112	1445	14.9	12.0	100	2559	15.6	21.3	105	
KATZ RADIO GROUP	15359	6998	20.6	45.6	109	1645	21.0	10.7	110	2054	21.1	13.4	111	3298	20.1	21.5	106	
SUPERNET	10628	4323	12.7	40.7	97	966	12.3	9.1	94	1201	12.4	11.3	94	2156	13.2	20.3	100	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	3549	10.5	41.0	98	786	10.0	9.1	94	994	10.2	11.5	96	1769	10.8	20.4	101	
MKDAY 9:00 AM - 1:00 PM	12163	4948	14.6	40.7	97	1168	14.9	9.6	99	1491	15.3	12.3	102	2289	14.0	18.8	93	
MKDAY 1:00 PM - 4:30 PM	16150	6599	19.4	40.9	97	1562	19.9	9.7	100	2033	20.9	12.6	105	3004	18.3	18.6	92	
MKDAY 4:30 PM - 7:30 PM	22463	9361	27.6	41.7	99	2228	28.4	9.9	102	2793	28.7	12.4	104	4340	26.5	19.3	96	
MKDAY 7:30 PM - 8:00 PM	31795	13175	38.8	41.4	99	3124	39.8	9.8	101	3848	39.6	12.1	101	6203	37.9	19.5	97	
MKDAY 11:00 PM - 11:30 PM	23977	10150	29.9	42.3	101	2271	28.9	9.5	98	3020	31.1	12.6	105	4859	29.7	20.3	100	
MKDAY 11:30 PM - 1:00 AM	7703	3337	9.8	43.3	103	700	8.9	9.1	94	1040	10.7	13.5	112	1597	9.8	20.7	103	
M-SAT 8-11 PM+SUN 7-11 PM	53800	14456	42.6	42.8	102	3429	43.7	10.1	105	4190	43.1	12.4	103	6837	41.8	20.2	100	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	2602	7.7	39.8	95	579	7.4	8.9	91	758	7.8	11.6	97	1265	7.7	19.3	96
ANOTHER WORLD	N	4620	1919	5.7	41.5	99	457	5.8	9.9	102	573	5.9	12.4	103	889	5.4	19.2	95
AS THE WORLD TURNS	C	5614	2275	6.7	40.5	97	506	6.4	9.0	93	800	8.2	14.3	119	969	5.9	17.3	85
CAPITOL	C	3396	1385	4.1	40.8	97	325	4.1	9.6	99	426	4.4	12.5	105	633	3.9	18.6	92
CBS MORN. NEWS 1	C	1446	512	1.5	35.4	84	179	2.3	12.4	128	141	1.5	9.8	81	192	1.2	13.3	66
CBS MORN. NEWS 2	C	1207	461	1.4	38.2	91	173	2.2	14.3	148	129	1.3	10.7	89	159	1.0	13.2	65
DAYS OF OUR LIVES	N	5877	2523	7.4	42.9	102	597	7.6	10.2	105	715	7.4	12.2	101	1211	7.4	20.6	102
FACTS OF LIFE - DAYTIME	N	2290	885	2.6	38.6	92	190	2.4	8.3	86	247	2.5	10.8	90	448	2.7	19.6	97
FAMILY FEUD	A	3023	1176	3.5	38.9	93	253	3.2	8.4	86	298	3.1	9.9	82	625	3.8	20.7	102
GENERAL HOSPITAL	A	6097	2505	7.4	41.1	98	683	8.7	11.2	116	768	7.9	12.6	105	1054	6.4	17.3	86
GOOD MORNING, AMERICA-730	A	3515	1468	4.3	41.8	100	314	4.0	8.9	92	449	4.6	12.8	106	705	4.3	20.1	99
GOOD MORNING, AMERICA-830	A	2818	1157	3.4	41.1	98	276	3.5	9.8	101	370	3.8	13.1	109	511	3.1	18.1	90
GUIDING LIGHT	C	5339	2093	6.2	39.2	94	492	6.3	9.2	95	640	6.6	12.0	100	961	5.9	18.0	89
ONE LIFE TO LIVE	A	4478	1797	5.3	40.1	96	394	5.0	8.8	91	505	5.2	11.3	94				

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE LBS.				MEDIUM USERS TWO - THREE LBS.				LIGHT USERS ONE LB. OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	33943	100.0	41.9	100	7850	100.0	9.7	100	9721	100.0	12.0	100	16372	100.0	20.2	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	10498	30.9	40.3	96	2500	31.8	9.6	99	2997	30.8	11.5	96	5001	30.5	19.2	95
NETWORK AFFILIATES - LATE		20261	8478	25.0	41.8	100	1904	24.3	9.4	97	2478	25.5	12.2	102	4096	25.0	20.2	100
INDEPENDENTS - LATE		2076	972	2.9	46.8	112	254	3.2	12.2	126	256	2.6	12.3	103	461	2.8	22.2	110
TV EVENING NTKW 6 PM - 2 AM																		
A TEAM	N	10453	4477	13.2	42.8	102	1074	13.7	10.3	106	1357	14.0	13.0	108	2046	12.5	19.6	97
ABC MONDAY NIGHT MOVIE	A	6412	2629	7.7	41.0	98	561	7.1	8.7	90	679	7.0	10.6	88	1389	8.5	21.7	107
ABC SUNDAY NIGHT MOVIE	A	12407	5248	15.5	42.3	101	1176	15.0	9.5	98	1444	14.9	11.6	97	2628	16.1	21.2	105
ABC WORLD NEWS TONIGHT	A	6176	2442	7.2	39.5	94	481	6.1	7.8	80	813	8.4	13.2	110	1148	7.0	18.6	92
AFTERMASH	C	5863	2431	7.2	41.5	99	543	6.9	9.3	96	770	7.9	13.1	109	1118	6.8	19.1	94
ALICE	C	9594	3787	11.2	39.5	94	796	10.1	8.3	86	1123	11.6	11.7	98	1867	11.4	19.5	96
AMERICAN PARADE	C	6622	2697	7.9	40.7	97	643	8.2	9.7	100	770	7.9	11.6	97	1284	7.8	19.4	96
BENSON	A	10886	4629	13.6	42.5	101	1111	14.2	10.2	105	1318	13.6	12.1	101	2200	13.4	20.2	100
BLUE THUNDER	A	5036	2256	6.6	44.8	107	475	6.1	9.4	97	687	7.1	13.6	114	1094	6.7	21.7	107
CAGNEY & LACEY	C	9965	4019	11.8	40.3	96	908	11.6	9.1	94	1298	13.4	13.0	109	1813	11.1	18.2	90
CBS EVENING NEWS-DEAN	C	3491	1586	4.7	45.4	108	331	4.2	9.5	98	470	4.8	13.5	112	785	4.8	22.5	111
CBS EVENING NEWS-RATHER	C	7123	2954	8.7	41.5	99	704	9.0	9.9	102	733	7.5	10.3	86	1518	9.3	21.3	105
CBS SAT. NEWS-SCHIEFFER	C	3621	1492	4.4	41.2	98	316	4.0	8.7	90	444	4.6	12.3	102	732	4.5	20.2	100
CBS SATURDAY NIGHT MOVIE	C	5436	2341	6.9	43.1	103	505	6.4	9.3	96	640	6.6	11.8	98	1196	7.3	22.0	109
CBS WEDNESDAY NIGHT MOVIE	C	6100	2483	7.3	40.7	97	558	7.1	9.1	94	699	7.2	11.5	95	1226	7.5	20.1	99
CHEERS	N	8889	3874	11.4	43.6	104	937	11.9	10.5	109	1083	11.1	12.2	102	1854	11.3	20.9	103
DALLAS	C	22109	9220	27.2	41.7	99	2257	28.8	10.2	105	2570	26.4	11.6	97	4392	26.8	19.9	98
DIFF'RENT STROKES	N	6940	2863	8.4	41.3	98	820	10.4	11.8	122	830	8.5	12.0	100	1213	7.4	17.5	86
DOUBLE TROUBLE	N	7223	3008	8.9	41.6	99	724	9.2	10.0	103	845	8.7	11.7	97	1440	8.8	19.9	99
DUCK FACTORY	N	5595	2358	6.9	42.1	101	496	6.3	8.9	91	668	6.9	11.9	99	1193	7.3	21.3	105
DUKES OF HAZZARD	C	5768	2605	7.7	45.2	108	608	7.7	10.5	109	788	8.1	13.7	114	1209	7.4	21.0	104
DYNASTY	A	20053	8085	23.8	40.3	96	1861	23.7	9.3	96	2519	25.9	12.6	105	3705	22.6	18.5	91
FACTS OF LIFE	N	8087	3750	11.0	46.4	111	1041	13.3	12.9	133	1126	11.6	13.9	116	1583	9.7	19.6	97
FALCON CREST	C	20046	8245	24.3	41.1	98	1983	25.3	9.9	102	2327	23.9	11.6	97	3935	24.0	19.6	97
FALL GUY	A	9084	3888	11.5	42.8	102	985	12.5	10.8	112	1170	12.0	12.9	107	1732	10.6	19.1	94
FAMILY TIES	N	7964	3353	9.9	42.1	100	858	10.9	10.8	111	905	9.3	11.4	95	1590	9.7	20.0	99
FANTASY ISLAND	A	7687	3205	9.4	41.7	99	773	9.8	10.1	104	836	8.6	10.9	91	1597	9.8	20.8	103
FOULUPS, BLEEPs & BLUNDERS	A	8861	3641	10.7	41.1	98	883	11.2	10.0	103	1071	11.0	12.1	101	1687	10.3	19.0	94
FOUR SEASONS	C	5095	2212	6.5	43.4	104	511	6.5	10.0	103	788	8.1	15.5	129	913	5.6	17.9	89
GIMME A BREAK	N	8838	3747	11.0	42.4	101	888	11.3	10.0	104	1055	10.9	11.9	99	1804	11.0	20.4	101
HART TO HART	A	8978	3571	10.5	39.8	95	917	11.7	10.2	105	947	9.7	10.5	88	1707	10.4	19.0	94
HILL STREET BLUES	N	8590	3664	10.8	42.7	102	1083	13.8	12.6	130	916	9.4	10.7	89	1665	10.2	19.4	96
HOTEL	A	14085	5582	16.4	39.6	95	1434	18.3	10.2	105	1619	16.7	11.5	96	2529	15.4	18.0	89
JEFFERSONS	C	9360	3833	11.3	41.0	98	828	10.5	8.8	91	1269	13.1	13.6	113	1736	10.6	18.5	92
JENNIFER SLEPT HERE	N	5841	2568	7.6	44.0	105	753	9.6	12.9	133	685	7.0	11.7	98	1130	6.9	19.3	96
KATE & ALLIE	C	9206	4093	12.1	44.5	106	821	10.5	8.9	92	1350	13.9	14.7	122	1922	11.7	20.9	103
KNIGHT RIDER	N	7076	3170	9.3	44.8	107	741	9.4	10.5	108	1063	10.9	15.0	125	1366	8.3	19.3	95
LOVE BOAT	A	12219	5140	15.1	42.1	100	1250	15.9	10.2	106	1450	14.9	11.9	99	2440	14.9	20.0	99
MAGNUM PI	C	11199	4726	13.9	42.2	101	1184	15.1	10.6	109	1414	14.5	12.6	105	2127	13.0	19.0	94
MAMA'S FAMILY	N	6057	2508	7.4	41.4	99	688	8.8	11.4	117	753	7.7	12.4	104	1067	6.5	17.6	87
MASTER, THE	N	3598	1611	4.7	44.8	107	343	4.4	9.5	98	581	6.0	16.1	135	687	4.2	19.1	94
MATT HOUSTON	A	6344	2911	8.6	45.9	109	672	8.6	10.6	109	916	9.4	14.4	120	1323	8.1	20.9	103
NBC MONDAY NIGHT MOVIE	N	11994	5060	14.9	42.2	101	1227	15.6	10.2	106	1424	14.6	11.9	99	2409	14.7	20.1	99
NBC NIGHTLY NEWS	N	5132	2073	6.1	40.4	96	390	5.0	7.6	78	714	7.3	13.9	116	969	5.9	18.9	93
NBC NIGHTLY NEWS-SAT	N	3375	1229	3.6	36.4	87	*230	2.9	6.8	70	363	3.7	10.8	90	636	3.9	18.8	93
NBC NIGHTLY NEWS-SUN	N	3130	1130	3.3	36.1	86	*238	3.0	7.6	78	342	3.5	10.9	91	550	3.4	17.6	87
NBC SUNDAY NIGHT MOVIE	N	8284	3747	11.0	45.2	108	868	11.1	10.5	108	1232	12.7	14.9	124	1646	10.1	19.9	98
NEWHART	C	9240	3851	11.3	41.7	99	865	11.0	9.4	97	1276	13.1	13.8	115	1709	10.4	18.5	91
ONE DAY AT A TIME	C	7288	2878	8.5	39.5	94	575	7.3	7.9	81	785	8.1	10.8	90	1517	9.3	20.8	103
PEOPLE ARE FUNNY	N	4855	1941	5.7	40.0	95	574	7.3	11.8	122	593	6.1	12.2	102	773	4.7	15.9	79
REAL PEOPLE	N	8869	3819	11.3	43.1	103	914	11.6	10.3	106	1194	12.3	13.5	112	1712	10.5	19.3	95
REMINGTON STEELE	N	7743	3220	9.5	41.6	99	771	9.8	10.0	103	969	10.0	12.5	104	1481	9.0	19.1	95
RIPLEY'S BELIEVE IT - NOT	A	5345	2295	6.8	42.9	102	567	7.2	10.6	109	666	6.9	12.5	104	1062	6.5	19.9	98
RIPTIDE	N	6988	3223	9.5	46.1	110	620	7.9	8.9	92	1044	10.7	14.9	124	1559	9.5	22.3	110
SCARECROW & MRS. KING	C	10002	4261	12.6	42.6	102	1074	13.7	10.7	111	1105	11.4	11.0	92	2082	12.7	20.8	103
SIMON & SIMON	C	10638	4501	13.3	42.3	101	1102	14.0	10.4	107	1308	13.5	12.3	102	2092	12.8	19.7	97
60 MINUTES	C	13293	5425	16.0	40.8	97	1162	14.8	8.7	90	1632	16.8	12.3	102	2630	16.1	19.8	98
ST. ELSEWHERE	N	7017	3063	9.0	43.7	104	813	10.4	11.6	120	787	8.1	11.2	93</				



CANNED MEAT PRODUCTS

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-6

	USE			USED IN LAST 30 DAYS		
	'000	%	UNWEIGHTED	'000	%	UNWEIGHTED
3. PLEASE MARK EACH TYPE OF CANNED MEAT PRODUCT THAT YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE AND FOR THOSE PRODUCTS USED, PLEASE MARK THOSE USED IN THE LAST 30 DAYS.						
CANNED CHICKEN	9153	11.3	1040	4369	5.4	505
CANNED MEAT SPREADS	9327	11.5	1018	5826	7.2	591
STEMS - BEEF	10271	12.7	1081	4519	5.6	498
STEMS - CHICKEN	2550	3.1	289	696	.9	92
CORNERD BEEF HASH	11418	14.1	1274	5197	6.4	561
CORNERD BEEF	9823	12.1	1044	4797	5.9	477
DEVILED HAM	9791	12.1	1054	4257	5.3	448
ROAST BEEF HASH	4929	6.1	548	2105	2.6	235
VIENNA SAUSAGE	15950	19.7	1702	7904	9.8	817
NONE OF THESE	44933	55.5	5392			

	TOTAL U.S. '000	USE CANNED CHICKEN				CANNED CHICKEN USED IN LAST 30 DAYS				USE CANNED MEAT SPREADS				CANNED MEAT SPREADS USED IN LAST 30 DAYS			
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	9153	100.0	11.3	100	4369	100.0	5.4	100	9327	100.0	11.5	100	5826	100.0	7.2	100
18 - 24	9282	972	10.6	10.5	93	*611	14.0	6.6	122	1010	10.8	10.9	94	*639	11.0	6.9	96
25 - 34	19072	2221	24.3	11.6	103	1049	24.0	5.5	102	2309	24.8	12.1	105	1470	25.2	7.7	107
35 - 44	14591	1990	21.7	13.6	121	815	18.7	5.6	104	2047	21.9	14.0	122	1308	22.5	9.0	125
45 - 54	11345	1673	18.3	14.7	130	807	18.5	7.1	132	1454	15.6	12.8	111	791	13.6	7.0	97
55 - 64	11635	1088	11.9	9.4	83	590	13.5	5.1	94	1238	13.3	10.6	92	817	14.0	7.0	98
65 OR OLDER	15061	1209	13.2	8.0	71	497	11.4	3.3	61	1271	13.6	8.4	73	802	13.8	5.3	74
18 - 34	28354	3194	34.9	11.3	100	1660	38.0	5.9	109	3318	35.6	11.7	102	2109	36.2	7.4	103
18 - 49	48339	6068	66.3	12.6	111	2774	63.5	5.7	106	6203	66.5	12.8	111	3843	66.0	8.0	111
25 - 54	45008	5884	64.3	13.1	116	2671	61.1	5.9	110	5809	62.3	12.9	112	3569	61.3	7.9	110
35 - 49	19985	2875	31.4	14.4	127	1114	25.5	5.6	103	2885	30.9	14.4	125	1734	29.8	8.7	121
50 OR OLDER	32647	3084	33.7	9.4	84	1594	36.5	4.9	91	3125	33.5	9.6	83	1983	34.0	6.1	84
GRADUATED COLLEGE	11155	1416	15.5	12.7	112	651	14.9	5.8	108	1208	13.0	10.8	94	785	13.5	7.0	98
ATTENDED COLLEGE	13682	1910	20.9	14.0	124	830	19.0	6.1	112	1692	18.1	12.4	107	991	17.0	7.2	101
GRADUATED HIGH SCHOOL	33880	3893	42.5	11.5	102	1983	45.4	5.9	108	3958	42.4	11.7	101	2600	44.6	7.7	107
DID NOT GRADUATE HIGH SCHOOL	22270	1935	21.1	8.7	77	905	20.7	4.1	75	2470	26.5	11.1	96	1450	24.9	6.5	91
EMPLOYED	40306	5253	57.4	13.0	115	2380	54.5	5.9	109	5054	54.2	12.5	109	3046	52.3	7.6	105
EMPLOYED FULL-TIME	32850	4118	45.0	12.5	111	1909	43.7	5.8	108	4202	45.1	12.8	111	2626	45.1	8.0	111
EMPLOYED PART-TIME	7456	1135	12.4	15.2	135	*1071	10.8	6.3	117	852	9.1	11.4	99	*420	7.2	5.6	78
NOT EMPLOYED	40680	3900	42.6	9.6	85	1988	45.5	4.9	91	4274	45.8	10.5	91	2780	47.7	6.8	95
PROFESSIONAL/MANAGER	10392	1389	15.2	13.4	118	*588	13.5	5.7	105	1153	12.4	11.1	96	*770	13.2	7.4	103
TECH/CLERICAL/SALES	17574	2393	26.1	13.6	120	1092	25.0	6.2	115	2027	21.7	11.5	100	1239	21.3	7.1	98
PRECISION/CRAFT	985	*885	0.9	8.6	76	*229	0.7	2.9	55	*141	1.5	14.3	124	*65	1.1	6.6	92
OTHER EMPLOYED	11354	1387	15.2	12.2	108	672	15.4	5.9	110	1733	18.6	15.3	133	971	16.7	8.6	119
SINGLE	9863	921	10.1	9.3	83	482	11.0	4.9	91	998	10.7	10.1	88	605	10.4	6.1	85
MARRIED	51375	6083	66.5	11.8	105	2929	67.0	5.7	106	6106	65.5	11.9	103	3944	67.7	7.7	107
DIVORCED/SEPARATED/WIDOWED	19748	2149	23.5	10.9	96	957	21.9	4.8	90	2223	23.8	11.3	98	1277	21.9	6.5	90
PARENTS	32590	4044	44.2	12.4	110	1950	44.6	6.0	111	4363	46.8	13.4	116	2759	47.4	8.5	118
WHITE	70416	8006	87.5	11.4	101	3839	87.9	5.5	101	7898	84.7	11.2	97	5082	87.2	7.2	100
BLACK	8778	988	10.8	11.3	100	430	9.8	4.9	91	1219	13.1	13.9	121	615	10.6	7.0	97
OTHER	1791	*158	1.7	8.8	78	*100	2.3	5.6	103	*211	2.3	11.8	102	*129	2.2	7.2	100
NORTHEAST-CENSUS	17786	1100	12.0	6.2	55	*572	13.1	3.2	60	1477	15.8	8.3	72	933	16.0	5.2	73
NORTH CENTRAL	20741	2323	25.4	11.2	99	1060	24.3	5.1	95	1983	21.3	9.6	83	1307	22.4	6.3	88
SOUTH	27775	3840	42.0	13.8	122	1831	41.9	6.6	122	4342	46.6	15.6	136	2695	46.3	9.7	135
WEST	14683	1890	20.6	12.9	114	906	20.7	6.2	114	1526	16.4	10.4	90	891	15.3	6.1	84
NORTHEAST-MKTG.	17961	1277	14.0	7.1	63	588	13.5	3.3	61	1524	16.3	8.5	74	929	15.9	5.2	72
EAST CENTRAL	11885	1179	12.9	9.9	88	579	13.3	4.9	90	1410	15.1	11.9	103	1025	17.6	8.6	120
WEST CENTRAL	14090	1546	16.9	11.0	97	616	14.1	4.4	81	1248	13.4	8.9	77	676	11.6	4.8	67
SOUTH	24081	3441	37.6	14.3	126	1736	39.7	7.2	134	3851	41.3	16.0	139	2408	41.3	10.0	139
PACIFIC	12969	1711	18.7	13.2	117	849	19.4	6.5	121	1294	13.9	10.0	87	789	13.5	6.1	85
COUNTY SIZE A	32439	3557	38.9	11.0	97	1802	41.2	5.6	103	3120	33.5	9.6	84	1986	34.1	6.1	85
COUNTY SIZE B	24915	2898	31.7	11.6	103	1299	29.7	5.2	97	2882	30.9	11.6	100	1815	31.2	7.3	101
COUNTY SIZE C	12930	1517	16.6	11.7	104	721	16.5	5.6	103	2039	21.9	15.8	137	1275	21.9	9.9	137
COUNTY SIZE D	10703	1180	12.9	11.0	98	547	12.5	5.1	95	1286	13.8	12.0	104	751	12.9	7.0	98
METRO CENTRAL CITY	24518	2674	29.2	10.9	96	1456	33.3	5.9	110	2441	26.2	10.0	86	1476	25.3	6.0	84
METRO SUBURBAN	35919	4116	45.0	11.5	101	1850	42.3	5.2	95	3954	42.4	11.0	96	2583	44.3	7.2	100
NON METRO	20549	2363	25.8	11.5	102	1063	24.3	5.2	96	2932	31.4	14.3	124	1767	30.3	8.6	120
TOP 5 ADI'S	18341	1664	18.2	9.1	80	811	18.6	4.4	82	1518	16.3	8.3	72	947	16.3	5.2	72
TOP 10 ADI'S	25378	2605	28.5	10.3	91	1297	29.7	5.1	95	2409	25.8	9.5	82	1575	27.0	6.2	86
TOP 20 ADI'S	36488	3831	41.9	10.5	93	1797	41.1	4.9	91	3624	38.9	9.9	86	2440	41.9	6.7	93
HSOLD INC. \$50,000 OR MORE	6612	873	9.5	13.2	117	*275	6.3	4.2	77	*693	7.4	10.5	91	*442	7.6	6.7	93
\$40,000 OR MORE	12659	1656	18.1	13.1	116	*701	16.0	5.5	103	1353	14.5	10.7	93	851	14.6	6.7	93
\$30,000 OR MORE	24698	3242	35.4	13.1	116	1372	31.4	5.6	103	2767	29.7	11.2	97	1751	30.1	7.1	99
\$25,000 OR MORE	32077	4279	46.7	13.3	118	1934	44.3	6.0	112	3589	38.5	11.2	97	2285	39.2	7.1	99
\$20,000 - \$24,999	9144	1194	13.0	13.1	116	*487	11.1	5.3	99	1357	14.5	14.8	129	868	14.9	9.5	132
\$15,000 - \$19,999	8728	809	8.8	9.3	82	*398	9.1	4.6	85	1125	12.1	12.9	112	685	11.8	7.8	109
\$10,000 - \$14,999	12562	1184	12.9	9.4	83	708	16.2	5.6	104	1458	15.6	11.6	101	957	16.4	7.6	106
UNDER \$10,000	18475	1687	18.4	9.1	81	841	19.2	4.6	84	1799	19.3	9.7	85	1031	17.7	5.6	78
HOUSEHOLD OF 1 PERSON	11987	1209	13.2	10.1	89	584	13.4	4.9	90	959	10.3	8.0	69	501	8.6	4.2	58
2 PEOPLE	26577	2815	30.8	10.6	94	1322	30.3	5.0	92	2806	30.1	10.6	92	1757	30.2	6.6	92
3 OR 4 PEOPLE	30617	3790	41.4	12.4	110	1925	44.1	6.3	117	3883	41.6	12.7	110	2472	42.4	8.1	112
5 OR MORE PEOPLE	11804	1339	14.6	11.3	100	*538	12.3	4.6	84	1680	18.0	14.2	124	1096	18.8	9.3	129
NO CHILD IN HSOLD	46165	4918	53.7	10.7	94	2342	53.6	5.1	94	4608	49.4	10.0	87	2819	48.4	6.1	85
CHILD(REN) UNDER 2 YRS	5325	*599	6.5	11.2	100	*300	6.9	5.6	104	547	5.9	10.3	89	*396	6.8	7.4	103
2 - 5 YEARS	14221	1649	18.0	11.6	103	772	17.7	5.4	101	1758	18.8	12.4	107	1108	19.0	7.8	108
6 - 11 YEARS	15117	1684	18.4	11.1	99	799	18.3	5.3	98	2031	21.8	13.4	117	1237	21.2	8.2	114
12 - 17 YEARS	16611	1985	21.7	11.9	106	912	20.9	5.5	102	2324	24.9	14.0	121	1544	26.5	9.3	129
RESIDENCE OWNED	55884	6712	73.3	12.0	106	3205	73.4	5.7	106	6622	71.0	11.8	103	4165	71.5	7.5	104
VALUE: \$50,000 OR MORE	31744	3992	43.6	12.6	111	1795	41.1	5.7	105	3483	37.3	11.0	95	2249	38.6	7.1	98
VALUE: UNDER \$50,000	24140	2720	29.7	11.3	100	1410	32.3	5.8	108	3139	33.7	13.0	113	1916	32.9	7.9	110

CANNED MEAT PRODUCTS - TYPES USE & TYPES USED IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	USE CANNED CHICKEN				CANNED CHICKEN USED IN LAST 30 DAYS				USE CANNED MEAT SPREADS				CANNED MEAT SPREADS USED IN LAST 30 DAYS			
			A '000	B % DOWN	C % ACROSS		A '000	B % DOWN	C % ACROSS		A '000	B % DOWN	C % ACROSS		A '000	B % DOWN	C % ACROSS	
					D % INDX				D % INDX				D % INDX				D % INDX	
TOTAL FEMALE HOMEMAKERS		80986	9153	100.0	11.3	100	4369	100.0	5.4	100	9327	100.0	11.5	100	5826	100.0	7.2	100
MAGAZINES	QUINTILE 1	15799	2129	23.3	13.5	119	974	22.3	6.2	114	1969	21.1	12.5	108	1145	19.7	7.2	101
	QUINTILE 2	17259	1859	20.3	10.8	95	875	20.0	5.1	94	1864	20.0	10.8	94	1296	22.2	7.5	104
	QUINTILE 3	13545	1822	19.9	13.5	119	894	20.5	6.6	122	1776	19.0	13.1	114	1250	21.5	9.2	128
	QUINTILE 4	15133	1721	18.8	11.4	101	790	18.1	5.2	97	1760	18.9	11.6	101	1060	18.2	7.0	97
	QUINTILE 5	19250	1623	17.7	8.4	75	836	19.1	4.3	81	1959	21.0	10.2	88	1076	18.5	5.6	78
NEWSPAPERS	QUINTILE 1	12413	1098	12.0	8.8	78	514	11.8	4.1	77	1122	12.0	9.0	78	747	12.8	6.0	84
	QUINTILE 2	24116	3167	34.6	13.1	116	1455	33.3	6.0	112	2957	31.7	12.3	106	1892	32.5	7.8	109
	QUINTILE 3	11261	1206	13.2	10.7	95	601	13.8	5.3	99	1316	14.1	11.7	101	950	16.3	8.4	111
	QUINTILE 4	20255	2451	26.8	12.1	107	1126	25.8	5.6	103	2359	25.3	11.6	101	1348	23.1	6.7	93
	QUINTILE 5	12940	1232	13.5	9.5	84	673	15.4	5.2	96	1573	16.9	12.2	106	890	15.3	6.9	96
OUTDOOR	QUINTILE 1	14852	2021	22.1	13.6	120	985	22.5	6.6	123	1888	20.2	12.7	110	1256	21.6	8.5	118
	QUINTILE 2	15725	2177	23.8	13.8	122	1011	23.1	6.4	119	1901	20.4	12.1	105	1215	20.9	7.7	107
	QUINTILE 3	16330	1840	20.1	11.3	100	871	19.9	5.3	99	1760	18.9	10.8	94	995	17.1	6.1	85
	QUINTILE 4	16744	1520	16.6	9.1	80	699	16.0	4.2	77	1848	19.8	11.0	96	1039	17.8	6.2	86
	QUINTILE 5	17334	1595	17.4	9.2	81	804	18.4	4.6	86	1931	20.7	11.1	97	1322	22.7	7.6	106
RADIO-DRIVE TIME	QUINTILE 1	15911	1975	21.6	12.4	110	921	21.1	5.8	107	2023	21.7	12.7	110	1252	21.5	7.9	109
	QUINTILE 2	14837	1557	17.0	10.5	93	815	18.7	5.5	102	1616	17.3	10.9	95	1105	19.0	7.4	104
	QUINTILE 3	15339	1556	17.0	10.1	90	854	19.5	5.6	103	1805	19.4	11.8	102	1107	19.0	7.2	100
	QUINTILE 4	16723	2083	22.8	12.5	110	967	22.1	5.8	107	1854	19.9	11.1	96	1193	20.5	7.1	99
	QUINTILE 5	18176	1982	21.7	10.9	96	813	18.6	4.5	83	2029	21.8	11.2	97	1169	20.1	6.4	89
RADIO-MID- DAY	TERCILE 1	21020	2316	25.3	11.0	97	1154	26.4	5.5	102	2369	25.4	11.3	98	1467	25.2	7.0	97
	TERCILE 2	21610	2502	27.3	11.6	102	1121	25.7	5.2	96	2569	27.5	11.9	103	1668	28.6	7.7	107
	TERCILE 3	38355	4334	47.4	11.3	100	2094	47.9	5.5	101	4390	47.1	11.4	99	2691	46.2	7.0	98
RADIO-TOTAL	QUINTILE 1	15988	1883	20.6	11.8	104	976	22.3	6.1	113	2096	22.5	13.1	114	1304	22.4	8.2	113
	QUINTILE 2	15626	1586	17.3	10.1	90	717	16.4	4.6	85	1594	17.1	10.2	89	1019	17.5	6.5	91
	QUINTILE 3	16723	1964	21.5	11.7	104	905	20.7	5.4	100	2043	21.9	12.2	106	1413	24.3	8.4	117
	QUINTILE 4	16342	2017	22.0	12.3	109	988	22.6	6.0	112	1936	20.8	11.8	103	1109	19.0	6.8	94
	QUINTILE 5	16306	1704	18.6	10.5	92	783	17.9	4.8	89	1658	17.8	10.2	88	982	16.9	6.0	84
TV-PRIME TIME	QUINTILE 1	15953	1670	18.2	10.5	93	566	13.0	3.5	66	2160	23.2	13.5	118	1305	22.4	8.2	114
	QUINTILE 2	16137	1795	19.6	11.1	98	1045	23.9	6.5	120	1615	17.3	10.0	87	1063	18.2	6.6	92
	QUINTILE 3	16420	1757	19.2	10.7	95	809	18.5	4.9	91	1738	18.6	10.6	92	1097	18.8	6.7	93
	QUINTILE 4	16687	2029	22.2	12.2	108	1053	24.1	6.3	117	2049	22.0	12.3	107	1247	21.4	7.5	104
	QUINTILE 5	15789	1903	20.8	12.1	107	896	20.5	5.7	105	1766	18.9	11.2	97	1114	19.1	7.1	98
TV-DAYTIME	TERCILE 1	27736	3045	33.3	11.0	97	1448	33.1	5.2	97	3412	36.6	12.3	107	2123	36.4	7.7	106
	TERCILE 2	26489	2743	30.0	10.4	92	1346	30.8	5.1	94	3225	34.6	12.2	106	2026	34.8	7.6	106
	TERCILE 3	26761	3365	36.8	12.6	111	1574	36.0	5.9	109	2690	28.8	10.1	87	1677	28.8	6.3	87
TV-TOTAL	QUINTILE 1	16345	1671	18.3	10.2	90	604	13.8	3.7	68	2027	21.7	12.4	108	1214	20.8	7.4	103
	QUINTILE 2	16447	1827	20.0	11.1	98	974	22.3	5.9	110	1830	19.6	11.1	97	1173	20.1	7.1	99
	QUINTILE 3	15980	2027	22.1	12.7	112	1025	23.5	6.4	119	1901	20.4	11.9	103	1237	21.2	7.7	108
	QUINTILE 4	15887	1755	19.2	11.0	98	958	21.9	6.0	112	1701	18.2	10.7	93	1034	17.7	6.5	90
	QUINTILE 5	16326	1873	20.5	11.5	102	807	18.5	4.9	92	1869	20.0	11.4	99	1169	20.1	7.2	100
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	2354	25.7	11.4	101	1081	24.7	5.2	97	2212	23.7	10.7	93	1476	25.3	7.1	99
		19186	2581	28.2	13.5	119	1305	29.9	6.8	126	2609	28.0	13.6	118	1697	29.1	8.8	123
		21899	2486	27.2	11.4	100	1156	26.5	5.3	98	2500	26.8	11.4	99	1590	27.3	7.3	101
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	2284	25.0	14.8	131	1014	23.2	6.6	122	1877	20.1	12.1	105	1176	20.2	7.6	106
		25953	2629	28.7	10.1	90	1265	29.0	4.9	90	2843	30.5	11.0	95	1850	31.8	7.1	99
		24400	2967	32.4	12.2	108	1429	32.7	5.9	109	2932	31.4	12.0	104	1861	31.9	7.6	106
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	2075	22.7	11.5	102	973	22.3	5.4	100	2377	25.5	13.2	114	1477	25.4	8.2	114
		23571	3205	35.0	13.6	120	1521	34.8	6.5	120	2698	28.9	11.4	99	1831	31.4	7.8	108
		23278	2430	26.5	10.4	92	1241	28.4	5.3	99	2550	27.3	11.0	95	1674	28.7	7.2	100
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	1899	20.7	12.3	109	909	20.8	5.9	109	1894	20.3	12.3	106	1194	20.5	7.7	107
		25829	3362	36.7	13.0	115	1567	35.9	6.1	112	3104	33.3	12.0	104	2053	35.2	7.9	110
		26039	2700	29.5	10.4	92	1279	29.3	4.9	91	2953	31.7	11.3	98	1771	30.4	6.8	95
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	2162	23.6	13.0	115	1140	26.1	6.9	127	1836	19.7	11.1	96	1341	23.0	8.1	112
		26834	2686	29.3	10.0	89	1146	26.2	4.3	79	2921	31.3	10.9	95	1827	31.4	6.8	95
		23346	3039	33.2	13.0	115	1372	31.4	5.9	109	3023	32.4	12.9	112	1757	30.2	7.5	105
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	1679	18.3	9.8	87	711	16.3	4.1	77	1782	19.1	10.4	90	1072	18.4	6.3	87
		25892	3241	35.4	12.5	111	1591	36.4	6.1	114	2951	31.6	11.4	99	2003	34.4	7.7	108
		23167	2716	29.7	11.7	104	1405	32.2	6.1	112	3037	32.6	13.1	114	1972	33.8	8.5	118
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	1927	21.1	11.2	99	883	20.2	5.1	95	1819	19.5	10.6	92	1146	19.7	6.7	93
		26214	3165	34.6	12.1	107	1500	34.3	5.7	106	2971	31.9	11.3	98	1981	34.0	7.6	105
		23412	2558	27.9	10.9	97	1177	26.9	5.0	93	2973	31.9	12.7	110	1790	30.7	7.6	106
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	2007	21.9	13.1	116	986	22.6	6.4	119	1816	19.5	11.9	103	1135	19.5	7.4	103
		24901	3286	35.9	13.2	117	1495	34.2	6.0	111	3042	32.6	12.2	106	1923	33.0	7.7	107
		26492																

	TOTAL U.S. '000	USE CANNED CHICKEN				CANNED CHICKEN USED IN LAST 30 DAYS				USE CANNED MEAT SPREADS				CANNED MEAT SPREADS USED IN LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	9153	100.0	11.3	100	4369	100.0	5.4	100	9327	100.0	11.5	100	5826	100.0	7.2	100
ATLANTIC MONTHLY	415	**19	0.2	4.6	41	**9	0.2	2.2	40	**48	0.5	11.6	100	**30	0.5	7.2	100
BARRON'S	453	**45	0.5	9.9	88	**21	0.5	4.6	86	**15	0.2	3.3	29	**11	0.2	2.4	34
BETTER HOMES & GARDENS	16256	2099	22.9	12.9	114	866	19.8	5.3	99	1995	21.4	12.3	107	1267	21.7	7.8	108
BON APPETIT	2535	*197	2.2	7.8	69	**65	1.5	2.6	48	*261	2.8	10.3	89	*172	3.0	6.8	94
BUSINESS WEEK	1278	*129	1.4	10.1	89	**42	1.0	3.3	61	*177	1.9	13.8	120	**99	1.7	7.7	108
CAR AND DRIVER	378	**54	0.6	14.3	126	**10	0.2	2.6	49	**56	0.6	14.8	129	**56	1.0	14.8	206
CBS MAGAZINE NETWORK (GROSS)	1498	*193	2.1	12.9	114	**77	1.8	5.1	95	*226	2.4	15.1	131	*167	2.9	11.1	155
CHANGING TIMES	1505	*194	2.1	12.9	114	*73	1.7	4.9	90	*190	2.0	12.6	110	**159	2.7	10.6	147
COLONIAL HOMES	1231	*189	2.1	15.4	136	*142	3.3	11.5	214	*235	2.5	19.1	166	**183	3.1	14.9	207
CONDE NAST MAG. PKG. (GROSS)	14146	1950	21.3	13.8	122	936	21.4	6.6	123	1746	18.7	12.3	107	1174	20.2	8.3	115
CONSUMERS DIGEST	1323	**170	1.9	12.8	114	**65	1.5	4.9	91	**97	1.0	7.3	64	**61	1.0	4.6	64
COSMOPOLITAN	7102	825	9.0	11.6	103	361	8.3	5.1	94	783	8.4	11.0	96	462	7.8	6.4	88
COUNTRY LIVING	2481	455	5.0	18.3	162	*214	4.9	8.6	160	319	3.4	12.9	112	*187	3.2	7.5	105
CUISINE	1472	*98	1.1	6.7	59	**56	1.3	3.8	71	*140	1.5	9.5	83	**119	2.0	8.1	112
CYCLE WORLD	425	**80	0.9	18.8	167	*17	0.4	4.0	74	*100	1.1	23.5	204	**62	1.1	14.6	203
DCI:CREATIVE IDEAS FOR LIV	2510	436	4.8	17.4	154	*199	4.6	7.9	147	371	4.0	14.8	128	*186	3.2	7.4	103
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1134	12.4	16.9	150	556	12.7	8.3	154	951	10.2	14.2	123	529	9.1	7.9	110
DISCOVER	894	**72	0.8	8.1	71	*26	0.6	2.9	54	*119	1.3	13.3	116	*87	1.5	9.7	135
EBONY	3507	410	4.5	11.7	103	*166	3.8	4.7	88	535	5.7	15.3	132	368	6.3	10.5	146
ESQUIRE	1083	**116	1.3	10.7	95	*31	0.7	2.9	53	*111	1.2	10.2	89	*73	1.3	6.7	94
ESSENCE	1830	235	2.6	12.8	114	*100	2.3	5.5	101	304	3.3	16.6	144	*203	3.5	11.1	154
FAMILY CIRCLE	15930	2212	24.2	13.9	123	1096	25.1	6.9	128	2002	21.5	12.6	109	1353	23.2	8.5	118
THE FAMILY HANDYMAN	1126	*177	1.9	15.7	139	*107	2.4	9.5	176	*193	2.1	17.1	149	*139	2.4	12.3	172
FAMILY WEEKLY	11468	1269	13.9	11.1	98	517	11.8	4.5	84	1240	13.3	10.8	94	782	13.4	6.8	95
FIELD & STREAM	2234	*284	3.1	12.7	112	*177	4.1	7.9	147	*266	2.9	11.9	103	*203	3.5	9.1	126
FOOD & WINE	579	**62	0.7	10.7	95	*19	0.4	3.3	61	*39	0.4	6.7	58	*30	0.5	5.2	72
FORBES	728	*37	0.4	5.1	45	*10	0.2	1.4	25	*45	0.5	6.2	54	*29	0.5	4.0	55
FORTUNE	906	**57	0.6	6.3	56	*22	0.5	2.4	45	*64	0.7	7.1	61	*31	0.5	3.4	48
GENTLEMEN'S QUARTERLY	791	*114	1.2	14.4	128	*48	1.1	6.1	112	*111	1.2	14.0	122	*86	1.5	10.9	151
GLAMOUR	5265	743	8.1	14.1	125	379	8.7	7.2	133	548	5.9	10.4	90	375	6.4	7.1	99
GOLF DIGEST	636	**85	0.9	13.4	118	*63	1.4	9.9	184	*75	0.8	11.8	102	*71	1.2	11.2	155
GOLF DIGEST/TENNIS (GROSS)	1186	*160	1.7	13.5	119	*94	2.2	7.9	147	*120	1.3	10.1	88	*103	1.8	8.7	121
GOLF MAGAZINE	441	**29	0.3	6.6	58	*13	0.3	2.9	55	*43	0.5	9.8	85	*32	0.5	7.3	101
GOLF MAGAZINE/SKI (GROSS)	922	*75	0.8	8.1	72	*26	0.6	2.8	52	*98	1.1	10.6	92	*81	1.4	8.8	122
GOOD HOUSEKEEPING	16487	2185	23.9	13.3	117	1079	24.7	6.5	121	1763	18.9	10.7	93	1137	19.5	6.9	96
HARPER'S BAZAAR	2423	306	3.3	12.6	112	*141	3.2	5.8	108	327	3.5	13.5	117	*195	3.3	8.0	112
HEALTH	1994	*308	3.4	15.4	137	*99	2.3	5.0	92	256	2.7	12.8	111	*171	2.9	8.6	119
HEARST MAG CORP. BUY (GROSS)	44101	5780	63.1	13.1	116	2778	63.6	6.3	117	5261	56.4	11.9	104	3344	57.4	7.6	105
HEARST MAN POWER (GROSS)	1993	*201	2.2	10.1	89	*107	2.4	5.4	100	*290	3.1	14.6	126	*189	3.2	9.5	132
HEARST WOMAN POWER (GROSS)	31274	4004	43.7	12.8	113	1896	43.4	6.1	112	3591	38.5	11.5	100	2257	38.7	7.2	100
HOUSE BEAUTIFUL	3623	482	5.3	13.3	118	*191	4.4	5.3	98	435	4.7	12.0	104	281	4.8	7.8	108
INC.	283	*26	0.3	9.2	81	*16	0.4	5.7	105	*50	0.5	17.7	153	*39	0.7	13.8	192
JET	2928	327	3.6	11.2	99	*123	2.8	4.2	78	550	5.9	18.8	163	289	5.0	9.9	137
LADIES' HOME JOURNAL	11918	1654	18.1	13.9	123	825	18.9	6.9	128	1631	17.5	13.7	119	1102	18.9	9.2	129
LHJ FAMILY GRP COMBO(GROSS)	16764	2398	26.2	14.3	127	1142	26.1	6.8	126	2265	24.3	13.5	117	1516	26.0	9.0	126
LIFE	4254	509	5.6	12.0	106	*218	5.0	5.1	95	519	5.6	12.2	106	312	5.4	7.3	102
L.A. TIMES HOME MAGAZINE	1145	*155	1.7	13.5	120	*99	1.4	5.2	96	*102	1.1	8.9	77	*39	0.7	3.4	47
MADemoisELLE	2884	415	4.5	14.4	127	*199	4.6	6.9	128	376	4.0	13.0	113	*244	4.2	8.5	118
MC CALL'S	13460	1843	20.1	13.7	121	897	20.5	6.7	124	1641	17.6	12.2	106	1113	19.1	8.3	115
MC CALL'S/WRK MOTHER (GROSS)	14606	2040	22.3	14.0	124	1004	23.0	6.9	127	1771	19.0	12.1	105	1196	20.5	8.2	114
MECHANIX ILLUSTRATED	772	**80	0.9	10.4	92	*76	1.7	9.8	182	*137	1.5	17.7	154	*99	1.7	12.8	178
METROPOLITAN HOME	967	*103	1.1	10.7	94	*42	1.0	4.3	81	*123	1.3	12.7	110	*78	1.3	8.1	112
MONEY	1588	*151	1.6	9.5	84	*67	1.5	4.2	78	*156	1.7	9.8	85	*94	1.6	5.9	82
MOTHER EARTH NEWS	1002	*192	2.1	19.2	170	*119	2.7	11.9	220	*120	1.3	12.0	104	*64	1.1	6.4	89
MS.	825	*81	0.9	9.8	87	*25	0.6	3.0	56	*91	1.0	11.0	96	*58	1.0	7.0	98
NATIONAL ENQUIRER	10336	1077	11.8	10.4	92	564	12.9	5.5	101	1339	14.4	13.0	112	882	15.1	8.5	119
NATIONAL GEOGRAPHIC	9597	1265	13.8	13.2	117	554	12.7	5.8	107	1093	11.7	11.4	99	746	12.8	7.8	108
NATIONAL SUNDAY MAGAZINE PKG	49558	5649	61.7	11.4	101	2601	59.5	5.2	97	5268	56.5	10.6	92	3465	59.5	7.0	97
NATURAL HISTORY	573	*19	0.2	3.3	29	*15	0.3	2.6	49	*66	0.7	11.5	100	*39	0.7	6.8	95
NEW WOMAN	1699	308	3.4	18.1	160	*119	2.7	7.0	130	*196	2.1	11.5	100	*140	2.4	8.2	115
NEW YORK INCLUDING CUE	443	**2	0.0	0.5	4	*0	0.0	0.0	0	*30	0.3	6.8	59	*11	0.2	2.5	35
THE NEW YORKER	1270	*117	1.3	9.2	82	*39	0.9	3.1	57	*116	1.2	9.1	79	*70	1.2	5.5	77
NEWSWEEK	6277	745	8.1	11.9	105	301	6.9	4.8	89	731	7.8	11.6	101	415	7.1	6.6	92
THE N.Y. TIMES DAILY EDITION	1205	*79	0.9	6.6	58	*39	0.9	3.2	60	*65	0.7	5.4	47	*39	0.7	3.2	45
THE N.Y. TIMES MAGAZINE	2081	*97	1.1	4.7	41	*73	1.7	3.5	65	*143	1.5	6.9	60	*97	1.7	4.7	65
OMNI	788	**83	0.9	10.5	93	*33	0.8	4.2	78	*126	1.4	16.0	139	*62	1.1	7.9	109
ON CABLE	1158	*108	1.2	9.3	83	*29	0.7	2.5	46	*93	1.0	8.0	70	*60	1.0	5.2	72
1001 HOME IDEAS	2852	436	4.8	15.3	135	*217	5.0	7.6	141	379	4.1	13.3	115	*242	4.2	8.5	118
ORGANIC GARDENING	1658	*201	2.2	12.1	107	*88	2.0	5.3	98	*197	2.1	11.9	103	*108	1.9	6.5	91
OUTDOOR LIFE	896	*93	1.0	10.4	92	*33	0.8	3.7	68	*88	0.9	9.8	85	*62	1.1	6.9	96
PARADE MAGAZINE	24275	2913	31.8	12.0	106	1431	32.8	5.9	109	2492	26.7	10.3	89	1601	27.5	6.6	92

	TOTAL U.S. '000	USE CANNED CHICKEN				CANNED CHICKEN USED IN LAST 30 DAYS				USE CANNED MEAT SPREADS				CANNED MEAT SPREADS USED IN LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	9153	100.0	11.3	100	4369	100.0	5.4	100	9327	100.0	11.5	100	5826	100.0	7.2	100
PARENTS	3845	443	4.8	11.5	102	*185	4.2	4.8	89	443	4.7	11.5	100	255	4.4	6.6	92
PENTHOUSE	831	**71	0.8	8.5	76	**29	0.7	3.5	65	**127	1.4	15.3	133	**73	1.3	8.8	122
PEOPLE	11645	1397	15.3	12.0	106	625	14.3	5.4	99	1360	14.6	11.7	101	924	15.9	7.9	110
PLAYBOY	2006	*179	2.0	8.9	79	**75	1.7	3.7	69	306	3.3	15.3	132	*185	3.2	9.2	128
POPULAR HOT RODDING	297	**21	0.2	7.1	63	**2	0.0	0.7	12	**34	0.4	11.4	99	**27	0.5	9.1	126
POPULAR MECHANICS	1018	**103	1.1	10.1	90	**61	1.4	6.0	111	**153	1.6	15.0	131	**82	1.4	8.1	112
POPULAR SCIENCE	878	**103	1.1	11.7	104	**64	1.5	7.3	135	**113	1.2	12.9	112	**99	1.7	11.3	157
PREVENTION	3913	476	5.2	12.2	108	*184	4.2	4.7	87	441	4.7	11.3	98	319	5.5	8.2	113
PSYCHOLOGY TODAY	1710	270	2.9	15.8	140	**130	3.0	7.6	141	*205	2.2	12.0	104	*142	2.4	8.3	115
READER'S DIGEST	22204	2770	30.3	12.5	110	1260	28.8	5.7	105	2677	28.7	12.1	105	1733	29.7	7.8	108
REDBOOK	7684	995	10.9	12.9	115	455	10.4	5.9	110	1044	11.2	13.6	118	668	11.5	8.7	121
ROAD & TRACK	410	**58	0.6	14.1	125	**21	0.5	5.1	95	**56	0.6	13.7	119	**40	0.7	9.8	136
ROLLING STONE	969	*105	1.1	10.8	96	**53	1.2	5.5	101	*104	1.1	10.7	93	**67	1.2	6.9	96
RUNNER'S WORLD	298	**21	0.2	7.0	62	**8	0.2	2.7	50	**42	0.5	14.1	122	**39	0.7	13.1	182
SATURDAY EVENING POST	1169	*113	1.2	9.7	86	**49	1.1	4.2	78	*148	1.6	12.7	110	**77	1.3	6.6	92
SCIENCE 84	587	**73	0.8	12.4	110	**47	1.1	8.0	148	**64	0.7	10.9	95	**54	0.9	9.2	128
SCIENCE DIGEST	482	**24	0.3	5.0	44	**13	0.3	2.7	50	**82	0.9	17.0	148	**66	1.1	13.7	190
SCIENTIFIC AMERICAN	594	**79	0.9	13.3	118	**58	1.3	9.8	181	**53	0.6	8.9	77	**29	0.5	4.9	68
SELF	2089	*240	2.6	11.5	102	**127	2.9	6.1	113	347	3.7	16.6	144	*244	4.2	11.7	162
SEVENTEEN	2411	427	4.7	17.7	157	*193	4.4	8.0	148	302	3.2	12.5	109	*218	3.7	9.0	126
SKI	480	**46	0.5	9.6	85	**12	0.3	2.5	46	**55	0.6	11.5	99	**49	0.8	10.2	142
SMITHSONIAN	2760	281	3.1	10.2	90	*125	2.9	4.5	84	271	2.9	9.8	85	*196	3.4	7.1	99
SOAP OPERA DIGEST	3013	329	3.6	10.9	97	*149	3.4	4.9	92	442	4.7	14.7	127	*305	5.2	10.1	141
SOUTHERN LIVING	4184	*98	7.6	16.7	148	357	8.2	8.5	158	581	6.2	13.9	121	343	5.9	8.2	114
SPORT	559	**75	0.8	13.4	119	**46	1.1	8.2	153	**88	0.9	15.7	137	**61	1.0	10.9	152
THE SPORTING NEWS	436	**59	0.6	13.5	120	**21	0.5	4.8	89	**85	0.9	19.5	169	**80	1.4	18.3	255
SPORTS AFIELD	493	**74	0.8	15.0	133	**33	0.8	6.7	124	**54	0.6	11.0	95	**41	0.7	8.3	116
SPORTS ILLUSTRATED	2758	242	2.6	8.8	78	*97	2.2	3.5	65	348	3.7	12.6	110	*187	3.2	6.8	94
STAR	7456	842	9.2	11.3	100	437	10.0	5.9	109	872	9.3	11.7	102	589	10.1	7.9	110
SUNDAY	24936	2628	28.7	10.5	93	1199	27.4	4.8	89	2481	26.6	9.9	86	1743	29.9	7.0	97
SUNSET	2124	323	3.5	15.2	135	**136	3.1	6.4	119	*221	2.4	10.4	90	**132	2.3	6.2	86
TV GUIDE	21661	2586	28.3	11.9	106	1202	27.5	5.5	103	2838	30.4	13.1	114	1799	30.9	8.3	115
TENNIS	550	**74	0.8	13.5	119	**31	0.7	5.6	104	**44	0.5	8.0	69	**32	0.5	5.8	81
TIME	8880	1201	13.1	13.5	120	478	10.9	5.4	100	990	10.6	11.1	97	654	11.2	7.4	102
TOWN & COUNTRY	917	**141	1.5	15.4	136	**84	1.9	9.2	170	**50	0.5	5.5	47	**38	0.7	4.1	58
TRAVEL & LEISURE	972	**95	1.0	9.8	86	**62	1.4	6.4	118	**112	1.2	11.5	100	**79	1.4	8.1	113
TRUE STORY	3356	325	3.6	9.7	86	*162	3.7	4.8	89	537	5.8	16.0	139	369	6.3	11.0	153
U.S. NEWS & WORLD REPORT	3410	380	4.2	11.1	99	*204	4.7	6.0	111	361	3.9	10.6	92	*190	3.3	5.6	77
USA TODAY	1759	*137	1.5	7.8	69	**71	1.6	4.0	75	*158	1.7	9.0	78	**90	1.5	5.1	71
US	1873	*200	2.2	10.7	94	**71	1.6	3.8	70	*266	2.9	14.2	123	**154	2.6	8.2	114
VOGUE	3909	554	6.1	14.2	125	*231	5.3	5.9	110	476	5.1	12.2	106	*310	5.3	7.9	110
WALL STREET JOURNAL	1886	*141	1.5	7.5	66	**52	1.2	2.8	51	*199	2.1	10.6	92	**91	1.6	4.8	67
WEIGHT WATCHERS	2120	*238	2.6	11.2	99	*154	3.5	7.3	135	374	4.0	17.6	153	*273	4.7	12.9	179
WOMAN'S DAY	14172	1747	19.1	12.3	109	802	18.4	5.7	105	1624	17.4	11.5	99	1076	18.5	7.6	106
WORKING MOTHER	1146	*197	2.2	17.2	152	*107	2.4	9.3	173	**130	1.4	11.3	98	**83	1.4	7.2	101
WORKING WOMAN	1322	*191	2.1	14.4	128	**87	2.0	6.6	122	*158	1.7	12.0	104	**115	2.0	8.7	121
WORLD TENNIS	*163	**12	0.1	7.4	65	**7	0.2	4.3	80	**30	0.3	18.4	160	**30	0.5	18.4	256
ZIFF-DAVIS MAG NETWK (GROSS)	2532	348	3.8	13.7	122	*121	2.8	4.8	89	396	4.2	15.6	136	*266	4.6	10.5	146
BLAIR INSERTS	43657	5009	54.7	11.5	102	2426	55.5	5.6	103	4532	48.6	10.4	90	2998	51.5	6.9	95
DAILY NEWSPAPERS																	
READ ANY	51633	5893	64.4	11.4	101	2694	61.7	5.2	97	5995	64.3	11.6	101	3830	65.7	7.4	103
READ ONE	43463	5071	55.4	11.7	103	2308	52.8	5.3	98	5153	55.2	11.9	103	3230	55.4	7.4	103
READ TWO OR MORE	8170	822	9.0	10.1	89	386	8.8	4.7	88	842	9.0	10.3	89	600	10.3	7.3	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6110	66.8	11.6	103	2862	65.5	5.4	101	5749	61.6	10.9	95	3750	64.4	7.1	99
READ ONE	46126	5434	59.4	11.8	104	2516	57.6	5.5	101	5077	54.4	11.0	96	3300	56.6	7.2	99
READ TWO OR MORE	6552	675	7.4	10.3	91	346	7.9	5.3	98	672	7.2	10.3	89	450	7.7	6.9	95
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	31.31				31.68				28.09				28.87			
30 DAY REACH	71455	8236	90.0	11.5	102	3906	89.4	5.5	101	8249	88.4	11.5	100	5101	87.6	7.1	99
50 SHWG - 30 DAY AV FREQ	14.56	16.42				16.79				14.75				15.11			
30 DAY REACH	67742	7866	85.9	11.6	103	3688	84.4	5.4	101	7855	84.2	11.6	101	4880	83.8	7.2	100
25 SHWG - 30 DAY AV FREQ	7.94	8.81				8.96				8.08				8.43			
30 DAY REACH	62117	7365	80.5	11.9	105	3471	79.4	5.6	104	7208	77.3	11.6	101	4401	75.5	7.1	98
CABLE TV: HOME WIRED	32077	3979	43.5	12.4	110	1843	42.2	5.7	107	3782	40.5	11.8	102	2365	40.6	7.4	102
HOME NOT WIRED	48909	5174	56.5	10.6	94	2526	57.8	5.2	96	5546	59.5	11.3	98	3462	59.4	7.1	98
HAVE PAY CABLE	15935	2057	22.5	12.9	114	947	21.7	5.9	110	1885	20.2	11.8	103	1083	18.6	6.8	94

	TOTAL U.S. '000	USE CANNED CHICKEN				CANNED CHICKEN USED IN LAST 30 DAYS				USE CANNED MEAT SPREADS				CANNED MEAT SPREADS USED IN LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	9153	100.0	11.3	100	9369	100.0	5.4	100	9327	100.0	11.5	100	5826	100.0	7.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5257	57.5	12.0	106	2642	60.6	6.0	112	5076	54.4	11.6	100	3287	56.4	7.5	104
10:00 AM - 3:00 PM	30659	3485	38.1	11.4	101	1668	38.2	5.4	101	3530	37.8	11.5	100	2237	38.4	7.3	101
3:00 PM - 7:00 PM	31045	3620	39.5	11.7	103	1816	41.6	5.8	108	3768	40.4	12.1	105	2454	42.1	7.9	110
7:00 PM - MIDNIGHT	15767	1860	20.3	11.8	104	879	20.1	5.6	103	1941	20.8	12.3	107	1233	21.2	7.8	109
MIDNIGHT - 6:00 AM	9120	1062	11.6	11.6	103	522	11.9	5.7	106	1037	11.1	11.4	99	697	12.0	7.6	106
6:00 AM - MIDNIGHT	58527	6842	74.8	11.7	103	3362	77.0	5.7	106	6000	74.0	11.8	102	4380	75.2	7.5	104
ENTIRE DAY	59311	6918	75.6	11.7	103	3395	77.7	5.7	106	6982	74.9	11.8	102	4431	76.1	7.5	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2000	21.9	12.4	109	976	22.3	6.0	112	1904	20.4	11.8	102	1267	21.7	7.8	109
ALL NEWS	2256	*228	2.5	10.1	89	**100	2.3	4.4	82	*205	2.2	9.1	79	**142	2.4	6.3	87
AOR/PROGRESSIVE	3874	439	4.8	11.3	100	*214	4.9	5.5	102	365	3.9	9.4	82	*205	3.5	5.3	74
BEAUTIFUL MUSIC	5660	679	7.4	12.0	106	401	9.2	7.1	131	708	7.6	12.5	109	498	8.5	8.8	122
BLACK	2204	225	2.5	10.2	90	**92	2.1	4.2	77	337	3.6	15.3	133	*187	3.2	8.5	118
CLASSICAL	1418	**142	1.6	10.0	89	**78	1.8	5.5	102	*112	1.2	7.9	69	**71	1.2	5.0	70
CHR/ROCK	9538	1027	11.2	10.8	95	506	11.6	5.3	98	1130	12.1	11.8	103	712	12.2	7.5	104
COUNTRY	12648	1676	18.3	13.3	117	823	18.8	6.5	121	1768	19.0	14.0	121	1066	18.3	8.4	117
GOLDEN OLDIES	1191	**88	1.0	7.4	65	**35	0.8	2.9	54	*157	1.7	13.2	114	**103	1.8	8.6	120
MOR/NOSTALGIA	4757	706	7.7	14.8	131	*333	7.6	7.0	130	497	5.3	10.4	91	324	5.6	6.8	95
NEWS/TALK	3863	400	4.4	10.4	92	*211	4.8	5.5	101	294	3.2	7.6	66	*173	3.0	4.5	62
RELIGIOUS	3084	300	3.3	9.7	86	*167	3.8	5.4	100	295	3.2	9.6	83	*224	3.8	7.3	101
SOFT ROCK	521	**98	1.1	18.8	166	**60	1.4	11.5	213	**68	0.7	13.1	113	**38	0.7	7.3	101
URBAN CONTEMPORARY	1585	*142	1.6	9.0	79	**36	0.8	2.3	42	*225	2.4	14.2	123	**133	2.3	8.4	117
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	279	3.0	8.6	76	**140	3.2	4.3	80	463	5.0	14.2	123	*290	5.0	8.9	124
ABC DIRECTION	2316	*253	2.8	10.9	97	**87	2.0	3.8	70	377	4.0	16.3	141	*261	4.5	11.3	157
ABC ENTERTAINMENT	4834	553	6.0	11.4	101	*245	5.6	5.1	94	661	7.1	13.7	119	394	6.8	8.2	113
ABC FM	2202	301	3.3	13.7	121	**115	2.6	5.2	97	366	3.9	16.6	144	*163	2.8	7.4	103
ABC INFORMATION	5425	774	8.5	14.3	126	377	8.6	6.9	129	542	5.8	10.0	87	315	5.4	5.8	81
ABC ROCK	1677	*144	1.6	8.6	76	**71	1.6	4.2	78	**153	1.6	9.1	79	**100	1.7	6.0	83
CBS	4430	507	5.5	11.4	101	286	6.6	6.5	121	419	4.5	9.5	82	260	4.5	5.9	82
MUTUAL	4992	796	8.7	15.9	141	353	8.1	7.1	131	635	6.8	12.7	110	383	6.6	7.7	107
NBC	4679	424	4.6	9.1	80	*226	5.2	4.8	90	546	5.9	11.7	101	402	6.9	8.6	119
RADIO 100	1994	*276	3.0	13.8	122	**89	2.0	4.5	83	*227	2.4	11.4	99	**107	1.8	5.4	75
RKO ONE	2298	*155	1.7	6.7	60	**70	1.6	3.0	56	228	2.4	9.9	86	*117	2.0	5.1	71
RKO TWO	3311	390	4.3	11.8	104	*201	4.6	6.1	113	324	3.5	9.8	85	*225	3.9	6.8	94
THE SOURCE	2114	*248	2.7	11.7	104	**162	3.7	7.7	142	*235	2.5	11.1	97	*135	2.3	6.4	89
NON-WIRED : BLAIR	8654	1122	12.3	13.0	115	536	12.3	6.2	115	1000	10.7	11.6	100	611	10.5	7.1	98
INTERNET	12025	1501	16.4	12.5	110	704	16.1	5.9	109	1533	16.4	12.7	111	955	16.4	7.9	110
KATZ RADIO GROUP	15359	1608	17.6	10.5	93	813	18.6	5.3	98	1652	17.7	10.8	93	1138	19.5	7.4	103
SUPERNET	10628	1301	14.2	12.2	108	661	15.1	6.2	115	1275	13.7	12.0	104	806	13.8	7.6	105
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1104	12.1	12.7	113	503	11.5	5.8	108	939	10.1	10.8	94	614	10.5	7.1	99
WKDAY 9:00 AM - 1:00 PM	12163	1306	14.3	10.7	95	603	13.8	5.0	92	1580	16.9	13.0	113	986	16.9	8.1	113
WKDAY 1:00 PM - 4:30 PM	16150	1646	18.0	10.2	90	764	17.5	4.7	88	1977	21.2	12.2	106	1229	21.1	7.6	106
WKDAY 4:30 PM - 7:30 PM	22463	2400	26.2	10.7	95	1157	26.5	5.2	95	2579	27.7	11.5	100	1586	27.2	7.1	98
WKDAY 7:30 PM - 8:00 PM	31795	3467	37.9	10.9	96	1625	37.2	5.1	95	3663	39.3	11.5	100	2303	39.5	7.2	101
WKDAY 11:00 PM - 11:30 PM	23977	2683	29.3	11.2	99	1179	27.0	4.9	91	2804	30.1	11.7	102	1622	27.8	6.8	94
WKDAY 11:30 PM - 1:00 AM	7703	923	10.1	12.0	106	427	9.8	5.5	103	917	9.8	11.9	103	548	9.4	7.1	99
M-SAT 8-11 PM-SUN 7-11 PM	33800	3695	40.4	10.9	97	1704	39.0	5.0	93	3945	42.3	11.7	101	2445	42.0	7.2	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	614	6.7	9.4	83	345	7.9	5.3	98	761	8.2	11.6	101	537	9.2	8.2	114
ANOTHER WORLD	N 4620	480	5.2	10.4	92	248	5.7	5.4	100	716	7.7	15.5	135	465	8.0	10.1	140
AS THE WORLD TURNS	C 5614	643	7.0	11.5	101	284	6.5	5.1	94	720	7.7	12.8	111	454	7.8	8.1	112
CAPITOL	C 3396	409	4.5	12.0	107	166	3.8	4.9	91	461	4.9	13.6	118	285	4.9	8.4	117
CBS MORN. NEWS 1	C 1446	151	1.6	10.4	92	*71	1.6	4.9	91	143	1.5	9.9	86	*78	1.3	5.4	75
CBS MORN. NEWS 2	C 1207	125	1.4	10.4	92	*41	0.9	3.4	63	126	1.4	10.4	91	*79	1.4	6.5	91
DAYS OF OUR LIVES	N 5877	693	7.6	11.8	104	314	7.2	5.3	99	768	8.2	13.1	113	487	8.4	8.3	115
FACTS OF LIFE - DAYTIME	N 2290	182	2.0	7.9	70	*69	1.6	3.0	56	325	3.5	14.2	123	196	3.4	8.6	119
FAMILY FEUD	A 3023	251	2.7	8.3	73	124	2.8	4.1	76	342	3.7	11.3	98	183	3.1	6.1	84
GENERAL HOSPITAL	A 6097	529	5.8	8.7	77	262	6.0	4.3	80	671	7.2	11.0	96	388	6.7	6.4	88
GOOD MORNING, AMERICA-730	A 3515	446	4.9	12.7	112	175	4.0	5.0	92	399	4.3	11.4	99	251	4.3	7.1	99
GOOD MORNING, AMERICA-830	A 2818	385	4.2	13.7	121	152	3.5	5.4	100	353	3.8	12.5	109	183	3.1	6.5	90
GUIDING LIGHT	C 5339	623	6.8	11.7	103	256	5.9	4.8	89	673	7.2	12.6	109	419	7.2	7.8	109
ONE LIFE TO LIVE	A 4478	403	4.4	9.0	80	183	4.2	4.1	76	491	5.3	11.0	95	291	5.0	6.5	90
PRESS YOUR LUCK	C 2244	226	2.5	10.1	89	99	2.3	4.4	82	288	3.1	12.8	111	205	3.5	9.1	127
PRICE IS RIGHT 1	C 4348	460	5.0	10.6	94	201	4.6	4.6	86	535	5.7	12.3	107	319	5.5	7.3	102
PRICE IS RIGHT 2	C 5014	565	6.2	11.3	100	260	6.0	5.2	96	680	7.3	13.6	118	394	6.8	7.9	109
RYAN'S HOPE	A 3150	230	2.5	7.3													

		TOTAL U.S. '000	USE CANNED CHICKEN				CANNED CHICKEN USED IN LAST 30 DAYS				USE CANNED MEAT SPREADS				CANNED MEAT SPREADS USED IN LAST 30 DAYS				
			A '000	B DOWN	C ACROSS		A '000	B DOWN	C ACROSS		A '000	B DOWN	C ACROSS		A '000	B DOWN	C ACROSS		
					%	INDX			%	INDX			%	INDX			%	INDX	
TOTAL FEMALE HOME MAKERS			80986	9153	100.0	11.3	100	4369	100.0	5.4	100	9327	100.0	11.5	100	5826	100.0	7.2	100
WKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY			26063	2804	30.6	10.8	95	1349	30.9	5.2	96	2983	32.0	11.4	99	1864	32.0	7.2	99
NETWORK AFFILIATES - LATE			20261	2281	24.9	11.3	100	1012	23.2	5.0	93	2278	24.4	11.2	98	1315	22.6	6.5	90
INDEPENDENTS - LATE			2076	204	2.2	9.8	87	109	2.5	5.3	97	204	2.2	9.8	85	154	2.6	7.4	103
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM			N 10453	1266	13.8	12.1	107	602	13.8	5.8	107	1300	13.9	12.4	108	772	13.3	7.4	103
ABC MONDAY NIGHT MOVIE			A 6412	686	7.5	10.7	95	337	7.7	5.3	97	645	6.9	10.1	87	337	5.8	5.3	73
ABC SUNDAY NIGHT MOVIE			A 12407	1323	14.5	10.7	94	676	15.5	5.4	101	1443	15.5	11.6	101	854	14.7	6.9	99
ABC WORLD NEWS TONIGHT			A 6176	554	6.1	9.0	79	283	6.5	4.6	85	693	7.4	11.2	97	435	7.5	7.0	99
AFTERMASH			C 5863	611	6.7	10.4	92	*272	6.2	4.6	86	667	7.2	11.4	99	486	8.3	8.3	115
ALICE			C 9594	1086	11.9	11.3	100	501	11.5	5.2	97	1143	12.3	11.9	103	728	12.5	7.6	105
AMERICAN PARADE			C 6622	715	7.8	10.8	96	310	7.1	4.7	87	743	8.0	11.2	97	439	7.5	6.6	92
BENSON			A 10886	1095	12.0	10.1	89	534	12.2	4.9	91	1082	11.6	9.9	86	634	10.9	5.8	81
BLUE THUNDER			A 5036	580	6.3	11.5	102	259	5.9	5.1	95	627	6.7	12.5	108	351	6.0	7.0	97
CAGNEY & LACEY			C 9965	1136	12.4	11.4	101	476	10.9	4.8	89	1131	12.1	11.3	99	697	12.0	7.0	97
CBS EVENING NEWS-DEAN			C 3491	360	3.9	10.3	91	*168	3.8	4.8	89	377	4.0	10.8	94	*244	4.2	7.0	97
CBS EVENING NEWS-RATHER			C 7123	834	9.1	11.7	104	454	10.4	6.4	118	751	8.1	10.5	92	493	8.5	6.9	96
CBS SAT. NEWS-SCHIEFFER			C 3621	456	5.0	12.6	111	227	5.2	6.3	116	357	3.8	9.9	86	189	3.2	5.2	73
CBS SATURDAY NIGHT MOVIE			C 5436	599	6.5	11.0	97	276	6.3	5.1	94	640	6.9	11.8	102	438	7.5	8.1	112
CBS WEDNESDAY NIGHT MOVIE			C 6100	557	6.1	9.1	81	296	6.8	4.9	90	752	8.1	12.3	107	436	7.5	7.1	99
CHEERS			N 8889	1096	12.0	12.3	109	449	10.3	5.1	94	1140	12.2	12.8	111	734	12.6	8.3	115
DALLAS			C 22109	2408	26.3	10.9	96	1203	27.5	5.4	101	2725	29.2	12.3	107	1675	28.8	7.6	105
DIFF'RENT STROKES			N 6940	759	8.3	10.9	97	302	6.9	4.4	81	1020	10.9	14.7	128	680	11.7	9.8	136
DOUBLE TROUBLE			N 7223	749	8.2	10.4	92	406	9.3	5.6	104	901	9.7	12.5	108	554	9.5	7.7	107
DUCK FACTORY			N 5595	817	8.9	14.6	129	340	7.8	6.1	113	748	8.0	13.4	116	478	8.2	8.5	119
DUKES OF HAZZARD			C 5768	689	7.5	11.9	106	281	6.4	4.9	90	884	9.5	15.3	133	570	9.8	9.9	137
DYNASTY			A 20053	2339	25.6	11.7	103	1164	26.6	5.8	108	2476	26.5	12.3	107	1518	26.1	7.6	105
FACTS OF LIFE			N 8087	810	8.8	10.0	89	368	8.4	4.6	84	926	9.9	11.5	99	611	10.5	7.6	105
FALCON CREST			C 20046	2270	24.8	11.3	100	1090	24.9	5.4	101	2462	26.4	12.3	107	1483	25.5	7.4	103
FALL GUY			A 9084	1108	12.1	12.2	108	548	12.5	6.0	112	1223	13.1	13.5	117	730	12.5	8.0	112
FAMILY TIES			N 7964	829	9.1	10.4	92	294	6.7	3.7	68	1021	10.9	12.8	111	639	11.0	8.0	112
FANTASY ISLAND			A 7687	695	7.6	9.0	80	327	7.5	4.3	79	947	10.2	12.3	107	522	9.0	6.8	94
FOULUPS, BLEEPES & BLUNDERS			A 8861	809	8.8	9.1	81	449	10.3	5.1	94	964	10.3	10.9	94	570	9.8	6.4	89
FOUR SEASONS			C 5095	570	6.2	11.2	99	*282	6.5	5.5	103	512	5.5	10.0	87	*374	6.4	7.3	102
GIMME A BREAK			N 8838	914	10.0	10.3	92	333	7.6	3.8	70	1159	12.4	13.1	114	689	11.8	7.8	108
HART TO HART			A 8978	894	9.8	10.0	88	413	9.5	4.6	85	1011	10.8	11.3	98	522	9.0	5.8	81
HILL STREET BLUES			N 8590	980	10.7	11.4	101	476	10.9	5.5	103	1065	11.4	12.4	108	611	10.5	7.1	99
HOTEL			A 14085	1608	17.6	11.4	101	807	18.5	5.7	106	1529	16.4	10.9	94	791	13.6	5.6	78
JEFFERSONS			C 9360	1089	11.9	11.6	103	508	11.6	5.4	101	1099	11.8	11.7	102	686	11.8	7.3	102
JENNIFER SLEPT HERE			N 5841	611	6.7	10.5	93	201	4.6	3.4	64	856	9.2	14.7	127	565	9.7	9.7	134
KATE & ALLIE			C 9206	1063	11.6	11.5	102	559	12.8	6.1	113	1128	12.1	12.3	106	719	12.3	7.8	109
KNIGHT RIDER			N 7076	898	9.8	12.7	112	409	9.4	5.8	107	834	8.9	11.8	102	471	8.1	6.7	93
LOVE BOAT			A 12219	1175	12.8	9.6	85	581	13.3	4.8	88	1374	14.7	11.2	98	841	14.4	6.9	96
MAGNUM PI			C 11199	1451	15.9	13.0	115	713	16.3	6.4	118	1374	14.7	12.3	107	842	14.5	7.5	105
MAMA'S FAMILY			N 6057	680	7.4	11.2	99	289	6.6	4.8	88	706	7.6	11.7	101	445	7.6	7.3	102
MASTER, THE			N 3598	476	5.2	13.2	117	*191	4.4	5.3	98	488	5.2	13.6	118	264	4.5	7.3	102
MATT HOUSTON			A 6344	582	6.4	9.2	81	253	5.8	4.0	74	662	7.1	10.4	91	352	6.0	5.5	77
NBC MONDAY NIGHT MOVIE			N 11994	1133	12.4	9.4	84	494	11.3	4.1	76	1452	15.6	12.1	105	925	15.9	7.7	107
NBC NIGHTLY NEWS			N 5132	557	6.1	10.9	96	231	5.3	4.5	83	645	6.9	12.6	109	391	6.7	7.6	106
NBC NIGHTLY NEWS-SAT			N 3375	286	3.1	8.5	75	*179	4.1	5.3	98	368	3.9	10.9	95	*275	4.7	8.1	113
NBC NIGHTLY NEWS-SUN			N 3130	376	4.1	12.0	106	*212	4.9	6.8	126	299	3.2	9.6	83	*225	3.9	7.2	100
NBC SUNDAY NIGHT MOVIE			N 8284	915	10.0	11.0	98	373	8.5	4.5	83	938	10.1	11.3	98	590	10.1	7.1	99
NEWHART			C 9240	1009	11.0	10.9	97	488	11.2	5.3	98	1017	10.9	11.0	96	659	11.3	7.1	99
ONE DAY AT A TIME			C 7288	812	8.9	11.1	99	351	8.0	4.8	89	828	8.9	11.4	99	606	10.4	8.3	116
PEOPLE ARE FUNNY			N 4855	556	6.1	11.5	101	*213	4.9	4.4	81	637	6.8	13.1	114	407	7.0	8.4	117
REAL PEOPLE			N 8869	867	9.5	9.8	86	357	8.2	4.0	75	1057	11.3	11.9	103	685	11.8	7.7	107
REMINGTON STEELE			N 7743	824	9.0	10.6	94	381	8.7	4.9	91	846	9.1	10.9	95	590	10.1	7.6	106
RIPLEY'S BELIEVE IT - NOT			A 5345	600	6.6	11.2	99	327	7.5	6.1	113	641	6.9	12.0	104	357	6.1	6.7	93
RIP TIDE			N 6988	878	9.6	12.6	111	395	9.0	5.7	105	817	8.8	11.7	102	501	8.6	7.2	100
SCARECROW & MRS. KING			C 10002	953	10.4	9.5	84	482	11.0	4.8	89	1046	11.2	10.5	91	590	10.1	5.9	82
SIMON & SIMON			C 10638	1208	13.2	11.4	100	576	13.2	5.4	100	1323	14.2	12.4	108	809	13.9	7.6	106
60 MINUTES			C 13293	1475	16.1	11.1	98	760	17.4	5.7	106	1272	13.6	9.6	83	807	13.9	6.1	84
ST. ELSEWHERE			N 7017	822	9.0	11.7	104	353	8.1	5.0	93	852	9.1	12.1	105	564	9.7	8.0	112
THREE'S COMPANY			A 10917	1211	13.2	11.1	98	645	14.8	5.9	110	1183	12.7	10.8	94	741	12.7</		

	TOTAL U.S. '000	USE BEEF STEMS				BEEF STEMS USED IN LAST 30 DAYS				USE CORNED BEEF HASH				CORNED BEEF HASH USED IN LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	10271	100.0	12.7	100	4519	100.0	5.6	100	11418	100.0	14.1	100	5197	100.0	6.4	100
18 - 24	9282	1241	12.1	13.4	105	666	14.7	7.2	129	923	8.1	9.9	71	*447	8.6	4.8	75
25 - 34	19072	2800	27.3	14.7	116	1163	25.7	6.1	109	2685	23.5	14.1	100	1265	24.3	6.6	103
35 - 44	14591	2289	22.3	15.7	124	1005	22.2	6.9	123	2360	20.7	16.2	115	1114	21.4	7.6	119
45 - 54	11345	1321	12.9	11.6	92	*583	12.9	5.1	92	1783	15.6	15.7	111	866	16.7	7.6	119
55 - 64	11635	1244	12.1	10.7	84	*513	11.4	4.4	79	1709	15.0	14.7	104	747	14.4	6.4	100
65 OR OLDER	15061	1376	13.4	9.1	72	589	13.0	3.9	70	1958	17.1	13.0	92	758	14.6	5.0	78
18 - 34	28354	4041	39.3	14.3	112	1829	40.5	6.5	116	3608	31.6	12.7	90	1711	32.9	6.0	94
18 - 49	48339	6952	67.7	14.4	113	3102	68.6	6.4	115	6891	60.4	14.3	101	3215	61.9	6.7	104
25 - 54	45008	6410	62.4	14.2	112	2751	60.9	6.1	110	6828	59.8	15.2	108	3245	62.4	7.2	112
35 - 49	19985	2911	28.3	14.6	115	1273	28.2	6.4	114	3283	28.8	16.4	117	1503	28.9	7.5	117
50 OR OLDER	32647	3319	32.3	10.2	80	1417	31.4	4.3	78	4526	39.6	13.9	98	1982	38.1	6.1	95
GRADUATED COLLEGE	11155	1118	10.9	10.0	79	*447	9.9	4.0	72	1707	15.0	15.3	109	761	14.6	6.8	106
ATTENDED COLLEGE	13682	1651	16.1	12.1	95	759	16.8	5.5	99	2094	18.3	15.3	109	849	16.3	6.2	97
GRADUATED HIGH SCHOOL	33880	4591	44.7	13.6	107	2145	47.5	6.3	113	4755	41.6	14.0	100	2407	46.3	7.1	111
DID NOT GRADUATE HIGH SCHOOL	22270	2912	28.4	13.1	103	1168	25.8	5.2	94	2863	25.1	12.9	91	1181	22.7	5.3	83
EMPLOYED	40306	5138	50.0	12.7	101	2258	50.0	5.6	100	5855	51.3	14.5	103	2633	50.7	6.5	102
EMPLOYED FULL-TIME	32850	4338	42.2	13.2	104	1997	44.2	6.1	109	4815	42.2	14.7	104	2259	43.5	6.9	107
EMPLOYED PART-TIME	7456	800	7.8	10.7	85	*262	5.8	3.5	63	1041	9.1	14.0	99	*374	7.2	5.0	78
NOT EMPLOYED	40680	5133	50.0	12.6	99	2261	50.0	5.6	100	5562	48.7	13.7	97	2564	49.3	6.3	98
PROFESSIONAL/MANAGER	10392	1000	9.7	9.6	76	*472	10.4	4.5	81	1397	12.2	13.4	95	591	11.4	5.7	89
TECH/CLERICAL/SALLES	17574	2296	22.4	13.1	103	958	21.2	5.5	98	2678	23.5	15.2	108	1341	25.8	7.6	119
PRECISION/CRAFT	985	**100	1.0	10.2	80	*956	1.2	5.7	102	**174	1.5	17.7	125	*666	1.3	6.7	104
OTHER EMPLOYED	11354	1743	17.0	15.4	121	772	17.1	6.8	122	1605	14.1	14.1	100	635	12.2	5.6	87
SINGLE	9863	1004	9.8	10.2	80	428	9.5	4.3	78	1330	11.6	13.5	96	558	10.7	5.7	88
MARRIED	51375	6738	65.6	13.1	103	3172	70.2	6.2	111	7340	64.3	14.3	101	3523	67.8	6.9	107
DIVORCED/SEPARATED/WIDOWED	19748	2529	24.6	12.8	101	920	20.4	4.7	83	2747	24.1	13.9	99	1116	21.5	5.7	88
PARENTS	32590	5191	50.5	15.9	126	2391	52.9	7.3	131	4888	42.8	15.0	106	2409	46.4	7.4	115
WHITE	70416	8730	85.0	12.4	98	3921	86.8	5.6	100	9598	84.1	13.6	97	4515	86.9	6.4	100
BLACK	8778	1373	13.4	15.6	123	554	12.3	6.3	113	1468	12.9	16.7	119	503	9.7	5.7	89
OTHER	1791	**168	1.6	9.4	74	**44	1.0	2.5	44	**352	3.1	19.7	139	**179	3.4	10.0	156
NORTHEAST-CENSUS	17786	1594	15.5	9.0	71	677	15.0	3.8	68	2329	20.4	13.1	93	1235	23.8	6.9	108
NORTH CENTRAL	20741	2322	22.6	11.2	88	965	21.4	4.7	83	2309	20.2	11.1	79	894	17.2	4.3	67
SOUTH	27775	4605	44.8	16.6	131	2289	50.7	8.2	148	4356	38.2	15.7	111	2134	41.1	7.7	120
WEST	14683	1750	17.0	11.9	94	*588	13.0	4.0	72	2423	21.2	16.5	117	934	18.0	6.4	99
NORTHEAST-MKTG.	17961	1561	15.2	8.7	69	606	13.4	3.4	60	2651	23.2	14.8	105	1374	26.4	7.6	119
EAST CENTRAL	11885	1459	14.2	12.3	97	673	14.9	5.7	101	1374	12.0	11.6	82	660	12.7	5.6	87
WEST CENTRAL	14090	1600	15.6	11.4	90	693	15.3	4.9	88	1551	13.6	11.0	78	521	10.0	3.7	58
SOUTH	24081	4070	39.6	16.9	133	2066	45.7	8.6	154	3673	32.2	15.3	108	1843	35.5	7.7	119
PACIFIC	12969	1581	15.4	12.2	96	*481	10.6	3.7	66	2168	19.0	16.7	119	798	15.4	6.2	96
COUNTY SIZE A	32439	3225	31.4	9.9	78	1187	26.3	3.7	66	4556	39.9	14.0	100	1876	36.1	5.8	90
COUNTY SIZE B	24915	3265	31.8	13.1	103	1401	31.0	5.6	101	3257	28.5	13.1	93	1630	31.4	6.5	102
COUNTY SIZE C	12930	2234	21.8	17.3	136	1251	27.7	9.7	173	2050	18.0	15.9	112	1011	19.5	7.8	122
COUNTY SIZE D	10703	1548	15.1	14.5	114	681	15.1	6.4	114	1554	13.6	14.5	103	679	13.1	6.3	99
METRO CENTRAL CITY	24518	2490	24.2	10.2	80	1066	23.6	4.3	78	2975	26.1	12.1	86	1229	23.6	5.0	78
METRO SUBURBAN	35919	4417	43.0	12.3	97	1833	40.6	5.1	91	5371	47.0	15.0	106	2369	45.6	6.6	103
NON METRO	20549	3365	32.8	16.4	129	1620	35.8	7.9	141	3072	26.9	14.9	106	1599	30.8	7.8	121
TOP 5 ADI'S	18341	1724	16.8	9.4	74	*504	11.2	2.7	49	3059	26.8	16.7	118	1239	23.8	6.8	105
TOP 10 ADI'S	25378	2445	23.8	9.6	76	786	17.4	3.1	56	3872	33.9	15.3	108	1622	31.2	6.4	100
TOP 20 ADI'S	36488	3799	37.0	10.4	82	1401	31.0	3.8	69	5380	47.1	14.7	105	2236	43.0	6.1	95
HSMLD INC. \$50,000 OR MORE	6612	*593	5.8	9.0	71	**199	4.4	3.0	54	1118	9.8	16.9	120	*483	9.3	7.3	114
\$40,000 OR MORE	12659	1210	11.8	9.6	75	*347	7.7	2.7	49	1933	16.9	15.3	108	855	16.5	6.8	105
\$30,000 OR MORE	24698	2567	25.0	10.4	82	1004	22.2	4.1	73	3659	32.0	14.8	105	1801	34.7	7.3	114
\$25,000 OR MORE	32077	3593	35.0	11.2	88	1494	33.1	4.7	83	4814	42.2	15.0	106	2363	45.5	7.4	115
\$20,000 - \$24,999	9144	1264	12.3	13.8	109	*544	12.0	5.9	107	1170	10.2	12.8	91	*530	10.2	5.8	90
\$15,000 - \$19,999	8728	1124	10.9	12.9	102	555	12.3	6.4	114	1041	9.1	11.9	85	*417	8.0	4.8	74
\$10,000 - \$14,999	12562	1624	15.8	12.9	102	782	17.3	6.2	112	1919	16.8	15.3	108	909	17.5	7.2	113
UNDER \$10,000	18475	2667	26.0	14.4	114	1144	25.3	6.2	111	2474	21.7	13.4	95	978	18.8	5.3	82
HOUSEHOLD OF 1 PERSON	11987	935	9.1	7.8	62	471	10.4	3.9	70	1454	12.7	12.1	86	596	11.5	5.0	77
2 PEOPLE	26577	2987	29.1	11.2	89	1243	27.5	4.7	84	3633	31.8	13.7	97	1547	29.8	5.8	91
3 OR 4 PEOPLE	30617	4207	41.0	13.7	108	2018	44.7	6.6	118	4202	36.8	13.7	97	2105	40.5	6.9	107
5 OR MORE PEOPLE	11804	2142	20.9	18.1	143	787	17.4	6.7	119	2129	18.6	18.0	128	950	18.3	8.0	125
NO CHILD IN HSMLD	46165	4755	46.3	10.3	81	2018	44.7	4.4	78	6086	53.3	13.2	94	2578	49.6	5.6	87
CHILD(REN) UNDER 2 YRS	5325	787	7.7	14.8	117	*385	8.5	7.2	130	*487	4.3	9.1	65	**299	5.8	5.6	88
2 - 5 YEARS	14221	2293	22.3	16.1	127	1066	23.6	7.5	134	1977	17.3	13.9	99	881	17.0	6.2	97
6 - 11 YEARS	15117	2536	24.7	16.8	132	1074	23.8	7.1	127	2318	20.3	15.3	109	1091	21.0	7.2	112
12 - 17 YEARS	16611	2748	26.8	16.5	130	1265	28.0	7.6	136	2735	24.0	16.5	117	1445	27.8	8.7	136
RESIDENCE OWNED	55884	6743	65.7	12.1	95	2916	64.5	5.2	94	8222	72.0	14.7	104	3827	73.6	6.8	107
VALUE: \$50,000 OR MORE	31744	3238	31.5	10.2	80	1346	29.8	4.2	76	4697	41.1	14.8	105	2067	39.8	6.5	101
VALUE: UNDER \$50,000	24140	3504	34.1	14.5	114	1569	34.7	6.5	116	3525	30.9	14.6	104	1760	33.9	7.3	114

CANNED MEAT PRODUCTS - TYPES USE & TYPES USED IN LAST 30 DAYS
(FEMALE HOMEMAkers)

		TOTAL U.S. '000	USE BEEF STEMS				BEEF STEMS USED IN LAST 30 DAYS				USE CORNED BEEF HASH				CORNED BEEF HASH USED IN LAST 30 DAYS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS		80986	10271	100.0	12.7	100	4519	100.0	5.6	100	11418	100.0	14.1	100	5197	100.0	6.4	100
MAGAZINES	QUINTILE 1	15799	2097	20.4	13.3	105	799	17.7	5.1	91	2657	23.3	16.8	119	1162	22.4	7.4	115
	QUINTILE 2	17259	2087	20.3	12.1	95	885	19.6	5.1	92	2506	21.9	14.5	103	1082	20.8	6.3	98
	QUINTILE 3	13545	1887	18.4	13.9	110	975	21.6	7.2	129	2203	19.3	16.3	115	1183	22.8	8.7	136
	QUINTILE 4	15133	1643	16.0	10.9	86	668	14.8	4.4	79	1933	16.9	12.8	91	784	15.1	5.2	81
	QUINTILE 5	19250	2558	24.9	13.3	105	1192	26.4	6.2	111	2119	18.6	11.0	78	986	19.0	5.1	80
NEWSPAPERS	QUINTILE 1	12413	1356	13.2	10.9	86	652	14.4	5.3	94	1897	16.6	15.3	108	906	17.4	7.3	111
	QUINTILE 2	24116	2902	28.3	12.0	95	1266	28.0	5.2	94	3543	31.0	14.7	104	1613	31.0	6.7	104
	QUINTILE 3	11261	1295	12.6	11.5	91	*579	12.8	5.1	92	1679	14.7	14.9	106	678	13.0	6.0	94
	QUINTILE 4	20255	2718	26.5	13.4	106	1231	27.2	6.1	109	2547	22.3	12.6	89	1242	23.9	6.1	96
	QUINTILE 5	12940	2000	19.5	15.5	122	791	17.5	6.1	110	1752	15.3	13.5	96	758	14.6	5.9	91
OUTDOOR	QUINTILE 1	14852	2219	21.6	14.9	118	976	21.6	6.6	118	2233	19.6	15.0	107	970	18.7	6.5	102
	QUINTILE 2	15725	1880	18.3	12.0	94	893	19.8	5.7	102	2004	17.6	12.7	90	975	18.8	6.2	97
	QUINTILE 3	16330	2082	20.3	12.7	101	951	21.0	5.8	104	2465	21.6	15.1	107	1039	20.0	6.4	99
	QUINTILE 4	16744	1904	18.5	11.4	90	800	17.7	4.8	86	2326	20.4	13.9	99	1070	20.6	6.4	100
	QUINTILE 5	17334	2187	21.3	12.6	99	899	19.9	5.2	93	2390	20.9	13.8	98	1143	22.0	6.6	103
RADIO-DRIVE TIME	QUINTILE 1	15911	2324	22.6	14.6	115	1132	25.0	7.1	128	2486	21.8	15.6	111	1208	23.2	7.6	118
	QUINTILE 2	14837	1875	18.3	12.6	100	836	18.5	5.6	101	1882	16.5	12.7	90	979	18.8	6.6	103
	QUINTILE 3	15339	1899	18.5	12.4	98	901	19.9	5.9	105	2093	18.3	13.6	97	983	18.9	6.4	100
	QUINTILE 4	16723	2096	20.4	12.5	99	766	17.0	4.6	82	2480	21.7	14.8	105	992	19.1	5.9	92
	QUINTILE 5	18176	2077	20.2	11.4	90	884	19.6	4.9	87	2477	21.7	13.6	97	1035	19.9	5.7	89
RADIO-MID- DAY	TERCILE 1	21020	2833	27.6	13.5	106	1253	27.7	6.0	107	2971	26.0	14.1	100	1357	26.1	6.5	101
	TERCILE 2	21610	2947	28.7	13.6	108	1263	27.9	5.8	105	3054	26.7	14.1	100	1376	26.5	6.4	99
	TERCILE 3	38355	4491	43.7	11.7	92	2003	44.3	5.2	94	5392	47.2	14.1	100	2464	47.4	6.4	100
RADIO-TOTAL	QUINTILE 1	15988	2403	23.4	15.0	119	1107	24.5	6.9	124	2341	20.5	14.6	104	1129	21.7	7.1	110
	QUINTILE 2	15626	1916	18.7	12.3	97	859	19.0	5.5	99	2111	18.5	13.5	96	1070	20.6	6.8	107
	QUINTILE 3	16723	2121	20.7	12.7	100	978	21.6	5.8	105	2518	22.1	15.1	107	1044	20.1	6.2	97
	QUINTILE 4	16342	2006	19.5	12.3	97	742	16.4	4.5	81	2193	19.2	13.4	95	936	18.0	5.7	89
	QUINTILE 5	16306	1826	17.8	11.2	88	833	18.4	5.1	92	2255	19.7	13.8	98	1019	19.6	6.2	97
TV-PRIME TIME	QUINTILE 1	15953	2110	20.5	13.2	104	833	18.4	5.2	94	2647	23.2	16.6	118	1225	23.6	7.7	120
	QUINTILE 2	16137	1767	17.2	10.9	86	804	17.8	5.0	89	2054	18.0	12.7	90	1068	20.6	6.6	103
	QUINTILE 3	16420	2334	22.7	14.2	112	1060	23.5	6.5	116	2471	21.6	15.0	107	1126	21.7	6.9	107
	QUINTILE 4	16687	2090	20.3	12.5	99	923	20.4	5.5	99	2203	19.3	13.2	94	940	18.1	5.6	88
	QUINTILE 5	15789	1971	19.2	12.5	98	900	19.9	5.7	102	2043	17.9	12.9	92	837	16.1	5.3	83
TV-DAYTIME	TERCILE 1	27736	3862	37.6	13.9	110	1665	36.8	6.0	108	3965	34.7	14.3	101	1809	34.8	6.5	102
	TERCILE 2	26489	3285	32.0	12.4	98	1570	34.7	5.9	106	3758	32.9	14.2	101	1815	34.9	6.9	107
	TERCILE 3	26761	3124	30.4	11.7	92	1284	28.4	4.8	86	3694	32.4	13.8	98	1573	30.3	5.9	92
TV-TOTAL	QUINTILE 1	16345	2204	21.5	13.5	106	984	21.8	6.0	108	2324	20.4	14.2	101	1006	19.4	6.2	96
	QUINTILE 2	16447	2167	21.1	13.2	104	877	19.4	5.3	96	2488	21.8	15.1	107	1134	21.8	6.9	107
	QUINTILE 3	15980	1895	18.4	11.9	94	893	19.8	5.6	100	2427	21.3	15.2	108	1134	21.8	7.1	111
	QUINTILE 4	15887	1974	19.2	12.4	98	885	19.6	5.6	100	2109	18.5	13.3	94	1024	19.7	6.4	100
	QUINTILE 5	16326	2031	19.8	12.4	98	880	19.5	5.4	97	2070	18.1	12.7	90	899	17.3	5.5	86
MAGAZINES-NEWSPAPERS: DUAL		20721	2316	22.5	11.2	88	986	21.8	4.8	85	3318	29.1	16.0	114	1466	28.2	7.1	110
MAGAZINE IMPERATIVE		19186	2869	27.9	15.0	118	1171	25.9	6.1	109	2982	26.1	15.5	110	1425	27.4	7.4	116
NEWSPAPER IMPERATIVE		21899	2605	25.4	11.9	94	1288	28.5	5.9	105	2887	25.3	13.2	94	1393	26.8	6.4	99
MAGAZINES-OUTDOOR: DUAL		15451	2100	20.4	13.6	107	839	18.6	5.4	97	2463	21.6	15.9	113	1160	22.3	7.5	117
MAGAZINE IMPERATIVE		25953	3162	30.8	12.2	96	1351	29.9	5.2	93	3997	35.0	15.4	109	1711	32.9	6.6	103
OUTDOOR IMPERATIVE		24400	3098	30.2	12.7	100	1542	34.1	6.3	113	3105	27.2	12.7	90	1403	27.0	5.8	90
MAGAZINES-RADIO: DUAL		18049	2461	24.0	13.6	108	1062	23.5	5.9	105	2736	24.0	15.2	108	1334	25.7	7.4	115
MAGAZINE IMPERATIVE		23571	2925	28.5	12.4	98	1156	25.6	4.9	88	3760	32.9	16.0	113	1534	29.5	6.5	101
RADIO IMPERATIVE		23278	3068	29.9	13.2	104	1500	33.2	6.4	115	3074	26.9	13.2	94	1496	28.8	6.4	100
MAGAZINES-TELEVISION: DUAL		15459	2139	20.8	13.8	109	917	20.3	5.9	106	2599	22.8	16.8	119	1128	21.7	7.3	114
MAGAZINE IMPERATIVE		25829	3136	30.5	12.1	96	1315	29.1	5.1	91	3897	34.1	15.1	107	1864	35.9	7.2	112
TELEVISION IMPERATIVE		26039	3227	31.4	12.4	98	1468	32.5	5.6	101	3404	29.8	13.1	93	1564	30.1	6.0	94
NEWSPAPERS-OUTDOOR: DUAL		16605	1850	18.0	11.1	88	752	16.6	4.5	81	2380	20.8	14.3	102	1058	20.4	6.4	99
NEWSPAPER IMPERATIVE		26834	3080	30.0	11.5	91	1438	31.8	5.4	96	4007	35.1	14.9	106	1793	34.5	6.7	104
OUTDOOR IMPERATIVE		23346	3449	33.6	14.8	116	1639	36.3	7.0	126	3309	29.0	14.2	101	1517	29.2	6.5	101
NEWSPAPERS-RADIO: DUAL		17133	2100	20.4	12.3	97	944	20.9	5.5	99	2554	22.4	14.9	106	1212	23.3	7.1	110
NEWSPAPER IMPERATIVE		25892	2767	26.9	10.7	84	1243	27.5	4.8	86	3897	34.1	15.1	107	1691	32.5	6.5	102
RADIO IMPERATIVE		23167	3419	33.3	14.8	116	1565	34.6	6.8	121	3197	28.0	13.8	98	1585	30.5	6.8	107
NEWSPAPERS-TELEVISION: DUAL		17159	2162	21.0	12.6	99	831	18.4	4.8	87	2585	22.6	15.1	107	1112	21.4	6.5	101
NEWSPAPER IMPERATIVE		26214	2803	27.3	10.7	84	1332	29.5	5.1	91	3777	33.1	14.4	102	1737	33.4	6.6	103
TELEVISION IMPERATIVE		23412	3158	30.7	13.5	106	1503	33.3	6.4	115	3383	29.6	14.4	102	1528	29.4	6.5	102
OUTDOOR-RADIO: DUAL		15303	2199	21.4	14.4	113	1108	24.5	7.2	130	2146	18.8	14.0	99	1005	19.3	6.6	102
OUTDOOR IMPERATIVE		24901	3118	30.4	12.5	99	1398	30.9	5.6	101	3541	31.0	14.2	101	1512	29.1	6.1	95
RADIO IMPERATIVE		264																

	TOTAL U.S. '000	USE BEEF STEMS				BEEF STEMS USED IN LAST 30 DAYS				USE CORNED BEEF HASH				CORNED BEEF HASH USED IN LAST 30 DAYS			
		A '000	B DOWN	C ACROSS	D % INDX	A '000	B DOWN	C ACROSS	D % INDX	A '000	B DOWN	C ACROSS	D % INDX	A '000	B DOWN	C ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	10271	100.0	12.7	100	4519	100.0	5.6	100	11418	100.0	14.1	100	5197	100.0	6.4	100
ATLANTIC MONTHLY	415	**46	0.4	11.1	87	**15	0.3	3.6	65	**67	0.6	16.1	115	**16	0.3	3.9	60
BARRON'S	453	**22	0.2	4.9	38	**0	0.0	0.0	0	**78	0.7	17.2	122	**25	0.5	5.5	86
BETTER HOMES & GARDENS	16256	2051	20.0	12.6	99	899	19.9	5.5	99	2474	21.7	15.2	108	1075	20.7	6.6	103
BON APPETIT	2535	*206	2.0	8.1	64	**78	1.7	3.1	55	371	3.2	14.6	104	*150	2.9	5.9	92
BUSINESS WEEK	1278	*161	1.6	12.6	99	**81	1.8	6.3	114	*243	2.1	19.0	135	**85	1.6	6.7	104
CAR AND DRIVER	378	**60	0.6	15.9	125	**37	0.8	9.8	175	**105	0.9	27.8	197	**65	1.3	17.2	268
CBS MAGAZINE NETWORK (GROSS)	1498	*276	2.7	18.4	145	*143	3.2	9.5	171	*350	3.1	23.4	166	**93	1.8	6.2	97
CHANGING TIMES	1505	*216	2.1	14.4	113	**64	1.4	4.3	76	300	2.6	19.9	141	**161	3.1	10.7	167
COLONIAL HOMES	1231	*229	2.2	18.6	147	**104	2.3	8.4	151	*266	2.3	21.6	153	**157	3.0	12.8	199
CONDE NAST MAG. PKG. (GROSS)	14146	2004	19.5	14.2	112	711	15.7	5.0	90	2350	20.6	16.6	118	873	16.8	6.2	96
CONSUMERS DIGEST	1323	**154	1.5	11.6	92	**50	1.1	3.8	68	*219	1.9	16.6	117	**43	0.8	3.3	51
COSMOPOLITAN	7102	973	9.5	13.7	108	328	7.3	4.6	83	1020	8.9	14.4	102	416	8.0	5.9	91
COUNTRY LIVING	2481	284	2.8	11.4	90	*145	3.2	5.8	105	382	3.3	15.4	109	**117	2.3	4.7	73
CUISINE	1472	*118	1.1	8.0	63	**59	1.3	4.0	72	*253	2.2	17.2	122	**126	2.4	8.6	133
CYCLE WORLD	425	**128	1.2	30.1	237	**65	1.4	15.3	274	**101	0.9	23.8	169	**38	0.7	8.9	139
DCI:CREATIVE IDEAS FOR LIV	2510	463	4.5	18.4	145	*216	4.8	8.6	154	450	3.9	17.9	127	*197	3.8	7.8	122
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1228	12.0	18.3	145	555	12.3	8.3	149	1207	10.6	18.0	128	562	10.8	8.4	131
DISCOVER	894	**114	1.1	12.8	101	**29	0.6	3.2	58	*131	1.1	14.7	104	**46	0.9	5.1	80
EBONY	3507	552	5.4	17.7	124	196	4.3	5.6	100	702	6.1	20.0	142	236	4.5	6.7	105
ESQUIRE	1083	*207	2.0	19.1	151	**77	1.7	7.1	127	*268	2.3	24.7	176	**97	1.9	9.0	140
ESSENCE	1830	382	3.7	20.9	165	*135	3.0	7.4	132	397	3.5	21.7	154	*172	3.3	9.4	146
FAMILY CIRCLE	15930	1912	18.6	12.0	95	916	20.3	5.8	103	2734	23.9	17.2	122	1353	26.0	8.5	132
THE FAMILY HANDYMAN	1126	*166	1.6	14.7	116	**75	1.7	6.7	119	*163	1.4	14.5	103	**81	1.6	7.2	112
FAMILY WEEKLY	11468	1757	17.1	15.3	121	935	20.7	8.2	146	1608	14.1	14.0	99	815	15.7	7.1	111
FIELD & STREAM	2234	363	3.5	16.2	128	*155	3.4	6.9	124	368	3.2	16.5	117	**162	3.1	7.3	113
FOOD & WINE	579	**88	0.9	15.2	120	**16	0.4	2.8	50	**87	0.8	15.0	107	**21	0.4	3.6	57
FORBES	728	**78	0.8	10.7	84	**31	0.7	4.3	76	**94	0.8	12.9	92	**39	0.8	5.4	83
FORTUNE	906	**63	0.6	7.0	55	*23	0.5	2.5	45	*147	1.3	16.2	115	**69	1.3	7.6	119
GENTLEMEN'S QUARTERLY	791	**157	1.5	19.8	157	**70	1.5	8.8	159	*136	1.2	17.2	122	**56	1.1	7.1	110
GLAMOUR	5265	772	7.5	14.7	116	315	7.0	6.0	107	793	6.9	15.1	107	312	6.0	5.9	92
GOLF DIGEST	636	**62	0.6	9.7	77	**42	0.9	6.6	118	**81	0.7	12.7	90	**25	0.5	3.9	61
GOLF DIGEST/TENNIS (GROSS)	1186	**192	1.9	16.2	128	**129	2.9	10.9	195	*175	1.5	14.8	105	**83	1.6	7.0	109
GOLF MAGAZINE	441	**64	0.6	14.5	114	*25	0.6	5.7	102	*66	0.6	15.0	106	**29	0.6	6.6	102
GOLF MAGAZINE/SKI (GROSS)	922	**162	1.6	17.6	139	**57	1.3	6.2	111	**158	1.4	17.1	122	**77	1.5	8.4	130
GOOD HOUSEKEEPING	16487	1873	18.2	11.4	90	686	15.2	4.2	75	2444	21.4	14.8	105	955	18.4	5.8	90
HARPER'S BAZAAR	2423	*309	3.0	12.8	101	**110	2.4	4.5	81	303	2.7	12.5	89	**115	2.2	4.7	74
HEALTH	1994	411	4.0	20.6	163	*146	3.2	7.3	131	439	3.8	22.0	156	*174	3.3	8.7	136
HEARST MAG CORP. BUY (GROSS)	44101	5667	55.2	12.9	101	2108	46.6	4.8	86	6568	57.5	14.9	106	2596	50.0	5.9	92
HEARST MAN POWER (GROSS)	1993	*324	3.2	16.3	128	*140	3.1	7.0	126	*297	2.6	14.9	106	**121	2.3	6.1	95
HEARST WOMAN POWER (GROSS)	31274	3925	38.2	12.6	99	1427	31.6	4.6	82	4606	40.3	14.7	104	1849	35.6	5.9	92
HOUSE BEAUTIFUL	3623	474	4.6	13.1	103	*142	3.1	3.9	70	550	4.8	15.2	108	*195	3.8	5.4	84
INC.	283	**62	0.6	21.9	173	**0	0.0	0.0	0	*68	0.6	24.0	170	**13	0.3	4.6	72
JET	2928	571	5.6	19.5	154	*168	3.7	5.7	103	537	4.7	18.3	130	196	3.8	6.7	104
LADIES' HOME JOURNAL	11918	1732	16.9	14.5	115	730	16.2	6.1	110	1990	17.4	16.7	118	801	15.4	6.7	105
LHJ FAMILY GRP COMBO(GROSS)	16764	2524	24.6	15.1	119	1072	23.7	6.4	115	2958	25.9	17.6	125	1283	24.7	7.7	119
LIFE	4254	580	5.6	13.6	108	*187	4.1	4.4	79	793	6.9	18.6	132	368	7.1	8.7	135
L.A. TIMES HOME MAGAZINE	1145	**64	0.6	5.6	44	**9	0.2	0.8	14	*249	2.2	21.7	154	**100	1.9	8.7	136
MADEMOISELLE	2884	379	3.7	13.1	104	**110	2.4	3.8	68	559	4.9	19.4	137	*215	4.1	7.5	116
MC CALL'S	13460	1881	18.3	14.0	110	760	16.8	5.6	101	2002	17.5	14.9	105	814	15.7	6.0	94
MC CALL'S/MRK MOTHER (GROSS)	14606	2060	20.1	14.1	111	836	18.5	5.7	103	2218	19.4	15.2	108	901	17.3	6.2	96
MECHANIX ILLUSTRATED	772	**117	1.1	15.2	119	**52	1.2	6.7	121	**173	1.5	22.4	159	**109	2.1	14.1	220
METROPOLITAN HOME	967	**129	1.3	13.3	105	**48	1.1	5.0	89	*147	1.3	15.2	108	**36	0.7	3.7	58
MONEY	1588	*203	2.0	12.8	101	**55	1.2	3.5	62	*228	2.0	14.4	102	**51	1.0	3.2	50
MOTHER EARTH NEWS	1002	**123	1.2	12.3	97	**36	0.8	3.6	64	*178	1.6	17.8	126	**53	1.0	5.3	82
MS.	825	**115	1.1	13.9	110	**32	0.7	3.9	70	**91	0.8	11.0	78	**51	1.0	6.2	96
NATIONAL ENQUIRER	10336	1729	16.8	16.7	132	770	17.0	7.4	134	1585	13.9	15.3	109	705	13.6	6.8	106
NATIONAL GEOGRAPHIC	9597	1093	10.6	11.4	90	402	8.9	4.2	75	1554	13.6	16.2	115	646	12.4	6.7	105
NATIONAL SUNDAY MAGAZINE PKG	49558	5938	57.8	12.0	94	2701	59.8	5.5	98	6907	60.5	13.9	99	3129	60.2	6.3	98
NATURAL HISTORY	573	**55	0.5	9.6	76	**23	0.5	4.0	72	**107	0.9	18.7	132	**34	0.7	5.9	92
NEW WOMAN	1699	*272	2.6	16.0	126	**83	1.8	4.9	88	300	2.6	17.7	125	**121	2.3	7.1	111
NEW YORK INCLUDING CUE	443	**24	0.2	5.4	43	**5	0.1	1.1	20	**34	0.3	7.7	54	**11	0.2	2.5	39
THE NEW YORKER	1270	**114	1.1	9.0	71	**48	1.1	3.8	68	*250	2.2	19.7	140	**72	1.4	5.7	88
NEWSWEEK	6277	841	8.2	13.4	106	304	6.7	4.8	87	1091	9.6	17.4	123	469	9.0	7.5	116
THE N.Y. TIMES DAILY EDITION	1205	**66	0.6	5.5	43	**42	0.9	3.5	62	*207	1.8	17.2	122	*144	2.8	12.0	186
THE N.Y. TIMES MAGAZINE	2081	**136	1.3	6.5	52	**61	1.3	2.9	53	362	3.2	17.4	123	*220	4.2	10.6	165
OMNI	788	**128	1.2	16.2	128	**43	1.0	5.5	98	**159	1.4	20.2	143	**39	0.8	4.9	77
ON CABLE	1158	**147	1.4	12.7	100	**49	1.1	4.2	76	**165	1.4	14.2	101	**60	1.2	5.2	81
1001 HOME IDEAS	2852	381	3.7	13.4	105	*197	4.4	6.9	124	529	4.6	18.5	132	*309	5.9	10.8	169
ORGANIC GARDENING	1658	*235	2.3	14.2	112	**90	2.0	5.4	97	*233	2.0	14.1	100	**94	1.8	5.7	88
OUTDOOR LIFE	896	*104	1.0	11.6	92	**66	1.5	7.4	132	*161	1.4	18.0	127	**94	1.8	10.5	163
PARADE MAGAZINE	24275	2939	28.6	12.1	95	1331	29.5	5.5	98	3608	31.6	14.9	105	1645	31.7	6.8	106

CANNED MEAT PRODUCTS - TYPES USE & TYPES USED IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE BEEF STEMS				BEEF STEMS USED IN LAST 30 DAYS				USE CORNED BEEF HASH				CORNED BEEF HASH USED IN LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	10271	100.0	12.7	100	4519	100.0	5.6	100	11418	100.0	14.1	100	5197	100.0	6.4	100
PARENTS	3845	618	6.0	16.1	127	268	5.9	7.0	125	654	5.7	17.0	121	365	7.0	9.5	148
PENTHOUSE	831	**184	1.8	22.1	175	**52	1.2	6.3	112	**132	1.2	15.9	113	**34	0.7	4.1	64
PEOPLE	11645	1456	14.2	12.5	99	516	11.4	4.4	79	1817	15.9	15.6	111	817	15.7	7.0	109
PLAYBOY	2006	367	3.6	18.3	144	**127	2.8	6.3	113	393	3.4	19.6	139	**85	1.6	4.2	66
POPULAR HOT RODDING	297	**37	0.7	24.6	194	**23	0.5	7.7	139	**67	0.6	22.6	160	**23	0.4	7.7	121
POPULAR MECHANICS	1018	**173	1.7	17.0	134	**60	1.3	5.9	106	**145	1.3	14.2	101	**64	1.2	6.3	98
POPULAR SCIENCE	878	**87	0.8	9.9	78	**36	0.8	4.1	73	**161	1.4	18.3	130	**67	1.3	7.6	119
PREVENTION	3913	440	4.3	11.2	89	**107	2.4	2.7	49	682	6.0	17.4	124	**219	4.2	5.6	87
PSYCHOLOGY TODAY	1710	**207	2.0	12.1	95	**71	1.6	4.2	74	267	2.3	15.6	111	**112	2.2	6.5	102
READER'S DIGEST	22204	2818	27.4	12.7	100	1238	27.4	5.6	100	3373	29.5	15.2	108	1412	27.2	6.4	99
REDBOOK	7684	1079	10.5	14.0	111	414	9.2	5.4	97	1142	10.0	14.9	105	479	9.2	6.2	97
ROAD & TRACK	410	**36	0.4	8.8	69	**25	0.6	6.1	109	**57	0.5	13.9	99	**21	0.4	5.1	80
ROLLING STONE	969	**140	1.4	14.4	114	**37	0.8	3.8	68	**153	1.3	15.8	112	**28	0.5	2.9	45
RUNNER'S WORLD	298	**40	0.4	13.4	106	**5	0.1	1.7	30	**24	0.2	8.1	57	**10	0.2	3.4	52
SATURDAY EVENING POST	1169	**129	1.3	11.0	87	**56	1.2	4.8	86	**229	2.0	19.6	139	**88	1.7	7.5	117
SCIENCE 84	587	**54	0.5	9.2	73	**31	0.7	5.3	95	**106	0.9	18.1	128	**28	0.5	4.8	74
SCIENCE DIGEST	482	**73	0.7	15.1	119	**22	0.5	4.6	82	**74	0.6	15.4	109	**13	0.3	2.7	42
SCIENTIFIC AMERICAN	594	**64	0.6	10.8	85	**12	0.3	2.0	36	**84	0.7	14.1	100	**13	0.3	2.2	34
SELF	2089	334	3.3	16.0	126	**124	2.7	5.9	106	374	3.3	17.9	127	**143	2.8	6.8	107
SEVENTEEN	2411	364	3.5	15.1	119	**180	4.0	7.5	134	339	3.0	14.1	100	**165	3.2	6.8	107
SKI	480	**98	1.0	20.4	161	**32	0.7	6.7	119	**92	0.8	19.2	136	**48	0.9	10.0	156
SMITHSONIAN	2760	293	2.9	10.6	84	**118	2.6	4.3	77	550	4.8	19.9	141	**240	4.6	8.7	136
SOAP OPERA DIGEST	3013	539	5.2	17.9	141	**192	4.2	6.4	114	484	4.2	16.1	114	**240	4.6	8.0	124
SOUTHERN LIVING	4184	765	7.4	18.3	144	339	7.5	8.1	145	756	6.6	18.1	128	366	7.0	8.7	136
SPORT	559	**89	0.9	15.9	126	**7	0.2	1.3	22	**160	1.4	28.6	203	**34	0.7	6.1	95
THE SPORTING NEWS	436	**64	0.6	14.7	116	**0	0.0	0.0	0	**122	1.1	28.0	198	**43	0.8	9.9	154
SPORTS AFIELD	493	**79	0.8	16.0	126	**58	1.3	11.8	211	**78	0.7	15.8	112	**44	0.8	8.9	139
SPORTS ILLUSTRATED	2758	372	3.6	13.5	106	**101	2.2	3.7	66	511	4.5	18.5	131	**172	3.3	6.2	97
STAR	7456	1074	10.5	14.4	114	449	9.9	6.0	108	1161	10.2	15.6	110	567	10.9	7.6	119
SUNDAY	24936	2635	25.7	10.6	83	991	21.9	4.0	71	3143	27.5	12.6	89	1331	25.6	5.3	83
SUNSET	2124	**187	1.8	8.8	69	**87	1.9	4.1	73	**402	3.5	18.9	134	**196	3.8	9.2	144
TV GUIDE	21661	3302	32.1	15.2	120	1369	30.3	6.3	113	3629	31.8	16.8	119	1672	32.2	7.7	120
TENNIS	550	**130	1.3	23.6	186	**87	1.9	15.8	283	**94	0.8	17.1	121	**57	1.1	10.4	161
TIME	8880	1118	10.9	12.6	99	425	9.4	4.8	86	1481	13.0	16.7	118	627	12.1	7.1	110
TOWN & COUNTRY	917	**106	1.0	11.6	91	**24	0.5	2.6	47	**153	1.3	16.7	118	**41	0.8	4.5	70
TRAVEL & LEISURE	972	**46	0.4	4.7	37	**31	0.7	3.2	57	**133	1.2	13.7	97	**76	1.5	7.8	122
TRUE STORY	3356	560	5.5	16.7	132	**206	4.6	6.1	110	651	5.7	19.4	138	**389	7.5	11.6	181
U.S. NEWS & WORLD REPORT	3410	368	3.6	10.8	85	**174	3.9	5.1	91	652	5.7	19.1	136	**281	5.4	8.2	128
USA TODAY	1759	**155	1.5	8.8	69	**51	1.1	2.9	52	**248	2.2	14.1	100	**103	2.0	5.9	91
US	1873	**345	3.4	18.4	145	**110	2.4	5.9	105	**217	1.9	11.6	82	**80	1.5	4.3	67
VOGUE	3909	519	5.1	13.3	105	**162	3.6	4.1	74	624	5.5	16.0	113	**204	3.9	5.2	81
WALL STREET JOURNAL	1886	**142	1.4	7.5	59	**39	0.9	2.1	37	**245	2.1	13.0	92	**104	2.0	5.5	86
WEIGHT WATCHERS	2120	317	3.1	15.0	118	**135	3.0	6.4	114	390	3.4	18.4	130	**200	3.8	9.4	147
WOMAN'S DAY	14172	1911	18.6	13.5	106	737	16.3	5.2	93	2243	19.6	15.8	112	941	18.1	6.6	103
WORKING MOTHER	1146	**179	1.7	15.6	123	**77	1.7	6.7	120	**216	1.9	18.8	134	**87	1.7	7.6	118
WORKING WOMAN	1322	**197	1.9	14.9	117	**60	1.3	4.5	81	**181	1.6	13.7	97	**56	1.1	4.2	66
WORLD TENNIS	**163	**46	0.4	28.2	223	**34	0.8	20.9	374	**37	0.3	22.7	161	**20	0.4	12.3	191
ZIFF-DAVIS MAG NETWK (GROSS)	2532	341	3.3	13.5	106	**112	2.5	4.4	79	461	4.0	18.2	129	**182	3.5	7.2	112
BLAIR INSERTS	43657	4913	47.8	11.3	89	2135	47.2	4.9	88	6282	55.0	14.4	102	2868	55.2	6.6	102
DAILY NEWSPAPERS																	
READ ANY	51633	6211	60.5	12.0	95	2838	62.8	5.5	99	7680	67.3	14.9	106	3536	68.0	6.8	107
READ ONE	43463	5332	51.9	12.3	97	2397	53.0	5.5	99	6324	55.4	14.6	103	2862	55.1	6.6	103
READ TWO OR MORE	8170	879	8.6	10.8	85	442	9.8	5.4	97	1356	11.9	16.6	118	674	13.0	8.2	129
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6296	61.3	12.0	94	2801	62.0	5.3	95	7444	65.2	14.1	100	3425	65.9	6.5	101
READ ONE	46126	5662	55.1	12.3	97	2467	54.6	5.3	96	6397	56.0	13.9	98	2945	56.7	6.4	99
READ TWO OR MORE	6552	633	6.2	9.7	76	334	7.4	5.1	91	1047	9.2	16.0	113	480	9.2	7.3	114
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.44				29.53				28.64				27.30			
30 DAY REACH	71455	8965	87.3	12.5	99	3964	87.7	5.5	99	10106	88.5	14.1	100	4486	86.3	6.3	98
50 SHWG - 30 DAY AV FREQ	14.56	15.49				15.54				15.11				14.28			
30 DAY REACH	67742	8545	83.2	12.6	99	3779	83.6	5.6	100	9591	84.0	14.2	100	4287	82.5	6.3	99
25 SHWG - 30 DAY AV FREQ	7.94	8.38				8.30				8.22				7.72			
30 DAY REACH	62117	7949	77.4	12.8	101	3556	78.7	5.7	103	8841	77.4	14.2	101	3964	76.3	6.4	99
CABLE TV: HOME WIRED	32077	4003	39.0	12.5	98	1637	36.2	5.1	91	3979	34.8	12.4	88	1802	34.7	5.6	88
HOME NOT WIRED	48909	6269	61.0	12.8	101	2882	63.8	5.9	106	7439	65.2	15.2	108	3395	65.3	6.9	108
HAVE PAY CABLE	15935	2058	20.0	12.9	102	808	17.9	5.1	91	2073	18.2	13.0	92	1017	19.6	6.4	99

	TOTAL U.S. '000	USE BEEF STEMS				BEEF STEMS USED IN LAST 30 DAYS				USE CORNED BEEF HASH				CORNED BEEF HASH USED IN LAST 30 DAYS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	10271	100.0	12.7	100	4519	100.0	5.6	100	11418	100.0	14.1	100	5197	100.0	6.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5789	56.4	13.2	104	2672	59.1	6.1	109	6386	55.9	14.5	103	3083	59.3	7.0	109
10:00 AM - 3:00 PM	30659	4075	39.7	13.3	105	1798	39.8	5.9	105	4371	38.3	14.3	101	2004	38.6	6.5	102
3:00 PM - 7:00 PM	31045	4206	41.0	13.5	107	1987	44.0	6.4	115	4255	37.3	13.7	97	2081	40.0	6.7	104
7:00 PM - MIDNIGHT	15767	2275	22.1	14.4	114	927	20.5	5.9	105	2249	19.7	14.3	101	912	17.5	5.8	90
MIDNIGHT - 6:00 AM	9120	1200	11.7	13.2	104	599	13.3	6.6	118	1411	12.4	15.5	110	615	11.8	6.7	105
6:00 AM - MIDNIGHT	58527	7857	76.5	13.4	106	3509	77.6	6.0	107	8432	73.8	14.4	102	3910	75.2	6.7	104
ENTIRE DAY	59311	7948	77.4	13.4	106	3545	78.4	6.0	107	8548	74.9	14.4	102	3947	75.9	6.7	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2090	20.3	12.9	102	898	19.9	5.6	100	2225	19.5	13.8	98	1119	21.5	6.9	108
ALL NEWS	2256	*216	2.1	9.6	75	**58	1.3	2.6	46	416	3.6	18.4	131	*204	3.9	9.0	141
AOR/PROGRESSIVE	3874	386	3.8	10.0	79	*169	3.7	4.4	78	539	4.7	13.9	99	*308	5.9	8.0	124
BEAUTIFUL MUSIC	5660	686	6.7	12.1	96	310	6.9	5.5	98	828	7.3	14.6	104	418	8.0	7.4	115
BLACK	2204	461	4.5	20.9	165	*212	4.7	9.6	172	288	2.5	13.1	93	*113	2.2	5.1	80
CLASSICAL	1418	**117	1.1	8.3	65	**44	1.0	3.1	56	*213	1.9	15.0	107	**103	2.0	7.3	113
CHR/ROCK	9538	1368	13.3	14.3	113	673	14.9	7.1	126	1193	10.4	12.5	89	585	11.3	6.1	96
COUNTRY	12648	2029	19.8	16.0	126	1001	22.2	7.9	142	2052	18.0	16.2	115	974	18.7	7.7	120
GOLDEN OLDIES	1191	*192	1.9	16.1	127	**90	2.0	7.6	135	*146	1.3	12.3	87	**48	0.9	4.0	63
MOR/NOSTALGIA	4757	567	5.5	11.9	94	*207	4.6	4.4	78	694	6.1	14.6	103	*288	5.5	6.1	94
NEWS/TALK	3863	482	4.7	12.5	98	*213	4.7	5.5	99	585	5.1	15.1	107	*203	3.9	5.3	82
RELIGIOUS	3084	384	3.7	12.5	98	*136	3.0	4.4	79	327	2.9	10.6	75	**142	2.7	4.6	72
SOFT ROCK	521	**96	0.9	18.4	145	**23	0.5	4.4	79	**59	0.5	11.3	80	**16	0.3	3.1	48
URBAN CONTEMPORARY	1585	*269	2.6	17.0	134	**106	2.3	6.7	120	240	2.1	15.1	107	**114	2.2	7.2	112
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	423	4.1	13.0	102	*221	4.9	6.8	121	361	3.2	11.1	79	*199	3.8	6.1	95
ABC DIRECTION	2316	316	3.1	13.6	108	**109	2.4	4.7	84	443	3.9	19.1	136	*277	5.3	12.0	186
ABC ENTERTAINMENT	4834	687	6.7	14.2	112	348	7.7	7.2	129	821	7.2	17.0	120	421	8.1	8.7	136
ABC FM	2202	369	3.6	16.8	132	*151	3.3	6.9	123	292	2.6	13.3	94	*148	2.8	6.7	105
ABC INFORMATION	5425	670	6.5	12.4	97	*233	5.2	4.3	77	812	7.1	15.0	106	316	6.1	5.8	91
ABC ROCK	1677	*108	1.1	6.4	51	**33	0.7	2.0	35	*237	2.1	14.1	100	**134	2.6	8.0	125
CBS	4430	552	5.4	12.5	98	259	5.7	5.8	105	674	5.9	15.2	108	334	6.4	7.5	117
MUTUAL	4992	821	8.0	16.4	130	357	7.9	7.2	128	925	8.1	18.5	131	413	7.9	8.3	129
NBC	4679	529	5.2	11.3	89	287	6.4	6.1	110	533	4.7	11.4	81	*217	4.2	4.6	72
RADIORADIO	1994	331	3.2	16.6	131	*146	3.2	7.3	131	*277	2.4	13.9	99	**121	2.3	6.1	95
RKO ONE	2298	355	3.5	15.4	122	*233	5.2	10.1	182	*212	1.9	9.2	65	**89	1.7	3.9	60
RKO TWO	3311	529	5.2	16.0	126	294	6.5	8.9	159	475	4.2	14.3	102	*242	4.7	7.3	114
THE SOURCE	2114	368	3.6	17.4	137	*246	5.4	11.6	209	*250	2.2	11.8	84	**137	2.6	6.5	101
NON-WIRED : BLAIR	8654	1028	10.0	11.9	94	459	10.2	5.3	95	1128	9.9	13.0	92	526	10.1	6.1	95
INTERNET	12025	1755	17.1	14.6	115	684	15.1	5.7	102	1857	16.3	15.4	110	949	18.3	7.9	123
KATZ RADIO GROUP	15359	1846	18.0	12.0	95	806	17.8	5.2	94	2158	18.9	14.1	100	1017	19.6	6.6	103
SUPERNET	10628	1547	15.1	14.6	115	743	16.4	7.0	125	1644	14.4	15.5	110	698	13.4	6.6	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1100	10.7	12.7	100	532	11.8	6.1	110	1281	11.2	14.8	105	560	10.8	6.5	101
WKDAY 9:00 AM - 1:00 PM	12163	1776	17.3	14.6	115	757	16.8	6.2	112	1720	15.1	14.1	100	778	15.0	6.4	100
WKDAY 1:00 PM - 4:30 PM	16150	2259	22.0	14.0	110	988	21.9	6.1	110	2270	19.9	14.1	100	1010	19.4	6.3	97
WKDAY 4:30 PM - 7:30 PM	22463	2747	26.7	12.2	96	1206	26.7	5.4	96	3243	28.4	14.4	102	1453	28.0	6.5	101
WKDAY 7:30 PM - 8:00 PM	31795	3938	38.3	12.4	98	1691	37.4	5.3	95	4550	39.8	14.3	102	2104	40.5	6.6	103
WKDAY 11:00 PM - 11:30 PM	23977	3032	29.5	12.6	100	1223	27.1	5.1	91	3457	30.3	14.4	102	1554	29.9	6.5	101
WKDAY 11:30 PM - 1:00 AM	7703	1055	10.3	13.7	108	384	8.5	5.0	89	1169	10.2	15.2	108	487	9.4	6.3	99
M-SAT 8-11 PM-SUN 7-11 PM	33800	4276	41.6	12.7	100	1846	40.8	5.5	98	4995	43.7	14.8	105	2343	45.1	6.9	108
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	928	9.0	14.2	112	326	7.2	5.0	89	926	8.1	14.2	100	411	7.9	6.3	98
ANOTHER WORLD	N 4620	869	8.5	18.8	148	390	8.6	8.4	151	756	6.6	16.4	116	347	6.7	7.5	117
AS THE WORLD TURNS	C 5614	749	7.3	13.3	105	419	9.3	7.5	134	762	6.7	13.6	96	301	5.8	5.4	84
CAPITOL	C 3396	372	3.6	11.0	86	168	3.7	4.9	89	393	3.4	11.6	82	160	3.1	4.7	73
CBS MORN. NEWS 1	C 1446	174	1.7	12.0	95	*66	1.5	4.6	82	181	1.6	12.5	89	*73	1.4	5.0	79
CBS MORN. NEWS 2	C 1207	138	1.3	11.4	90	*57	1.3	4.7	85	141	1.2	11.7	83	*45	0.9	3.7	58
DAYS OF OUR LIVES	N 5877	931	9.1	15.8	125	407	9.0	6.9	124	873	7.6	14.9	105	440	8.5	7.5	117
FACTS OF LIFE - DAYTIME	N 2290	410	4.0	17.9	141	142	3.1	6.2	111	378	3.3	16.5	117	112	2.2	4.9	76
FAMILY FEUD	A 3023	431	4.2	14.3	112	175	3.9	5.8	104	446	3.9	14.8	105	138	2.7	4.6	71
GENERAL HOSPITAL	A 6097	780	7.6	12.8	101	269	6.0	4.4	79	887	7.8	14.5	103	380	7.3	6.2	97
GOOD MORNING, AMERICA-730	A 3515	485	4.7	13.8	109	227	5.0	6.5	116	467	4.1	13.3	94	198	3.8	5.6	88
GOOD MORNING, AMERICA-830	A 2818	390	3.8	13.8	109	170	3.8	6.0	108	296	2.6	10.5	75	112	2.2	4.0	62
GUIDING LIGHT	C 5339	711	6.9	13.3	105	358	7.9	6.7	120	730	6.4	13.7	97	327	6.3	6.1	95
ONE LIFE TO LIVE	A 4478	599	5.8	13.4	105	198	4.4	4.4	79	565	4.9	12.6	89	232	4.5	5.2	81
PRESS YOUR LUCK	C 2244	258	2.5	11.5	91	119	2.6	5.3	95	259	2.3	11.5	82	*116	2.2	5.2	81
PRICE IS RIGHT 1	C 4348	523	5.1	12.0	95	241	5.3	5.5	99	624	5.5	14.4	102	284	5.5	6.5	102
PRICE IS RIGHT 2	C 5014	628	6.1	12.5	99	291	6.4	5.8	104	754	6.6	15.0	107	341	6.6	6.8	106
RYAN'S HOPE	A 3150	4															

	TOTAL U.S. '000	USE BEEF STEMS				BEEF STEMS USED IN LAST 30 DAYS				USE CORNED BEEF HASH				CORNED BEEF HASH USED IN LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	10271	100.0	12.7	100	4519	100.0	5.6	100	11418	100.0	14.1	100	5197	100.0	6.4	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3168	30.8	12.2	96	1429	31.6	5.5	98	3710	32.5	14.2	101	1678	32.3	6.4	100
NETWORK AFFILIATES - LATE	20261	2477	24.1	12.2	96	1022	22.6	5.0	90	2845	24.9	14.0	100	1267	24.4	6.3	97
INDEPENDENTS - LATE	2076	218	2.1	10.5	83	84	1.9	4.0	73	330	2.9	15.9	113	153	2.9	7.4	115
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1572	15.3	15.0	119	687	15.2	6.6	118	1697	14.9	16.2	115	840	16.2	8.0	125
ABC MONDAY NIGHT MOVIE	A 6412	798	7.8	12.4	98	299	6.6	4.7	84	814	7.1	12.7	90	425	8.2	6.6	103
ABC SUNDAY NIGHT MOVIE	A 12407	1456	14.2	11.7	93	591	13.1	4.8	85	1847	16.2	14.9	106	818	15.7	6.6	103
ABC WORLD NEWS TONIGHT	A 6176	598	5.8	9.7	76	247	5.5	4.0	72	775	6.8	12.5	89	382	7.4	6.2	96
AFTERMASH	C 5863	770	7.5	13.1	104	*336	7.4	5.7	103	914	8.0	15.6	111	*422	8.1	7.2	112
ALICE	C 9594	1184	11.5	12.3	97	512	11.3	5.3	96	1393	12.2	14.5	103	608	11.7	6.3	99
AMERICAN PARADE	C 6622	693	6.7	10.5	83	339	7.5	5.1	92	874	7.7	13.2	94	405	7.8	6.1	95
BENSON	A 10886	1193	11.6	11.0	86	476	10.5	4.4	78	1538	13.5	14.1	100	641	12.3	5.9	92
BLUE THUNDER	A 5036	612	6.0	12.2	96	*222	4.9	4.4	79	810	7.1	16.1	114	373	7.2	7.4	115
CAGNEY & LACEY	C 9965	1090	10.6	10.9	86	390	8.6	3.9	70	1582	13.9	15.9	113	707	13.6	7.1	111
CBS EVENING NEWS-DEAN	C 3491	466	4.5	13.3	105	*189	4.2	5.4	97	621	5.4	17.8	126	*257	4.9	7.4	115
CBS EVENING NEWS-RATHER	C 7123	848	8.3	11.9	94	385	8.5	5.4	97	1052	9.2	14.8	105	485	9.3	6.8	106
CBS SAT. NEWS-SCHIEFFER	C 3621	451	4.4	12.5	98	230	5.1	6.4	114	556	4.9	15.4	109	228	4.4	6.3	98
CBS SATURDAY NIGHT MOVIE	C 5436	781	7.6	14.4	113	336	7.4	6.2	111	908	8.0	16.7	118	421	8.1	7.7	121
CBS WEDNESDAY NIGHT MOVIE	C 6100	725	7.1	11.9	94	351	7.8	5.8	103	819	7.2	13.4	95	415	8.0	6.8	106
CHEERS	N 8889	1277	12.4	14.4	113	541	12.0	6.1	109	1369	12.0	15.4	109	646	12.4	7.3	113
DALLAS	C 22109	2745	26.7	12.4	98	1214	26.9	5.5	98	3098	27.1	14.0	99	1520	29.2	6.9	107
DIFF'RENT STROKES	N 6940	921	9.0	13.3	105	399	8.8	5.7	103	1118	9.8	16.1	114	568	10.9	8.2	128
DOUBLE TROUBLE	N 7223	1019	9.9	14.1	111	433	9.6	6.0	107	1030	9.0	14.3	101	495	9.5	6.9	107
DUCK FACTORY	N 5595	799	7.8	14.3	113	302	6.7	5.4	97	941	8.2	16.8	119	455	8.8	8.1	127
DUKES OF HAZZARD	C 5768	848	8.3	14.7	116	421	9.3	7.3	131	949	8.3	16.5	117	419	8.1	7.3	113
DYNASTY	A 20053	2836	27.6	14.1	112	1059	23.4	5.3	95	2883	25.2	14.4	102	1216	23.4	6.1	94
FACTS OF LIFE	N 8087	1151	11.2	14.2	112	527	11.7	6.5	117	1244	10.9	15.4	109	581	11.2	7.2	112
FALCON CREST	C 20046	2374	23.1	11.8	93	1017	22.5	5.1	91	2700	23.6	13.5	96	1344	25.9	6.7	104
FALL GUY	A 9084	1278	12.4	14.1	111	542	12.0	6.0	107	1548	13.6	17.0	121	662	12.7	7.3	114
FAMILY TIES	N 7964	1076	10.5	13.5	107	457	10.1	5.7	103	1180	10.3	14.8	105	596	11.5	7.5	117
FANTASY ISLAND	A 7687	953	9.3	12.4	98	359	7.9	4.7	84	979	8.6	12.7	90	415	8.0	5.4	84
FOULUPS, BLEEPS & BLUNDERS	A 8861	1077	10.5	12.2	96	513	11.4	5.8	104	1350	11.8	15.2	108	570	11.0	6.4	100
FOUR SEASONS	C 5095	691	6.7	13.6	107	*267	5.9	5.2	94	860	7.5	16.9	120	*384	7.4	7.5	117
GIMME A BREAK	N 8838	1176	11.4	13.3	105	524	11.6	5.9	106	1303	11.4	14.7	105	572	11.0	6.5	101
HART TO HART	A 8978	909	8.9	10.1	80	406	9.0	4.5	81	1248	10.9	13.9	99	629	12.1	7.0	109
HILL STREET BLUES	N 8590	1117	10.9	13.0	103	431	9.5	5.0	90	1247	10.9	14.5	103	579	11.1	6.7	105
HOTEL	A 14085	1714	16.7	12.2	96	634	14.0	4.5	81	1881	16.5	13.4	95	859	16.5	6.1	95
JEFFERSONS	C 9360	1117	10.9	11.9	94	486	10.8	5.2	93	1379	12.1	14.7	104	599	11.5	6.4	100
JENNIFER SLEPT HERE	N 5841	743	7.2	12.7	100	291	6.4	5.0	89	973	8.5	16.7	118	536	10.3	9.2	143
KATE & ALLIE	C 9206	1012	9.9	11.0	87	458	10.1	5.0	89	1413	12.4	15.3	109	630	12.1	6.8	107
KNIGHT RIDER	N 7076	894	8.7	12.6	100	397	8.8	5.6	101	1218	10.7	17.2	122	619	11.9	8.7	136
LOVE BOAT	A 12219	1518	14.8	12.4	98	613	13.6	5.0	90	1714	15.0	14.0	99	841	16.2	6.9	107
MAGNUM PI	C 11199	1443	14.0	12.9	102	668	14.8	6.0	107	1982	17.4	17.7	126	1003	19.3	9.0	140
MAMA'S FAMILY	N 6057	660	6.4	10.9	86	218	4.8	3.6	65	890	7.8	14.7	104	392	7.5	6.5	101
MASTER, THE	N 3598	552	5.4	15.3	121	282	6.2	7.8	140	576	5.0	16.0	114	307	5.9	8.5	133
MATT HOUSTON	A 6344	746	7.3	11.8	93	246	5.4	3.9	69	1137	10.0	17.9	127	528	10.2	8.3	130
NBC MONDAY NIGHT MOVIE	N 11994	1727	16.8	14.4	114	774	17.1	6.5	116	1758	15.4	14.7	104	875	16.8	7.3	114
NBC NIGHTLY NEWS	N 5132	701	6.8	13.7	108	276	6.1	5.4	96	826	7.2	16.1	114	359	6.9	7.0	109
NBC NIGHTLY NEWS-SAT	N 3375	274	2.7	8.1	64	*106	2.3	3.1	56	410	3.6	12.1	86	*216	4.2	6.4	100
NBC NIGHTLY NEWS-SUN	N 3130	*272	2.6	8.7	69	*83	1.8	2.7	48	427	3.7	13.6	97	*198	3.8	6.3	99
NBC SUNDAY NIGHT MOVIE	N 8284	1271	12.4	15.3	121	596	13.2	7.2	129	1327	11.6	16.0	114	611	11.8	7.4	115
NEWHART	C 9240	997	9.7	10.8	85	407	9.0	4.4	79	1351	11.8	14.6	104	660	12.7	7.1	111
ONE DAY AT A TIME	C 7288	856	8.3	11.7	93	435	9.6	6.0	107	911	8.0	12.5	89	409	7.9	5.6	87
PEOPLE ARE FUNNY	N 4855	502	4.9	10.3	82	*188	4.2	3.9	69	818	7.2	16.8	120	377	7.3	7.8	121
REAL PEOPLE	N 8869	1217	11.8	13.7	108	595	13.2	6.7	120	1265	11.1	14.3	101	640	12.3	7.2	112
REMINGTON STEELE	N 7743	915	8.9	11.8	93	389	8.6	5.0	90	1083	9.5	14.0	99	508	9.8	6.6	102
RIPLY'S BELIEVE IT - NOT	A 5345	656	6.4	12.3	97	271	6.0	5.1	91	795	7.0	14.9	105	364	7.0	6.8	106
RIPIDE	N 6988	1013	9.9	14.5	114	478	10.6	6.8	123	1067	9.3	15.3	108	552	10.6	7.9	123
SCARECROW & MRS. KING	C 10002	1065	10.4	10.6	84	482	10.7	4.8	86	1558	13.6	15.6	110	728	14.0	7.3	113
SIMON & SIMON	C 10638	1537	15.0	14.4	114	638	14.1	6.0	107	1968	17.2	18.5	131	885	17.0	8.3	130
60 MINUTES	C 13293	1570	15.3	11.8	93	690	15.3	5.2	93	1800	15.8	13.5	96	830	16.0	6.2	97
ST. ELSEWHERE	N 7017	1021	9.9	14.6	115	441	9.8	6.3	113	1074	9.4	15.3	109	603	11.6	8.6	134
THREE'S COMPANY	A 10917	1328	12.9	12.2	96	523	11.6	4.8	86	1527	13.4	14.0	99	608	11.7	5.6	87
T.J. HOOKER	A 9204	1037	10.1	11.3	89	408	9.0	4.4	79	1458	12.8	15.8	112	671	12.9	td	

CANNED MEAT PRODUCTS - TYPES USE & TYPES USED IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE CORNED BEEF				CORNED-BEEF USED IN LAST 30 DAYS				USE DEVILED HAM				DEVILED HAM USED IN LAST 30 DAYS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80966	9823	100.0	12.1	100	4797	100.0	5.9	100	9791	100.0	12.1	100	4257	100.0	5.3	100
18 - 24	9282	692	7.0	7.5	61	**340	7.1	3.7	62	788	8.0	8.5	70	**331	7.8	3.6	68
25 - 34	19072	2177	22.2	11.4	94	1065	22.2	5.6	94	2144	21.9	11.2	93	848	19.9	4.4	85
35 - 44	14591	1639	16.7	11.2	93	821	17.1	5.6	95	2256	23.0	15.5	128	1142	26.8	7.8	149
45 - 54	11345	1467	14.9	12.9	107	842	17.6	7.4	125	1376	14.1	12.1	100	568	13.3	5.0	95
55 - 64	11635	1804	18.4	15.5	128	919	19.2	7.9	133	1439	14.7	12.4	102	700	16.4	6.0	114
65 OR OLDER	15061	2043	20.8	13.6	112	810	16.9	5.4	91	1789	18.3	11.9	98	668	15.7	4.4	84
18 - 34	28354	2870	29.2	10.1	83	1405	29.3	5.0	84	2931	29.9	10.3	86	1179	27.7	4.2	79
18 - 49	**2339	5199	52.9	10.8	89	2602	54.2	5.4	91	5967	60.9	12.3	102	2665	62.6	5.5	105
25 - 54	45008	5284	53.8	11.7	97	2729	56.9	6.1	102	5775	59.0	12.8	106	2558	60.1	5.7	108
35 - 49	19985	2330	23.7	11.7	96	1197	25.0	6.0	101	3035	31.0	15.2	126	1486	34.9	7.4	141
50 OR OLDER	32647	4623	47.1	14.2	117	2195	45.8	6.7	114	3825	39.1	11.7	97	1592	37.4	4.9	93
GRADUATED COLLEGE	11155	1079	11.0	9.7	80	*524	10.9	4.7	79	1239	12.7	11.1	92	*519	12.2	4.7	89
ATTENDED COLLEGE	13682	1298	13.2	9.5	78	572	11.9	4.2	71	1851	18.9	13.5	112	794	18.7	5.8	110
GRADUATED HIGH SCHOOL	33880	4242	43.2	12.5	103	2218	46.2	6.5	111	4219	43.1	12.5	103	1886	44.3	5.6	106
DID NOT GRADUATE HIGH SCHOOL	22270	3203	32.6	14.4	119	1483	30.9	6.7	112	2482	25.3	11.1	92	1058	24.9	4.8	90
EMPLOYED	40306	4344	44.2	10.8	89	2125	44.3	5.3	89	5349	54.6	13.3	110	2384	56.0	5.9	113
EMPLOYED FULL-TIME	32850	3582	36.5	10.9	90	1790	37.3	5.4	92	4407	45.0	13.4	111	1973	46.3	6.0	114
EMPLOYED PART-TIME	7456	763	7.8	10.2	84	*336	7.0	4.5	76	941	9.6	12.6	104	*411	9.7	5.5	105
NOT EMPLOYED	40680	5478	55.8	13.5	111	2672	55.7	6.6	111	4443	45.4	10.9	90	1873	44.0	4.6	88
PROFESSIONAL/MANAGER	10392	886	9.0	8.5	70	*479	10.0	4.6	78	1224	12.5	11.8	97	*607	14.3	5.8	111
TECH/CLERICAL/SALES	17574	1996	20.3	11.4	94	1043	21.7	5.9	100	2420	24.7	13.8	114	1013	23.8	5.8	110
PRECISION/CRAFT	985	**157	1.6	15.9	131	*66	1.4	6.7	113	**114	1.2	11.6	96	*30	0.7	3.0	58
OTHER EMPLOYED	11354	1306	13.3	11.5	95	*536	11.2	4.7	80	1590	16.2	14.0	116	736	17.3	6.5	123
SINGLE	9863	700	7.1	7.1	59	*316	6.6	3.2	54	1027	10.5	10.4	86	*514	12.1	5.2	99
MARRIED	51375	6817	69.4	13.3	109	3566	74.3	6.9	117	6505	66.4	12.7	105	2851	67.0	5.5	106
DIVORCED/SEPARATED/WIDOWED	19748	2306	23.5	11.7	96	915	19.1	4.6	78	2260	23.1	11.4	95	893	21.0	4.5	86
PARENTS	32590	3687	37.5	11.3	93	1882	39.2	5.8	97	3948	40.3	12.1	100	1602	37.6	4.9	94
WHITE	70416	8424	85.8	12.0	99	4120	85.9	5.9	99	8318	85.0	11.8	98	3576	84.0	5.1	97
BLACK	8778	1132	11.5	12.9	106	552	11.5	6.3	106	1197	12.2	13.6	113	527	12.4	6.0	114
OTHER	1791	**267	2.7	14.9	123	**125	2.6	7.0	118	**276	2.8	15.4	127	**154	3.6	8.6	164
NORTHEAST-CENSUS	17786	1850	18.8	10.4	86	827	17.2	4.6	78	1628	16.6	9.2	76	708	16.6	4.0	76
NORTH CENTRAL	20741	1717	17.5	8.3	68	816	17.0	3.9	66	1677	17.1	8.1	67	708	16.6	3.4	65
SOUTH	27775	4219	43.0	15.2	125	2389	49.8	8.6	145	4389	44.8	15.8	131	1981	46.5	7.1	136
WEST	14683	2037	20.7	13.9	114	765	15.9	5.2	88	2097	21.4	14.3	118	859	20.2	5.9	111
NORTHEAST-MKTG.	17961	2077	21.1	11.6	95	902	18.8	5.0	85	1801	18.4	10.0	83	716	16.8	4.0	76
EAST CENTRAL	11885	1226	12.5	10.3	85	602	12.5	5.1	86	807	8.2	6.8	56	*359	8.4	3.0	57
WEST CENTRAL	14090	1037	10.6	7.4	61	*528	11.0	3.7	63	1444	14.7	10.2	85	625	14.7	4.4	84
SOUTH	24081	3621	36.9	15.0	124	2090	43.6	8.7	147	3967	40.5	16.5	136	1814	42.6	7.5	143
PACIFIC	12969	1861	18.9	14.3	118	*676	14.1	5.2	88	1773	18.1	13.7	113	*744	17.5	5.7	109
COUNTY SIZE A	32439	3231	32.9	10.0	82	1476	30.8	4.6	77	3374	34.5	10.4	86	1521	35.7	4.7	89
COUNTY SIZE B	24915	3009	30.6	12.1	100	1479	30.8	5.9	100	3113	31.8	12.5	103	1320	31.0	5.3	101
COUNTY SIZE C	12930	2232	22.7	17.3	142	1223	25.5	9.5	160	2006	20.5	15.5	128	885	20.8	6.8	130
COUNTY SIZE D	10703	1351	13.8	12.6	104	620	12.9	5.8	98	1299	13.3	12.1	100	*532	12.5	5.0	95
METRO CENTRAL CITY	24518	2629	26.8	10.7	88	1087	22.7	4.4	75	2636	26.9	10.8	89	1167	27.4	4.8	91
METRO SUBURBAN	35919	3947	40.2	11.0	91	1979	41.3	5.5	93	4304	44.0	12.0	99	1899	44.6	5.3	101
NON METRO	20549	3247	33.1	15.8	130	1732	36.1	8.4	142	2852	29.1	13.9	115	1191	28.0	5.8	110
TOP 5 ADI'S	18341	1906	19.4	10.4	86	834	17.4	4.5	77	1606	16.4	8.8	72	704	16.5	3.8	73
TOP 10 ADI'S	25378	2667	27.2	10.5	87	1174	24.5	4.6	78	2413	24.6	9.5	79	1073	25.2	4.2	80
TOP 20 ADI'S	36488	3931	40.0	10.8	89	1744	36.4	4.8	81	3917	40.0	10.7	89	1825	42.9	5.0	95
HSHLD INC. \$50,000 OR MORE	6612	*631	6.4	9.5	79	*331	6.9	5.0	85	837	8.5	12.7	105	**425	10.0	6.4	122
\$40,000 OR MORE	12659	1198	12.2	9.5	78	*582	12.1	4.6	78	1634	16.7	12.9	107	796	18.7	6.3	120
\$30,000 OR MORE	24698	2485	25.3	10.1	83	1211	25.2	4.9	83	3293	33.6	13.3	110	1546	36.3	6.3	119
\$25,000 OR MORE	32077	3408	34.7	10.6	88	1555	32.4	4.8	82	4162	42.5	13.0	107	1965	46.2	6.1	117
\$20,000 - \$24,999	9144	1256	12.8	13.7	113	814	17.0	8.9	150	1066	10.9	11.7	96	*457	10.7	5.0	95
\$15,000 - \$19,999	8728	942	9.6	10.8	89	*443	9.2	5.1	86	1065	10.9	12.2	101	*353	8.3	4.0	77
\$10,000 - \$14,999	12562	1972	20.1	15.7	129	933	19.4	7.4	125	1592	16.3	12.7	105	674	15.8	5.4	102
UNDER \$10,000	18475	2244	22.8	12.1	100	1052	21.9	5.7	96	1906	19.5	10.3	85	809	19.0	4.4	83
HOUSEHOLD OF 1 PERSON	11987	1165	11.9	9.7	80	398	8.3	3.3	56	1101	11.2	9.2	76	480	11.3	4.0	76
2 PEOPLE	26577	3717	37.8	14.0	115	1886	39.3	7.1	120	3433	35.1	12.9	107	1555	36.5	5.9	111
3 OR 4 PEOPLE	30617	3510	35.7	11.5	95	1719	35.8	5.6	95	3663	37.4	12.0	99	1539	36.2	5.0	96
5 OR MORE PEOPLE	11804	1431	14.6	12.1	100	*795	16.6	6.7	114	1594	16.3	13.5	112	*682	16.0	5.8	110
NO CHILD IN HSHLD	46165	5846	59.5	12.7	104	2770	57.7	6.0	101	5500	56.2	11.9	99	2475	58.1	5.4	102
CHILD(REN) UNDER 2 YRS	5325	*539	5.5	10.1	83	*332	6.9	6.2	105	*376	3.8	7.1	58	*822	1.9	1.5	29
2 - 5 YEARS	14221	1565	15.9	11.0	91	810	16.9	5.7	96	1505	15.4	10.6	88	*514	12.1	3.6	69
6 - 11 YEARS	15117	1800	18.3	11.9	98	935	19.5	6.2	104	1825	18.6	12.1	100	802	18.8	5.3	101
12 - 17 YEARS	16611	1870	19.0	11.3	93	969	20.2	5.8	98	2282	23.3	13.7	114	986	23.2	5.9	113
RESIDENCE OWNED	55884	7171	73.0	12.8	106	3587	74.8	6.4	108	7371	75.3	13.2	109	3252	76.4	5.8	111
VALUE: \$50,000 OR MORE	31744	3637	37.0	11.5	94	1719	35.8	5.4	91	4306	44.0	13.6	112	1891	44.4	6.0	113
VALUE: UNDER \$50,000	24140	3534	36.0	14.6	121	1868	38.9	7.7	131	3065	31.3	12.7	105	1361	32.0	5.6	107

CANNED MEAT PRODUCTS - TYPES USE & TYPES USED IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	USE CORNED BEEF				CORNED-BEEF USED IN LAST 30 DAYS				USE DEVILED HAM				DEVILED HAM USED IN LAST 30 DAYS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	9823	100.0	12.1	100	4797	100.0	5.9	100	9791	100.0	12.1	100	4257	100.0	5.3	100
MAGAZINES	QUINTILE 1	15799	1929	19.6	12.2	101	1041	21.7	6.6	111	2454	25.1	15.5	128	1077	25.3	6.8	130
	QUINTILE 2	17259	2135	21.7	12.4	102	1113	23.2	6.4	109	2071	21.2	12.0	99	907	21.3	5.3	100
	QUINTILE 3	13545	1755	17.9	13.0	107	927	19.3	6.8	116	1743	17.8	12.9	106	774	18.2	5.7	109
	QUINTILE 4	15133	1824	18.6	12.1	99	780	16.3	5.2	87	1785	18.2	11.8	98	722	17.0	4.8	91
	QUINTILE 5	19250	2179	22.2	11.3	93	938	19.6	4.9	82	1738	17.8	9.0	75	777	18.3	4.0	77
NEWSPAPERS	QUINTILE 1	12413	1099	11.2	8.9	73	*495	10.3	4.0	67	1329	13.6	10.7	89	*633	14.9	5.1	97
	QUINTILE 2	24116	3173	32.3	13.2	108	1616	33.7	6.7	113	3017	30.8	12.5	103	1429	33.6	5.9	117
	QUINTILE 3	11261	1514	15.4	13.4	111	783	16.3	7.0	117	1447	14.8	12.8	106	645	15.2	5.7	109
	QUINTILE 4	20255	2441	24.8	12.1	99	1143	23.8	5.6	95	2375	24.3	11.7	97	964	22.6	4.8	91
	QUINTILE 5	12940	1597	16.3	12.3	102	761	15.9	5.9	99	1623	16.6	12.5	104	*585	13.7	4.5	86
OUTDOOR	QUINTILE 1	14852	1617	16.5	10.9	90	714	14.9	4.8	81	2130	21.8	14.3	119	815	19.1	5.5	104
	QUINTILE 2	15725	1730	17.6	11.0	91	878	18.3	5.6	94	1790	18.3	11.4	94	774	18.2	4.9	94
	QUINTILE 3	16330	1926	19.6	11.8	97	884	18.4	5.4	91	2050	20.9	12.6	104	946	22.2	5.8	110
	QUINTILE 4	16744	1930	19.6	11.5	95	902	18.8	5.4	91	1793	18.3	10.7	89	741	17.4	4.4	84
	QUINTILE 5	17334	2620	26.7	15.1	125	1420	29.6	8.2	138	2029	20.7	11.7	97	981	23.0	5.7	108
RADIO-DRIVE TIME	QUINTILE 1	15911	2152	21.9	13.5	112	1125	23.5	7.1	119	2128	21.7	13.4	111	816	19.2	5.1	98
	QUINTILE 2	14837	1513	15.4	10.2	84	823	17.2	5.5	94	1503	15.4	10.1	84	772	18.1	5.2	99
	QUINTILE 3	15339	1699	17.3	11.1	91	824	17.2	5.4	91	2178	22.2	14.2	117	932	21.9	6.1	116
	QUINTILE 4	16723	2231	22.7	13.3	110	1032	21.5	6.2	104	1952	19.9	11.7	97	726	17.1	4.3	83
	QUINTILE 5	18176	2227	22.7	12.3	101	995	20.7	5.5	92	2030	20.7	11.2	92	1012	23.8	5.6	106
RADIO-MID- DAY	TERCILE 1	21020	2630	26.8	12.5	103	1299	27.1	6.2	104	2561	26.2	12.2	101	1013	23.8	4.8	92
	TERCILE 2	21610	2764	28.1	12.8	105	1445	30.1	6.7	113	2698	27.6	12.5	103	1331	31.3	6.2	117
	TERCILE 3	38355	4429	45.1	11.5	95	2053	42.8	5.4	90	4532	46.3	11.8	98	1914	45.0	5.0	95
RADIO-TOTAL	QUINTILE 1	15988	2081	21.2	13.0	107	1126	23.5	7.0	119	2125	21.7	13.3	110	864	20.3	5.4	103
	QUINTILE 2	15626	1681	17.1	10.8	89	752	15.7	4.8	81	1645	16.8	10.5	87	714	16.8	4.6	87
	QUINTILE 3	16723	1812	18.4	10.8	89	958	20.0	5.7	97	2135	21.8	12.8	106	1135	26.7	6.8	129
	QUINTILE 4	16342	2240	22.8	13.7	113	1037	21.6	6.3	107	2133	21.8	13.1	108	804	18.9	4.9	94
	QUINTILE 5	16306	2009	20.5	12.3	102	925	19.3	5.7	96	1753	17.9	10.8	89	740	17.4	4.5	86
TV-PRIME TIME	QUINTILE 1	15953	2445	24.9	15.3	126	1283	26.7	8.0	136	2276	23.2	14.3	118	1105	26.0	6.9	132
	QUINTILE 2	16137	1753	17.8	10.9	90	885	18.4	5.5	93	1763	18.0	10.9	90	789	18.5	4.9	93
	QUINTILE 3	16420	2035	20.7	12.4	102	914	19.1	5.6	94	1759	18.0	10.7	89	719	16.9	4.4	83
	QUINTILE 4	16687	1888	19.2	11.3	93	1026	21.4	6.1	104	2179	22.3	13.1	108	929	21.8	5.6	106
	QUINTILE 5	15789	1702	17.3	10.8	89	690	14.4	4.4	74	1815	18.5	11.5	95	715	16.8	4.5	86
TV-DAYTIME	TERCILE 1	27736	3881	39.5	14.0	115	1963	40.9	7.1	119	3260	33.3	11.8	97	1521	35.7	5.5	104
	TERCILE 2	26489	3093	31.5	11.7	96	1519	31.7	5.7	97	3430	35.0	12.9	107	1579	37.1	6.0	113
	TERCILE 3	26761	2849	29.0	10.6	88	1315	27.4	4.9	83	3102	31.7	11.6	96	1157	27.2	4.3	82
TV-TOTAL	QUINTILE 1	16345	2447	24.9	15.0	123	1206	25.1	7.4	125	2071	21.2	12.7	105	1054	24.8	6.4	123
	QUINTILE 2	16447	2085	21.2	12.7	105	1079	22.5	6.6	111	1839	18.8	11.2	92	885	20.8	5.4	102
	QUINTILE 3	15980	1933	19.7	12.1	100	952	19.8	6.0	101	2084	21.3	13.0	108	926	21.8	5.8	110
	QUINTILE 4	15887	1689	17.2	10.6	88	781	16.3	4.9	83	1806	18.4	11.4	94	*618	14.5	3.9	74
	QUINTILE 5	16326	1669	17.0	10.2	84	780	16.3	4.8	81	1991	20.3	12.2	101	774	18.2	4.7	90
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	2526	25.7	12.2	101	1356	28.3	6.5	110	2631	26.9	12.7	105	1201	28.2	5.8	110
		19186	2482	25.3	12.9	107	1258	26.2	6.6	111	2805	28.6	14.6	121	1129	26.5	5.9	112
		21899	2526	25.7	11.5	95	1160	24.2	5.3	89	2311	23.6	10.6	87	1096	25.7	5.0	95
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	2001	20.4	13.0	107	1052	21.9	6.8	115	2368	24.2	15.3	127	1083	25.4	7.0	133
		25953	3218	32.8	12.4	102	1698	35.4	6.5	110	3214	32.8	12.4	102	1427	33.5	5.5	105
		24400	2585	26.3	10.6	87	1096	22.8	4.5	76	2750	28.1	11.3	93	1081	25.4	4.4	84
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	2180	22.2	12.1	100	1190	24.8	6.6	111	2613	26.7	14.5	120	1151	27.0	6.4	121
		23571	3013	30.7	12.8	105	1545	32.2	6.6	111	3218	32.9	13.7	113	1421	33.4	6.0	115
		23278	2635	26.8	11.3	93	1266	26.4	5.4	92	2376	24.3	10.2	84	1083	25.4	4.7	89
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	2035	20.7	13.2	109	1098	22.9	7.1	120	2087	21.3	13.5	112	984	23.1	6.4	121
		25829	2890	29.4	11.2	92	1471	30.7	5.7	96	3500	35.7	13.6	112	1383	32.5	5.4	102
		26039	3449	35.1	13.2	109	1658	34.6	6.4	107	2820	28.8	10.8	90	1430	33.6	5.5	104
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	1706	17.4	10.3	85	803	16.7	4.8	82	1910	19.5	11.5	95	894	21.0	5.4	102
		26834	3450	35.1	12.9	106	1695	35.3	6.3	107	3193	32.6	11.9	98	1548	36.4	5.8	110
		23346	2698	27.5	11.6	95	1256	26.2	5.4	91	3252	33.2	13.9	115	1219	28.6	5.2	99
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	2001	20.4	11.7	96	1012	21.1	5.9	100	2003	20.5	11.7	97	904	21.2	5.3	100
		25892	3197	32.5	12.3	102	1559	32.5	6.0	102	3156	32.2	12.2	101	1510	35.5	5.8	111
		23167	2661	27.1	11.5	95	1341	28.0	5.8	98	2918	29.8	12.6	104	1280	30.1	5.5	105
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	2448	24.9	14.3	118	1189	24.8	6.9	117	2060	21.0	12.0	99	1064	25.0	6.2	118
		26214	2633	26.8	10.0	83	1294	27.0	4.9	83	3228	33.0	12.3	102	1380	32.4	5.3	100
		23412	3197	32.5	13.7	113	1650	34.4	7.0	119	2942	30.0	12.6	104	1304	30.6	5.6	106
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	1672	17.0	10.9	90	797	16.6	5.2	88	2001	20.4	13.1	108	770	18.1	5.0	96
		24901	2859	29.1	11.5	95	1323	27.6	5.3	90	3212	32.8	12.9	107	1436	33.7	5.8	110
		26492	3287	33.5	12.4	102	1680	35.0	6.3	107								

	TOTAL U.S. '000	USE CORNED BEEF				CORNED-BEEF USED IN LAST 30 DAYS				USE DEVILED HAM				DEVILED HAM USED IN LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	9823	100.0	12.1	100	4797	100.0	5.9	100	7971	100.0	12.1	100	4257	100.0	5.3	100
ATLANTIC MONTHLY	415	**38	0.4	9.2	75	**23	0.5	5.5	94	**50	0.5	12.0	100	**14	0.3	3.4	64
BARRON'S	453	**46	0.5	10.2	84	**17	0.4	3.8	63	**17	0.2	3.8	31	**12	0.3	2.6	50
BETTER HOMES & GARDENS	16256	2176	22.2	13.4	110	1078	22.5	6.6	112	2236	22.8	13.8	114	1034	24.3	6.4	121
BON APPETIT	2535	322	3.3	12.7	105	**171	3.6	6.7	114	269	2.7	10.6	88	**131	3.1	5.2	98
BUSINESS WEEK	1278	**138	1.4	10.8	89	**78	1.6	6.1	103	**22	2.3	17.4	144	**107	2.5	8.4	159
CAR AND DRIVER	378	**79	0.8	20.9	172	**50	1.0	13.2	223	**62	0.6	16.4	136	**22	0.5	5.8	111
CBS MAGAZINE NETWORK (GROSS)	1498	**168	1.7	11.2	92	**53	1.1	3.5	60	**259	2.6	17.3	143	**75	1.8	5.0	95
CHANGING TIMES	1505	**227	2.3	15.1	124	**110	2.3	7.3	123	**215	2.2	14.3	118	**100	2.3	6.6	126
COLONIAL HOMES	1231	**207	2.1	16.8	139	**142	3.0	11.5	195	**183	1.9	14.9	123	**59	1.4	4.8	91
CONDE NAST MAG. PKG. (GROSS)	14146	1492	15.2	10.5	87	740	15.4	5.2	88	1983	20.3	14.0	116	969	22.8	6.8	130
CONSUMERS DIGEST	1323	**138	1.4	10.4	86	**40	0.8	3.0	51	**233	2.4	17.6	146	**58	1.4	4.4	83
COSMOPOLITAN	7102	721	7.3	10.2	84	326	6.8	4.6	77	897	9.2	12.6	104	392	9.2	5.5	105
COUNTRY LIVING	2481	**304	3.1	12.3	101	**144	3.0	5.8	98	441	4.5	17.8	147	**173	4.1	7.0	133
CUISINE	1472	**194	2.0	13.2	109	**91	1.9	6.2	104	**123	1.3	8.4	69	**50	1.2	3.4	65
CYCLE WORLD	425	**69	0.7	16.2	134	**39	0.8	9.2	155	**79	0.8	18.6	154	**26	0.6	6.1	116
DCI:CREATIVE IDEAS FOR LIV	2610	377	3.8	15.0	124	**179	3.7	7.1	120	407	4.2	16.2	134	**135	3.2	5.4	102
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1072	10.9	16.0	132	577	12.0	8.6	146	1150	11.7	17.2	142	480	11.3	7.2	136
DISCOVER	894	**46	0.5	5.1	42	**5	0.1	0.6	9	**64	0.7	7.2	59	**26	0.6	2.9	55
EBONY	3507	484	4.9	13.8	114	**225	4.7	6.4	108	471	4.8	13.4	111	**136	3.2	3.9	74
ESQUIRE	1083	**213	2.2	19.7	162	**78	1.6	7.2	122	**109	1.1	10.1	83	**28	0.7	2.6	49
ESSENCE	1830	267	2.7	14.6	120	**136	2.8	7.4	125	**217	2.2	11.9	98	**95	2.2	5.2	99
FAMILY CIRCLE	15930	2114	21.5	13.3	109	1137	23.7	7.1	120	2359	24.1	14.8	122	1107	26.0	6.9	132
THE FAMILY HANDYMAN	1126	**132	1.3	11.7	97	**64	1.3	5.7	96	**209	2.1	18.6	154	**97	2.3	8.6	164
FAMILY WEEKLY	11468	1499	15.3	13.1	108	780	16.3	6.8	115	1396	14.3	12.2	101	622	14.6	5.4	103
FIELD & STREAM	2234	**258	2.6	11.5	95	**122	2.5	5.5	92	**288	2.9	12.9	107	**135	3.2	6.0	115
FOOD & WINE	579	**77	0.8	13.3	110	**40	0.8	6.9	117	**32	0.3	5.5	46	**8	0.2	1.4	26
FORBES	728	**42	0.4	5.8	48	**31	0.6	4.3	72	**37	0.4	5.1	42	**11	0.3	1.5	29
FORTUNE	906	**44	0.4	4.9	40	**18	0.4	2.0	34	**103	1.1	11.4	94	**61	1.4	6.7	128
GENTLEMAN'S QUARTERLY	791	**113	1.2	14.3	118	**61	1.3	7.7	130	**53	0.5	6.7	55	**21	0.5	2.7	51
GLAMOUR	5265	496	5.0	9.4	78	**245	5.1	4.7	79	673	6.9	12.8	106	387	9.1	7.4	140
GOLF DIGEST	636	**57	0.6	9.0	74	**29	0.6	4.6	77	**73	0.7	11.5	95	**41	1.0	6.4	123
GOLF DIGEST/TENNIS (GROSS)	1186	**124	1.3	10.5	86	**67	1.4	5.6	95	**143	1.5	12.1	100	**59	1.4	5.0	95
GOLF MAGAZINE	441	**22	0.2	5.0	41	**6	0.1	1.4	23	**55	0.6	12.5	103	**23	0.5	5.2	99
GOLF MAGAZINE/SKI (GROSS)	922	**61	0.6	6.6	55	**29	0.6	3.1	53	**115	1.2	12.5	103	**35	0.8	3.8	72
GOOD HOUSEKEEPING	16487	2053	20.9	12.5	103	953	19.9	5.8	98	2526	25.8	15.3	127	1143	26.8	6.9	132
HARPER'S BAZAAR	2423	**235	2.4	9.7	80	**121	2.5	5.0	84	351	3.6	14.5	120	**144	3.4	5.9	113
HEALTH	1994	**185	1.9	9.3	76	**70	1.5	3.5	59	303	3.1	15.2	126	**163	3.8	8.2	156
HEARST MAG CORP. BUY (GROSS)	44101	5215	53.1	11.8	97	2497	52.1	5.7	96	6508	66.5	14.8	122	2828	66.4	6.4	122
HEARST MAN POWER (GROSS)	1993	**237	2.4	11.9	98	**131	2.7	6.6	111	364	3.7	18.3	151	**152	3.6	7.6	145
HEARST WOMAN POWER (GROSS)	31274	3698	37.6	11.8	97	1716	35.8	5.5	93	4589	46.9	14.7	121	2081	48.9	6.7	127
HOUSE BEAUTIFUL	3623	417	4.2	11.5	95	**176	3.7	4.9	82	494	5.0	13.6	113	**185	4.3	5.1	97
INC.	283	**13	0.1	4.6	38	**0	0.0	0.0	0	**45	0.5	15.9	132	**20	0.5	7.1	134
JET	2928	431	4.4	14.7	121	**219	4.6	7.5	126	370	3.8	12.6	105	**171	4.0	5.8	111
LADIES' HOME JOURNAL	11918	1419	14.4	11.9	98	783	16.3	6.6	111	1790	18.3	15.0	124	792	18.6	6.6	126
LHJ FAMILY GRP COMBO(GROSS)	16764	2022	20.6	12.1	99	1115	23.2	6.7	112	2520	25.7	15.0	124	1121	26.3	6.7	127
LIFE	4254	400	4.1	9.4	78	**213	4.4	5.0	85	555	5.7	13.0	108	**232	5.4	5.5	104
L.A. TIMES HOME MAGAZINE	1145	**164	1.7	14.3	118	**51	1.1	4.5	75	**141	1.4	12.3	102	**32	0.8	2.8	53
MADAMOISELLE	2884	294	3.0	10.2	84	**138	2.9	4.8	81	425	4.3	14.7	122	**200	4.7	6.9	132
MC CALL'S	13460	1694	17.2	12.6	104	795	16.6	5.9	100	1932	19.7	14.4	119	935	22.0	6.9	132
MC CALL'S/WRK MOTHER (GROSS)	14606	1809	18.4	12.4	102	865	18.0	5.9	100	2103	21.5	14.4	119	996	23.4	6.8	130
MECHANIX ILLUSTRATED	772	**148	1.5	19.2	158	**111	2.3	14.4	243	**135	1.4	17.5	145	**95	2.2	12.3	234
METROPOLITAN HOME	967	**136	1.4	14.1	116	**77	1.6	8.0	134	**181	1.8	18.7	155	**95	2.2	9.8	187
MONEY	1588	**127	1.3	8.0	66	**61	1.3	3.8	65	**234	2.4	14.7	122	**87	2.0	5.5	104
MOTHER EARTH NEWS	1002	**113	1.2	11.3	93	**81	1.7	8.1	136	**146	1.5	14.6	121	**66	1.6	6.6	125
MS.	825	**82	0.8	9.9	82	**39	0.8	4.7	80	**95	1.0	11.5	95	**45	1.1	5.5	104
NATIONAL ENQUIRER	10336	1462	14.9	14.1	117	835	17.4	8.1	136	1274	13.0	12.3	102	580	13.6	5.6	107
NATIONAL GEOGRAPHIC	9597	1326	13.5	13.8	114	670	14.0	7.0	118	1367	14.0	14.2	118	580	13.6	6.0	115
NATIONAL SUNDAY MAGAZINE PKG	49558	5842	59.5	11.8	97	2842	59.2	5.7	97	5698	58.2	11.5	95	2580	60.6	5.2	99
NATURAL HISTORY	573	**48	0.5	8.4	69	**5	0.1	0.9	15	**48	0.5	8.4	69	**13	0.3	2.3	43
NEW WOMAN	1699	**214	2.2	12.6	104	**121	2.5	7.1	120	251	2.6	14.8	122	**64	1.5	3.8	72
NEW YORK INCLUDING CUE	443	**25	0.3	5.6	47	**12	0.3	2.7	46	**36	0.4	8.1	67	**13	0.3	2.9	56
THE NEW YORKER	1270	**181	1.8	14.3	118	**110	2.3	8.7	146	**133	1.4	10.5	87	**44	1.0	3.5	66
NEWSWEEK	6277	761	7.7	12.1	100	368	7.7	5.9	99	933	9.5	14.9	123	367	8.6	5.8	111
THE N.Y. TIMES DAILY EDITION	1205	**99	1.0	8.2	68	**65	1.4	5.4	91	**89	0.9	7.4	61	**43	1.0	3.6	68
THE N.Y. TIMES MAGAZINE	2081	**179	1.8	8.6	71	**101	2.1	4.9	82	**198	2.0	9.5	79	**125	2.9	6.0	114
OMNI	788	**63	0.6	8.0	66	**41	0.9	5.2	88	**88	0.9	11.2	92	**41	1.0	5.2	99
ON CABLE	1158	**141	1.4	12.2	100	**95	2.0	8.2	139	**91	0.9	7.9	65	**28	0.7	2.4	46
1001 HOME IDEAS	2852	418	4.3	14.7	121	**262	5.5	9.2	155	427	4.4	15.0	124	**167	3.9	5.9	111
ORGANIC GARDENING	1658	**247	2.5	14.9	123	**85	1.8	5.1	87	**205	2.1	12.4	102	**112	2.6	6.8	129
OUTDOOR LIFE	896	**118	1.2	13.2	109	**79	1.6	8.8	149	**98	1.0	10.9	90	**58	1.4	6.5	123
PARADE MAGAZINE	24275	3020	30.7	12.4	103	1491	31.1	6.1	104	2828	28.9	11.6	96	1325	31.1	5.5	104

	TOTAL U.S. '000	USE CORNED BEEF				CORNED-BEEF USED IN LAST 30 DAYS				USE DEVILED HAM				DEVILED HAM USED IN LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	9823	100.0	12.1	100	4797	100.0	5.9	100	9791	100.0	12.1	100	4257	100.0	5.3	100
PARENTS	3845	450	4.6	11.7	96	**261	5.4	6.8	115	457	4.7	11.9	98	*173	4.1	4.5	86
PENTHOUSE	831	**59	0.6	7.1	59	**24	0.5	2.9	49	**150	1.5	18.1	149	**48	1.1	5.8	110
PEOPLE	11645	1336	13.6	11.5	95	644	13.4	5.5	93	1598	16.3	13.7	114	660	15.5	5.7	108
PLAYBOY	2006	*199	2.0	9.9	82	**74	1.5	3.7	62	*229	2.3	11.4	94	**91	2.1	4.5	86
POPULAR HOT RODDING	297	**28	0.3	9.4	78	**21	0.4	7.1	119	**37	0.4	12.5	103	**9	0.2	3.0	58
POPULAR MECHANICS	1018	**133	1.4	13.1	108	**77	1.6	7.6	128	**176	1.8	17.3	143	**76	1.8	7.5	142
POPULAR SCIENCE	878	**137	1.4	15.6	129	**96	2.0	10.9	185	*214	2.2	24.4	202	**66	1.6	7.5	143
PREVENTION	3913	550	5.6	14.1	116	*246	5.1	6.3	106	573	5.9	14.6	121	*183	4.3	4.7	89
PSYCHOLOGY TODAY	1710	*187	1.9	10.9	90	**124	2.6	7.3	122	*225	2.3	13.2	109	**59	1.4	3.5	66
READER'S DIGEST	22204	2971	30.2	13.4	110	1472	30.7	6.6	112	3159	32.3	14.2	118	1391	32.7	6.3	119
REDBOOK	7684	925	9.4	12.0	99	437	9.1	5.7	96	1166	11.9	15.2	126	547	12.8	7.1	135
ROAD & TRACK	410	**63	0.6	15.4	127	**6	0.1	1.5	25	**38	0.4	9.3	77	**30	0.7	7.3	139
ROLLING STONE	969	**98	1.0	10.1	83	**31	0.6	3.2	54	*142	1.5	14.7	121	**57	1.3	5.9	112
RUNNER'S WORLD	298	**11	0.1	3.7	30	**0	0.0	0.0	0	**62	0.6	20.8	172	**7	0.2	2.3	45
SATURDAY EVENING POST	1169	*174	1.8	14.9	123	**89	1.9	7.6	129	*170	1.7	14.5	120	**107	2.5	9.2	174
SCIENCE 84	587	**97	1.0	16.5	136	**65	1.4	11.1	187	**59	0.6	10.1	83	**15	0.4	2.6	49
SCIENCE DIGEST	482	**60	0.6	12.4	103	**33	0.7	6.8	116	**111	1.1	23.0	190	**36	0.8	7.5	142
SCIENTIFIC AMERICAN	594	**72	0.7	12.1	100	**54	1.1	9.1	153	**70	0.7	11.8	97	**30	0.7	5.1	96
SELF	2089	*242	2.5	11.6	96	**121	2.5	5.8	98	366	3.7	17.5	145	**147	3.5	7.0	134
SEVENTEEN	2411	*172	1.8	7.1	59	**104	2.2	4.3	73	303	3.1	12.6	104	*177	4.2	7.3	140
SKI	480	**39	0.4	8.1	67	**23	0.5	4.8	81	**60	0.6	12.5	103	**12	0.3	2.5	48
SMITHSONIAN	2760	345	3.5	12.5	103	*149	3.1	5.4	91	403	4.1	14.6	121	*144	3.4	5.2	99
SOAP OPERA DIGEST	3013	311	3.2	10.3	85	**151	3.1	5.0	85	417	4.3	13.8	114	*135	3.2	4.5	85
SOUTHERN LIVING	4184	695	7.1	16.6	137	398	8.3	9.5	161	743	7.6	17.8	147	345	8.1	8.2	157
SPORT	559	**88	0.9	15.7	130	**28	0.6	5.0	85	**124	1.3	22.2	183	**43	1.0	7.7	146
THE SPORTING NEWS	436	**51	0.5	11.7	96	**3	0.1	0.7	12	**106	1.1	24.3	201	**38	0.9	8.7	166
SPORTS AFIELD	493	**43	0.4	8.7	72	**22	0.5	4.5	75	**77	0.8	15.6	129	**40	0.9	8.1	154
SPORTS ILLUSTRATED	2758	*303	3.1	11.0	91	**140	2.9	5.1	86	375	3.8	13.6	112	*182	4.3	6.6	126
STAR	7456	1090	11.1	14.6	121	655	13.7	8.8	148	885	9.0	11.9	98	414	9.7	5.6	106
SUNDAY	24936	2539	25.8	10.2	84	1148	23.9	4.6	78	2599	26.5	10.4	86	1147	26.9	4.6	88
SUNSET	2124	*09	4.2	19.3	159	**167	3.5	7.9	133	*313	3.2	14.7	122	**123	2.9	5.8	110
TV GUIDE	21661	2848	29.0	13.1	108	1533	32.0	7.1	119	3270	33.4	15.1	125	1309	30.7	6.0	115
TENNIS	550	**67	0.7	12.2	100	**38	0.8	6.9	117	**70	0.7	12.7	105	**18	0.4	3.3	62
TIME	8880	1076	11.0	12.1	100	547	11.4	6.2	104	1164	11.9	13.1	108	535	12.6	6.0	115
TOWN & COUNTRY	917	**106	1.1	11.6	95	**54	1.1	5.9	99	**73	0.7	8.0	66	**24	0.6	2.6	50
TRAVEL & LEISURE	972	**135	1.4	13.9	115	**74	1.5	7.6	129	*112	1.1	11.5	95	**58	1.4	6.0	114
TRUE STORY	3356	526	5.4	15.7	129	*348	7.3	10.4	175	470	4.8	14.0	116	*206	4.8	6.1	117
U.S. NEWS & WORLD REPORT	3410	587	6.0	17.2	142	*244	5.1	7.2	121	494	5.0	14.5	120	*253	5.9	7.4	141
USA TODAY	1759	*183	1.9	10.4	86	**114	2.4	6.5	109	*252	2.6	14.3	118	*139	3.3	7.9	150
US	1873	*123	1.3	6.6	54	**52	1.1	2.8	47	*267	2.7	14.3	118	**96	2.3	5.1	98
VOGUE	3909	460	4.7	11.8	97	*237	4.9	6.1	102	520	5.3	13.3	110	*236	5.5	6.0	115
WALL STREET JOURNAL	1886	*153	1.6	8.1	67	**91	1.9	4.8	81	*271	2.8	14.4	119	**150	3.5	8.0	151
WEIGHT WATCHERS	2120	254	2.6	12.0	99	*197	4.1	9.3	157	279	2.8	13.2	109	**109	2.6	5.1	98
WOMAN'S DAY	14172	1946	19.8	13.7	113	1073	22.4	7.6	128	2035	20.8	14.4	119	821	19.3	5.8	110
WORKING MOTHER	1146	**115	1.2	10.0	83	**71	1.5	6.2	105	*171	1.7	14.9	123	**60	1.4	5.2	100
WORKING WOMAN	1322	*142	1.4	10.7	89	**64	1.3	4.8	82	*217	2.2	16.4	136	**104	2.4	7.9	150
WORLD TENNIS	*163	**9	0.1	5.5	46	**5	0.1	3.1	52	**20	0.2	12.3	101	**5	0.1	3.1	58
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*289	2.9	11.4	94	**148	3.1	5.8	99	428	4.4	16.9	140	*163	3.8	6.4	122
BLAIR INSERTS	43657	4984	50.7	11.4	94	2403	50.1	5.5	93	4872	49.8	11.2	92	2149	50.5	4.9	94
DAILY NEWSPAPERS																	
READ ANY	51633	6375	64.9	12.3	102	3171	66.1	6.1	104	6506	66.4	12.6	104	2993	70.3	5.8	110
READ ONE	43463	5512	56.1	12.7	105	2768	57.7	6.4	108	5499	56.2	12.7	105	2476	58.2	5.7	108
READ TWO OR MORE	8170	863	8.8	10.6	87	403	8.4	4.9	83	1007	10.3	12.3	102	516	12.1	6.3	120
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6193	63.0	11.8	97	3028	63.1	5.7	97	6104	62.3	11.6	96	2786	65.4	5.3	101
READ ONE	46126	5568	56.7	12.1	100	2704	56.4	5.9	99	5379	54.9	11.7	96	2404	56.5	5.2	99
READ TWO OR MORE	6552	625	6.4	9.5	79	324	6.8	4.9	83	724	7.4	11.1	91	382	9.0	5.8	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	24.95				23.29				30.66				27.74			
30 DAY REACH	71455	8460	86.1	11.8	98	4060	84.6	5.7	96	8634	88.2	12.1	100	3721	87.4	5.2	99
50 SHWG - 30 DAY AV FREQ	14.56	13.20				12.41				16.17				14.76			
30 DAY REACH	67742	8013	81.6	11.8	98	3816	79.5	5.6	95	8222	84.0	12.1	100	3501	82.2	5.2	98
25 SHWG - 30 DAY AV FREQ	7.94	7.52				7.13				8.77				8.04			
30 DAY REACH	62117	7012	71.4	11.3	93	3293	68.6	5.3	89	7609	77.7	12.2	101	3231	75.9	5.2	99
CABLE TV: HOME WIRED	32077	3260	33.2	10.2	84	1597	33.3	5.0	84	3913	40.0	12.2	101	1781	41.8	5.6	106
HOME NOT WIRED	48909	6563	66.8	13.4	111	3201	66.7	6.5	110	5878	60.0	12.0	99	2476	58.2	5.1	96
HAVE PAY CABLE	15935	1448	14.7	9.1	75	802	16.7	5.0	85	1867	19.1	11.7	97	954	22.4	6.0	114

	TOTAL U.S. '000	USE CORNED BEEF				CORNED-BEEF USED IN LAST 30 DAYS				USE DEVILED HAM				DEVILED HAM USED IN LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	9823	100.0	12.1	100	4797	100.0	5.9	100	7971	100.0	12.1	100	4257	100.0	5.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5402	55.0	12.3	101	2865	59.7	6.5	110	5609	57.3	12.8	106	2399	56.4	5.5	104
10:00 AM - 3:00 PM	30659	3881	39.5	12.7	104	1957	40.8	6.4	108	3790	38.7	12.4	102	1664	39.1	5.4	103
3:00 PM - 7:00 PM	31045	3629	36.9	11.7	96	1907	39.8	6.1	104	3895	39.8	12.5	104	1554	36.5	5.0	95
7:00 PM - MIDNIGHT	15767	1638	16.7	10.4	86	856	17.8	5.4	92	1958	20.0	12.4	103	814	19.1	5.2	98
MIDNIGHT - 6:00 AM	9120	1072	10.9	11.8	97	576	12.0	6.3	107	1205	12.3	13.2	109	570	13.4	6.3	119
6:00 AM - MIDNIGHT	58527	7102	72.3	12.1	100	3548	74.0	6.1	102	7384	75.4	12.6	104	3246	76.3	5.5	106
ENTIRE DAY	59311	7174	73.0	12.1	100	3572	74.5	6.0	102	7469	76.3	12.6	104	3278	77.0	5.5	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	1763	17.9	10.9	90	875	18.2	5.4	91	1966	20.1	12.2	101	805	18.9	5.0	95
ALL NEWS	2256	254	2.6	11.3	93	**91	1.9	4.0	68	*245	2.5	10.9	90	**106	2.5	4.7	89
ADR/PROGRESSIVE	3874	403	4.1	10.4	86	*176	3.7	4.5	77	379	3.9	9.8	81	*175	4.1	4.5	86
BEAUTIFUL MUSIC	5660	804	8.2	14.2	117	408	8.5	7.2	122	864	8.8	15.3	126	421	9.9	7.4	112
BLACK	2204	*213	2.2	9.7	80	**111	2.3	5.0	85	*197	2.0	8.9	74	**79	1.9	3.6	68
CLASSICAL	1418	**147	1.5	10.4	85	**75	1.6	5.3	89	*146	1.5	10.3	85	**75	1.8	5.3	101
CHR/ROCK	9538	1044	10.6	10.9	90	619	12.9	6.5	110	1246	12.7	13.1	108	563	13.2	5.9	112
COUNTRY	12648	1980	20.2	15.7	129	1109	23.1	8.8	148	1838	18.8	14.5	120	782	18.4	6.2	118
GOLDEN OLDIES	1191	**121	1.2	10.2	84	**42	0.9	3.5	60	*168	1.7	14.1	117	**34	0.8	2.9	54
MOR/NOSTALGIA	4757	513	5.2	10.8	89	*133	2.8	2.8	47	492	5.0	10.3	86	*208	4.9	4.4	83
NEWS/TALK	3863	410	4.2	10.6	88	*179	3.7	4.6	78	346	3.5	9.0	74	*186	4.4	4.8	92
RELIGIOUS	3084	399	4.1	12.9	107	*240	5.0	7.8	131	358	3.7	11.6	96	**140	3.3	4.5	86
SOFT ROCK	521	**35	0.4	6.7	55	**10	0.2	1.9	32	**55	0.6	10.6	87	**13	0.3	2.5	47
URBAN CONTEMPORARY	1585	*179	1.8	11.3	93	**119	2.5	7.5	127	*165	1.7	10.4	86	**83	1.9	5.2	100
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	448	4.6	13.7	113	*253	5.3	7.8	131	373	3.8	11.4	95	**134	3.1	4.1	78
ABC DIRECTION	2316	355	3.6	15.3	126	*210	4.4	9.1	153	325	3.3	14.0	116	**115	2.7	5.0	94
ABC ENTERTAINMENT	4834	661	6.7	13.7	113	400	8.3	8.3	140	750	7.7	15.5	128	355	8.3	7.3	140
ABC FM	2202	*240	2.4	10.9	90	**133	2.8	6.0	102	*278	2.8	12.6	104	**95	2.2	4.3	82
ABC INFORMATION	5425	720	7.3	13.3	109	295	6.1	5.4	92	744	7.6	13.7	113	310	7.3	5.7	109
ABC ROCK	1677	*199	2.0	11.9	98	**127	2.6	7.6	128	**124	1.3	7.4	61	**70	1.6	4.2	79
CBS	4430	471	4.8	10.6	88	*186	3.9	4.2	71	445	4.5	10.0	83	*188	4.4	4.2	81
MUTUAL	4992	708	7.2	14.2	117	377	7.9	7.6	127	645	6.6	12.9	107	278	6.5	5.6	106
WABC	4679	559	5.7	11.9	98	*270	5.6	5.8	97	517	5.3	11.0	91	*298	7.0	6.4	121
RADIO RADIO	1994	*176	1.8	8.8	73	**119	2.5	6.0	101	*280	2.9	14.0	116	**99	2.3	5.0	94
RKO ONE	2295	*242	2.5	10.5	87	**113	2.4	4.9	83	*222	2.3	9.7	80	**132	3.1	5.7	109
RKO TWO	3311	488	5.0	14.7	122	*319	6.6	9.6	163	355	3.9	11.6	96	*155	3.6	4.7	89
THE SOURCE	2114	*256	2.6	12.1	100	**155	3.2	7.3	124	*230	2.3	10.9	90	**105	2.5	5.0	94
NON-WIRED : BLAIR	8654	958	9.8	11.1	91	530	11.0	6.1	103	1153	11.8	13.3	110	550	12.9	6.4	121
INTERNET	12025	1393	14.2	11.6	96	774	16.1	6.4	109	1549	15.8	12.9	107	663	15.6	5.5	105
KATZ RADIO GROUP	15359	1967	20.0	12.8	106	983	20.5	6.4	108	1842	18.8	12.0	99	886	20.8	5.8	110
SUPERNET	10628	1401	14.3	13.2	109	600	12.5	5.6	95	1470	15.0	13.8	114	685	16.1	6.4	123
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1219	12.4	14.1	116	630	13.1	7.3	123	1038	10.6	12.0	99	524	12.3	6.1	115
WKDAY 9:00 AM - 1:00 PM	12163	1637	16.7	13.5	111	845	17.6	6.9	117	1521	15.5	12.5	103	736	17.3	6.1	115
WKDAY 1:00 PM - 4:30 PM	16150	2056	20.9	12.7	105	1066	22.2	6.6	111	1858	19.0	11.5	95	878	20.6	5.4	103
WKDAY 4:30 PM - 7:30 PM	22463	2949	30.0	13.1	108	1484	30.9	6.6	112	2796	28.6	12.4	103	1269	29.8	5.6	107
WKDAY 7:30 PM - 8:00 PM	31795	4209	42.8	13.2	109	2077	43.3	6.5	110	3914	40.0	12.3	102	1779	41.8	5.6	106
WKDAY 11:00 PM - 11:30 PM	23977	3034	30.9	12.7	104	1575	32.8	6.6	111	2913	29.8	12.1	100	1374	32.3	5.7	109
WKDAY 11:30 PM - 1:00 AM	7703	953	9.7	12.4	102	489	10.2	6.3	107	860	8.8	11.2	92	401	9.4	5.2	99
M-SAT 8-11 PM-SUN 7-11 PM	33800	4404	44.8	13.0	107	2232	46.5	6.6	111	4190	42.8	12.4	103	1912	44.9	5.7	108
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6578	740	7.5	11.3	93	277	5.8	4.2	72	817	8.3	12.5	103	408	9.6	6.2	119
ANOTHER WORLD	N 4620	850	8.7	18.4	152	422	8.8	9.1	154	478	4.9	10.3	86	211	5.0	4.6	87
AS THE WORLD TURNS	C 5614	674	6.9	12.0	99	443	9.2	7.9	133	646	6.6	11.5	95	272	6.4	4.8	92
CAPITOL	C 3396	359	3.7	10.6	87	234	4.9	6.9	116	405	4.1	11.9	99	211	5.0	6.2	118
CBS MORN. NEWS 1	C 1446	204	2.1	14.1	116	*125	2.6	8.6	146	197	2.0	13.6	113	*87	2.0	6.0	114
CBS MORN. NEWS 2	C 1207	163	1.7	13.5	111	*78	1.6	6.5	109	137	1.4	11.4	94	*60	1.4	5.0	95
DAYS OF OUR LIVES	N 5877	842	8.6	14.3	118	493	10.3	8.4	142	580	5.9	9.9	82	297	7.0	5.1	96
FACTS OF LIFE - DAYTIME	N 2290	370	3.8	16.2	133	182	3.8	7.9	134	297	3.0	13.0	107	110	2.6	4.8	91
FAMILY FEUD	A 3023	421	4.3	13.9	115	209	4.4	6.9	117	369	3.8	12.2	101	183	4.3	6.1	115
GENERAL HOSPITAL	A 6097	670	6.8	11.0	91	286	6.0	4.7	79	733	7.5	12.0	99	344	8.1	5.6	107
GOOD MORNING, AMERICA-730	A 3515	451	4.6	12.8	106	183	3.8	5.2	88	426	4.4	12.1	100	198	4.7	5.6	107
GOOD MORNING, AMERICA-830	A 2818	421	4.3	14.9	123	184	3.8	6.5	110	421	4.3	14.9	124	222	5.2	7.9	150
GUIDING LIGHT	C 5339	608	6.2	11.4	94	401	8.4	7.5	127	639	6.5	12.0	99	255	6.0	4.8	91
ONE LIFE TO LIVE	A 4478	452	4.6	10.1	83	209	4.4	4.7	79	585	6.0	13.1	108	275	6.5	6.1	117
PRESS YOUR LUCK	C 2244	312	3.2	13.9	115	163	3.4	7.3	123	275	2.8	12.3					

CANNED MEAT PRODUCTS - TYPES USE & TYPES USED IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	USE CORNED BEEF				CORNED-BEEF USED IN LAST 30 DAYS				USE DEVILED HAM				DEVILED HAM USED IN LAST 30 DAYS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	9823	100.0	12.1	100	4797	100.0	5.9	100	9791	100.0	12.1	100	4257	100.0	5.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3527	35.9	13.5	112	1798	37.5	6.9	116	3345	34.2	12.8	106	1498	35.2	5.7	109
NETWORK AFFILIATES - LATE		20261	2513	25.6	12.4	102	1313	27.4	6.5	109	2466	25.2	12.2	101	1180	27.7	5.8	111
INDEPENDENTS - LATE		2076	292	3.0	14.1	116	117	2.4	5.6	95	275	2.8	13.2	110	132	3.1	6.4	121
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1404	14.3	13.4	111	792	16.5	7.6	128	1294	13.2	12.4	102	490	11.5	4.7	89
ABC MONDAY NIGHT MOVIE	A	6412	781	8.0	12.2	100	331	6.9	5.2	87	849	8.7	13.2	110	394	9.3	6.1	117
ABC SUNDAY NIGHT MOVIE	A	12407	1397	14.2	11.3	93	591	12.3	4.8	80	1586	16.2	12.8	106	662	15.6	5.3	102
ABC WORLD NEWS TONIGHT	A	6176	807	8.2	13.1	108	411	8.6	6.7	112	859	8.8	13.9	115	428	10.1	6.9	130
AFTERMASH	C	5863	839	8.5	14.3	118	*450	9.4	7.7	130	624	6.4	10.6	88	*354	8.3	6.0	115
ALICE	C	9594	1284	13.1	13.4	110	645	13.4	6.7	114	1088	11.1	11.3	94	465	10.9	4.8	92
AMERICAN PARADE	C	6622	869	8.8	13.1	108	449	9.4	6.8	114	877	9.0	13.2	110	411	9.7	6.2	118
BENSON	A	10886	1326	13.5	12.2	100	556	11.6	5.1	86	1287	13.1	11.8	98	589	13.8	5.4	103
BLUE THUNDER	A	5036	557	5.7	11.1	91	*275	5.7	5.5	92	607	6.2	12.1	100	306	7.2	6.1	116
CAGNEY & LACEY	C	9965	1349	13.7	13.5	112	739	15.4	7.4	125	1071	10.9	10.7	89	524	12.3	5.3	100
CBS EVENING NEWS-DEAN	C	3491	548	5.6	15.7	129	266	5.5	7.6	129	451	4.6	12.9	107	*177	4.2	5.1	96
CBS EVENING NEWS-RATHER	C	7123	1043	10.6	14.6	121	567	11.8	8.0	134	954	9.7	13.4	111	406	9.5	5.7	108
CBS SAT. NEWS-SCHIEFFER	C	3621	496	5.0	13.7	113	265	5.5	7.3	124	446	4.6	12.3	102	171	4.0	4.7	90
CBS SATURDAY NIGHT MOVIE	C	5436	825	8.4	15.2	125	423	8.8	7.8	131	694	7.1	12.8	106	241	5.7	4.4	84
CBS WEDNESDAY NIGHT MOVIE	C	6100	911	9.3	14.9	123	491	10.2	8.0	136	852	8.7	14.0	116	417	9.8	6.8	130
CHEERS	N	8889	1177	12.0	13.2	109	630	13.1	7.1	120	1061	10.8	11.9	99	508	11.9	5.7	109
DALLAS	C	22109	2989	30.4	13.5	111	1578	32.9	7.1	120	2691	27.5	12.2	101	1162	27.3	5.3	100
DIFF'RENT STROKES	N	6940	976	9.9	14.1	116	498	10.4	7.2	121	822	8.4	11.8	98	386	9.1	5.6	106
DOUBLE TROUBLE	N	7223	890	9.1	12.3	102	431	9.0	6.0	101	941	9.6	13.0	108	381	8.9	5.3	100
DUCK FACTORY	N	5595	871	8.9	15.6	128	431	9.0	7.7	130	681	7.0	12.2	101	279	6.6	5.0	95
DUKES OF HAZZARD	C	5768	882	9.0	15.3	126	505	10.5	8.8	148	780	8.0	13.5	112	285	6.7	4.9	94
DYNASTY	A	20053	2491	25.4	12.4	102	1314	27.4	6.6	111	2427	24.8	12.1	100	1161	27.3	5.8	110
FACTS OF LIFE	N	8087	1031	10.5	12.7	105	561	11.7	6.9	117	932	9.5	11.5	95	354	8.3	4.4	83
FALCON CREST	C	20046	2499	25.4	12.5	103	1295	27.0	6.5	109	2484	25.4	12.4	102	1148	27.0	5.7	109
FALL GUY	A	9084	1190	12.1	13.1	108	607	12.7	6.7	113	1371	14.0	15.1	125	560	13.2	6.2	117
FAMILY TIES	N	7964	1156	11.8	14.5	120	581	12.1	7.3	123	1038	10.6	13.0	108	507	11.9	6.4	121
FANTASY ISLAND	A	7687	959	9.8	12.5	103	377	7.9	4.9	83	891	9.1	11.6	96	400	9.4	5.2	99
FOULUPS, BLEEPs & BLUNDERS	A	8861	1110	11.3	12.5	103	481	10.0	5.4	92	1050	10.7	11.8	98	544	12.8	6.1	117
FOUR SEASONS	C	5095	734	7.5	14.4	119	*354	7.4	6.9	117	597	6.1	11.7	97	*295	6.9	5.8	110
GIMME A BREAK	N	8838	1309	13.3	14.8	122	659	13.7	7.5	126	1081	11.0	12.2	101	497	11.7	5.6	107
HART TO HART	A	8978	1017	10.4	11.3	93	574	12.0	6.4	108	1064	10.9	11.9	98	520	12.2	5.8	110
HILL STREET BLUES	N	8590	899	9.2	10.5	86	502	10.5	5.8	99	971	9.9	11.3	93	416	9.8	4.8	92
HOTEL	A	14085	1662	16.9	11.8	97	869	18.1	6.2	104	1504	15.4	10.7	88	722	17.0	5.1	98
JEFFERSONS	C	9360	1176	12.0	12.6	104	613	12.8	6.5	111	989	10.1	10.6	87	429	10.1	4.6	87
JENNIFER SLEPT HERE	N	5841	883	9.0	15.1	125	499	10.4	8.5	144	716	7.3	12.3	101	312	7.3	5.3	102
KATE & ALLIE	C	9206	1099	11.2	11.9	98	678	14.1	7.4	124	1262	12.9	13.7	113	542	12.7	5.9	112
KNIGHT RIDER	N	7076	1023	10.4	14.5	119	504	10.5	7.1	120	852	8.7	12.0	100	410	9.6	5.8	110
LOVE BOAT	A	12219	1604	16.3	13.1	108	866	18.1	7.1	120	1415	14.5	11.6	96	626	14.7	5.1	97
MAGNUM PI	C	11199	1772	18.0	15.8	130	992	20.7	8.9	150	1659	16.9	14.8	123	739	17.4	6.6	126
MAMA'S FAMILY	N	6057	894	9.1	14.8	122	476	9.9	7.9	133	732	7.5	12.1	100	367	8.6	6.1	115
MASTER, THE	N	3598	582	5.9	16.2	133	365	7.6	10.1	171	429	4.4	11.9	99	*152	3.6	4.2	80
MATT HOUSTON	A	6344	866	8.8	13.7	113	441	9.2	7.0	117	677	6.9	10.7	88	307	7.2	4.8	92
NBC MONDAY NIGHT MOVIE	N	11994	1541	15.7	12.8	106	838	17.5	7.0	118	1473	15.0	12.3	102	630	14.8	5.3	100
NBC NIGHTLY NEWS	N	5132	811	8.3	15.8	130	421	8.8	8.2	138	634	6.5	12.4	102	249	5.8	4.9	92
NBC NIGHTLY NEWS-SAT	N	3375	407	4.1	12.1	99	*243	5.1	7.2	122	362	3.7	10.7	89	*121	2.8	3.6	68
NBC NIGHTLY NEWS-SUN	N	3130	365	3.7	11.7	96	*183	3.8	5.8	99	316	3.2	10.1	84	*179	4.2	5.7	109
NBC SUNDAY NIGHT MOVIE	N	8284	1330	13.5	16.1	132	603	12.6	7.3	123	1053	10.8	12.7	105	381	8.9	4.6	87
NEWMARK	C	9240	1156	11.8	12.5	103	629	13.1	6.8	115	1027	10.5	11.1	92	462	10.9	5.0	95
ONE DAY AT A TIME	C	7288	803	8.2	11.0	91	373	7.8	5.1	86	737	7.5	10.1	84	327	7.7	4.5	85
PEOPLE ARE FUNNY	N	4855	722	7.4	14.9	123	350	7.3	7.2	122	668	6.8	13.8	114	329	7.7	6.8	129
REAL PEOPLE	N	8869	1166	11.9	13.1	108	638	13.3	7.2	121	1095	11.2	12.3	102	451	10.6	5.1	97
REMINGTON STEELE	N	7743	1001	10.2	12.9	107	489	10.2	6.3	107	784	8.0	10.1	84	331	7.8	4.3	81
RIPLEY'S BELIEVE IT - NOT	A	5345	620	6.3	11.6	96	287	6.0	5.4	91	691	7.1	12.9	107	257	6.0	4.8	91
RIPTIDE	N	6988	972	9.9	13.9	115	557	11.6	8.0	135	784	8.0	11.2	93	316	7.4	4.5	86
SCARECROW & MRS. KING	C	10002	1300	13.2	13.0	107	741	15.4	7.4	125	1254	12.8	12.5	104	544	12.8	5.4	103
SIMON & SIMON	C	10638	1555	15.8	14.6	121	861	17.9	8.1	137	1485	15.2	14.0	115	715	16.8	6.7	128
60 MINUTES	C	13293	1708	17.4	12.8	106	911	19.0	6.9	116	1525	15.6	11.5	95	733	17.2	5.5	105
ST. ELSEWHERE	N	7017	994	10.1	14.2	117	574	12.0	8.2	138	866	8.8	12.3	102	391	9.2	5.6	106
THREE'S COMPANY	A	10917	1312	13.4	12.0	99	675	14.1	6.2	104	1348	13.8	12.3					

CANNED MEAT PRODUCTS - TYPES USE & TYPES USED IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE ROAST BEEF HASH				USE STEMS-CHICKEN				USE VIENNA SAUSAGE				VIENNA SAUSAGE USED IN LAST 30 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4929	100.0	6.1	100	2550	100.0	3.1	100	15950	100.0	19.7	100	7904	100.0	9.8	100
18 - 24	9282	*419	8.5	4.5	74	**225	8.8	2.4	77	1653	10.4	17.8	90	963	12.2	10.4	106
25 - 34	19072	1138	23.1	6.0	98	*545	21.4	2.9	91	3743	23.5	19.6	100	1699	21.5	8.9	91
35 - 44	14591	1009	20.5	6.9	114	*473	18.5	3.2	103	3251	20.4	22.3	113	1613	20.4	11.1	113
45 - 54	11345	831	16.9	7.3	120	*424	16.6	3.7	119	2341	14.7	20.6	105	1184	15.0	10.4	107
55 - 64	11635	658	13.3	5.7	93	*259	10.2	2.2	71	2556	16.0	22.0	112	1215	15.4	10.4	107
65 OR OLDER	15061	875	17.8	5.8	95	624	24.5	4.1	132	2406	15.1	16.0	81	1232	15.6	8.2	84
18 - 34	28354	1557	31.6	5.5	90	770	30.2	2.7	86	5396	33.8	19.0	97	2661	33.7	9.4	96
18 - 49	48339	2988	60.6	6.2	102	1433	56.2	3.0	94	9883	62.0	20.4	104	4886	61.8	10.1	104
18 - 54	45008	2977	60.4	6.6	109	1442	56.5	3.2	102	9335	58.5	20.7	105	4495	56.9	10.0	102
35 - 49	19985	1431	29.0	7.2	118	663	26.0	3.3	105	4487	28.1	22.5	114	2225	28.2	11.1	114
50 OR OLDER	32647	1942	39.4	5.9	98	1117	43.8	3.4	109	6067	38.0	18.6	94	3018	38.2	9.2	95
GRADUATED COLLEGE	11155	727	14.7	6.5	107	*293	11.5	2.6	83	1626	10.2	14.6	74	632	8.0	5.7	58
ATTENDED COLLEGE	13682	790	16.0	5.8	95	**325	12.7	2.4	75	2483	15.6	18.1	92	1243	15.7	9.1	93
GRADUATED HIGH SCHOOL	33880	1968	39.9	5.8	95	1110	43.5	3.3	104	6926	43.4	20.4	104	3586	45.4	10.6	108
DID NOT GRADUATE HIGH SCHOOL	22270	1445	29.3	6.5	107	822	32.2	3.7	117	4916	30.8	22.1	112	2444	30.9	11.0	112
EMPLOYED	40306	2491	50.5	6.2	102	1257	49.3	3.1	99	7629	47.8	18.9	96	3761	47.6	9.3	96
EMPLOYED FULL-TIME	32850	1916	38.9	5.8	96	1055	41.4	3.2	102	6390	40.1	19.5	99	3175	40.2	9.7	99
EMPLOYED PART-TIME	7456	*575	11.7	7.7	127	**202	7.9	2.7	86	1239	7.8	16.6	84	*586	7.4	7.9	81
NOT EMPLOYED	40680	2439	49.5	6.0	99	1293	50.7	3.2	101	8321	52.2	20.5	104	4144	52.4	10.2	104
PROFESSIONAL/MANAGER	10392	698	14.2	6.7	110	**287	11.3	2.8	88	1517	9.5	14.6	74	*661	8.4	6.4	65
TECH/CLERICAL/SALES	17574	1003	20.3	5.7	94	*442	17.3	2.5	80	3412	21.4	19.4	99	1619	20.5	9.2	94
PRECISION/CRAFT	985	**87	1.8	8.8	145	*440	1.6	4.1	129	**137	0.9	13.9	71	*85	1.1	8.6	88
OTHER EMPLOYED	11354	702	14.2	6.2	102	*489	19.2	4.3	137	2563	16.1	22.6	115	1397	17.7	12.3	126
SINGLE	9863	584	11.8	5.9	97	*340	13.3	3.4	109	1558	9.8	15.8	80	832	10.5	8.4	86
MARRIED	51375	3093	62.8	6.0	99	1395	54.7	2.7	86	10525	66.0	20.5	104	5454	69.0	10.6	109
DIVORCED/SEPARATED/WIDOWED	19748	1253	25.4	6.3	104	816	32.0	4.1	131	3867	24.2	19.6	99	1619	20.5	8.2	84
PARENTS	32590	2196	44.6	6.7	111	919	36.0	2.8	90	7219	45.3	22.2	112	3542	44.8	10.9	111
WHITE	70416	4103	83.2	5.8	96	1794	70.4	2.5	81	12806	80.3	18.2	92	6498	82.2	9.2	95
BLACK	8778	677	13.7	7.7	127	710	27.8	8.1	257	2770	17.4	31.6	160	1190	15.1	13.6	139
OTHER	1791	**150	3.0	8.4	138	*446	1.8	2.6	82	**374	2.3	20.9	106	**216	2.7	12.1	124
NORTHEAST-CENSUS	17786	934	18.9	5.3	86	**200	7.8	1.1	36	1228	7.7	6.9	35	*449	5.7	2.5	26
NORTH CENTRAL	20741	1310	26.6	6.3	104	*321	12.6	1.5	49	2350	14.7	11.3	58	1062	13.4	5.1	52
SOUTH	27775	1652	33.5	5.9	98	1727	67.7	6.2	197	9763	61.2	35.2	178	5196	65.7	18.7	192
WEST	14683	1033	21.0	7.0	116	**302	11.8	2.1	65	2610	16.4	17.8	90	1198	15.2	8.2	84
NORTHEAST-MKTG.	17961	1003	20.3	5.6	92	459	18.0	2.6	81	1567	9.8	8.7	44	670	8.5	3.7	38
EAST CENTRAL	11885	662	13.4	5.6	92	*161	6.3	1.4	43	2004	12.6	16.9	86	936	11.8	7.9	81
WEST CENTRAL	14090	848	17.2	6.0	99	*209	8.2	1.5	47	1317	8.3	9.3	47	559	7.1	4.0	41
SOUTH	24081	1502	30.5	6.2	102	1447	56.7	6.0	191	8839	55.4	36.7	186	4741	60.0	19.7	202
PACIFIC	12969	914	18.5	7.0	116	**275	10.8	2.1	67	2224	13.9	17.1	87	999	12.6	7.7	79
COUNTY SIZE A	32439	1820	36.9	5.6	92	865	33.9	2.7	85	4777	29.9	14.7	75	2373	30.0	7.3	75
COUNTY SIZE B	24915	1483	30.1	6.0	98	769	30.2	3.1	98	5091	31.9	20.4	104	2356	29.8	9.5	97
COUNTY SIZE C	12930	790	16.0	6.1	100	*435	17.1	3.4	107	3479	21.8	26.9	137	1756	22.2	13.6	139
COUNTY SIZE D	10703	837	17.0	7.8	128	482	18.9	4.5	143	2604	16.3	24.3	124	1419	18.0	13.3	136
METRO CENTRAL CITY	24518	1241	25.2	5.1	83	624	24.5	2.5	81	4120	25.8	16.8	85	1859	23.5	7.6	78
METRO SUBURBAN	35919	2220	45.0	6.2	102	999	39.2	2.8	88	6476	40.6	18.0	92	3252	41.1	9.1	93
NON METRO	20549	1469	29.8	7.1	117	927	36.4	4.5	143	5355	33.6	26.1	132	2793	35.3	13.6	139
TOP 5 ADI'S	18341	1229	24.9	6.7	110	*340	13.3	1.9	59	2287	14.3	12.5	63	955	12.1	5.2	53
TOP 10 ADI'S	25378	1601	32.5	6.3	104	747	29.3	2.9	93	3635	22.8	14.3	73	1747	22.1	6.9	71
TOP 20 ADI'S	36488	2160	43.8	5.9	97	1093	42.9	3.0	95	5527	34.7	15.1	77	2696	34.1	7.4	76
HSHLD INC. \$50,000 OR MORE	6612	*457	9.3	6.9	114	**129	5.1	2.0	62	848	5.3	12.8	65	**329	4.2	5.0	51
\$40,000 OR MORE	12659	796	16.1	6.3	103	**296	11.6	2.3	74	1851	11.6	14.6	74	852	10.8	6.7	69
\$30,000 OR MORE	24698	1511	30.7	6.1	101	608	23.8	2.5	78	4131	25.9	16.7	85	2057	26.0	8.3	85
\$25,000 OR MORE	32077	1988	40.3	6.2	102	799	31.3	2.5	79	5344	33.5	16.7	85	2758	34.9	8.6	88
\$20,000 - \$24,999	9144	*524	10.6	5.7	94	*329	12.9	3.6	114	1949	12.2	21.3	108	1028	13.0	11.2	115
\$15,000 - \$19,999	8728	*488	9.9	5.6	92	*215	8.4	2.5	78	1713	10.7	19.6	100	857	10.8	9.8	101
\$10,000 - \$14,999	12562	753	15.3	6.0	98	*382	15.0	3.0	97	2730	17.1	21.7	110	1261	16.0	10.0	103
UNDER \$10,000	18475	1176	23.9	6.4	105	826	32.4	4.5	142	4214	26.4	22.8	116	2001	25.3	10.8	111
HOUSEHOLD OF 1 PERSON	11987	617	12.5	5.1	85	354	13.9	3.0	94	1690	10.6	14.1	72	736	9.3	6.1	63
2 PEOPLE	26577	1638	33.2	6.2	101	860	33.7	3.2	103	5044	31.6	19.0	96	2462	31.1	9.3	95
3 OR 4 PEOPLE	30617	1675	34.0	5.5	90	966	37.9	3.2	100	6366	39.9	20.8	106	3337	42.2	10.9	112
5 OR MORE PEOPLE	11804	999	20.3	8.5	139	*370	14.5	3.1	100	2850	17.9	24.1	123	1369	17.3	11.6	119
NO CHILD IN HSHLD	46165	2533	51.4	5.5	90	1593	62.5	3.5	110	7959	49.9	17.2	88	3902	49.4	8.5	87
CHILD(REN) UNDER 2 YRS	5325	**250	5.1	4.7	77	**122	4.8	2.3	73	988	6.2	18.6	94	*537	6.8	10.1	103
2 - 5 YEARS	14221	854	17.3	6.0	99	*441	17.3	3.1	98	3279	20.6	23.1	117	1595	20.2	11.2	115
6 - 11 YEARS	15117	1196	24.3	7.9	130	*384	15.1	2.5	81	3415	21.4	22.6	115	1728	21.9	11.4	117
12 - 17 YEARS	16611	1092	22.2	6.6	108	*446	17.5	2.7	85	3922	24.6	23.6	120	2056	26.0	12.4	127
RESIDENCE OWNED	55884	3463	70.3	6.2	102	1804	70.7	3.2	103	11411	71.5	20.4	104	5574	70.5	10.0	102
VALUE: \$50,000 OR MORE	31744	1898	38.5	6.0	98	872	34.2	2.7	87	5259	33.0	16.6	84	2356	29.8	7.4	76
VALUE: UNDER \$50,000	24140	1565	31.8	6.5	107	932	36.5	3.9	123	6152	38.6	25.5	129	3218	40.7	13.3	137

CANNED MEAT PRODUCTS - TYPES USE & TYPES USED IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	USE ROAST BEEF HASH				USE STEWS-CHICKEN				USE VIENNA SAUSAGE				VIENNA SAUSAGE USED IN LAST 30 DAYS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	4929	100.0	6.1	100	2550	100.0	3.1	100	15950	100.0	19.7	100	7904	100.0	9.8	100
MAGAZINES	QUINTILE 1	15799	1040	21.1	6.6	108	*621	24.4	3.9	125	3281	20.6	20.8	105	1600	20.2	10.1	104
	QUINTILE 2	17259	1109	22.5	6.4	106	*367	14.4	2.1	68	3240	20.3	18.8	95	1493	18.9	8.7	89
	QUINTILE 3	13545	952	19.3	7.0	115	*529	20.7	3.9	124	2470	15.5	18.2	93	1382	17.5	10.2	105
	QUINTILE 4	15133	842	17.1	5.6	91	*503	19.7	3.3	106	3215	20.2	21.2	108	1601	20.3	10.6	108
	QUINTILE 5	19250	986	20.0	5.1	84	530	20.8	2.8	87	3744	23.5	19.4	99	1829	23.1	9.5	97
NEWSPAPERS	QUINTILE 1	12413	682	13.8	5.5	90	**252	9.9	2.0	64	1762	11.0	14.2	72	803	10.2	6.5	66
	QUINTILE 2	24116	1606	32.6	6.7	109	771	30.2	3.2	102	4625	29.0	19.2	97	2271	28.7	9.4	96
	QUINTILE 3	11261	633	12.8	5.6	92	*399	15.6	3.5	113	2278	14.3	20.2	103	1224	15.5	10.9	111
	QUINTILE 4	20255	1234	25.0	6.1	100	661	25.9	3.3	104	4113	25.8	20.3	103	2098	26.5	10.4	106
	QUINTILE 5	12940	774	15.7	6.0	98	*468	18.4	3.6	115	3172	19.9	24.5	124	1510	19.1	11.7	120
OUTDOOR	QUINTILE 1	14852	946	19.2	6.4	105	*545	21.4	3.7	117	2750	17.2	18.5	94	1464	18.5	9.9	101
	QUINTILE 2	15725	728	14.8	4.6	76	*335	13.1	2.1	68	2737	17.2	17.4	88	1286	16.3	8.2	84
	QUINTILE 3	16330	1104	22.4	6.8	111	*438	17.2	2.7	85	3370	21.1	20.6	105	1515	19.2	9.3	95
	QUINTILE 4	16744	941	19.1	5.6	92	*598	23.5	3.6	113	3488	21.9	20.8	106	1703	21.5	10.2	104
	QUINTILE 5	17334	1210	24.5	7.0	115	635	24.9	3.7	116	3606	22.6	20.8	106	1937	24.5	11.2	114
RADIO-DRIVE TIME	QUINTILE 1	15911	1081	21.9	6.8	112	*407	16.0	2.6	81	3490	21.9	21.9	111	1575	19.9	9.9	101
	QUINTILE 2	14837	814	16.5	5.5	90	*407	16.0	2.7	87	2694	16.9	18.2	92	1431	18.1	9.6	99
	QUINTILE 3	15339	920	18.7	6.0	99	*425	16.7	2.8	88	2954	18.5	19.3	98	1522	19.3	9.9	102
	QUINTILE 4	16723	1094	22.2	6.5	107	749	29.4	4.5	142	3151	19.8	18.8	96	1500	19.0	9.0	92
	QUINTILE 5	18176	1020	20.7	5.6	92	562	22.0	3.1	98	3662	23.0	20.1	102	1876	23.7	10.3	106
RADIO-MID- DAY	TERCILE 1	21020	1239	25.1	5.9	97	553	21.7	2.6	84	4117	25.8	19.6	99	2291	29.0	10.9	112
	TERCILE 2	21610	1329	27.0	6.1	101	712	27.9	3.3	105	4361	27.3	20.2	102	2058	26.0	9.5	98
	TERCILE 3	38355	2362	47.9	6.2	101	1285	50.4	3.4	106	7473	46.9	19.5	99	3555	45.0	9.3	95
RADIO-TOTAL	QUINTILE 1	15988	990	20.1	6.2	102	471	18.5	2.9	94	3483	21.8	21.8	111	1796	22.7	11.2	115
	QUINTILE 2	15626	954	19.4	6.1	100	*413	16.2	2.6	84	2698	16.9	17.3	88	1355	17.1	8.7	89
	QUINTILE 3	16723	1044	21.2	6.2	103	*374	14.7	2.2	71	3374	21.2	20.2	102	1629	20.6	9.7	100
	QUINTILE 4	16342	954	19.4	5.8	96	673	26.4	4.1	131	3182	19.9	19.5	99	1438	18.2	8.8	90
	QUINTILE 5	16306	987	20.0	6.1	99	620	24.3	3.8	121	3213	20.1	19.7	100	1687	21.3	10.3	106
TV-PRIME TIME	QUINTILE 1	15953	1088	22.1	6.8	112	542	21.3	3.4	108	3394	21.3	21.3	108	1841	23.3	11.5	118
	QUINTILE 2	16137	1126	22.8	7.0	115	*428	16.8	2.7	84	3055	19.2	18.9	96	1671	21.1	10.4	106
	QUINTILE 3	16420	1142	23.2	7.0	114	*447	17.5	2.7	86	3274	20.5	19.9	101	1545	19.5	9.4	96
	QUINTILE 4	16687	741	15.0	4.4	73	630	24.7	3.8	120	3353	21.0	20.1	102	1583	20.0	9.5	97
	QUINTILE 5	15789	833	16.9	5.3	87	*505	19.8	3.2	102	2875	18.0	18.2	92	1264	16.0	8.0	82
TV-DAYTIME	TERCILE 1	27736	1869	37.9	6.7	111	1077	42.2	3.9	123	6288	39.4	22.7	115	3185	40.3	11.5	118
	TERCILE 2	26489	1529	31.0	5.8	95	803	31.5	3.0	96	4877	30.6	18.4	93	2528	32.0	9.5	98
	TERCILE 3	26761	1531	31.1	5.7	94	670	26.3	2.5	80	4786	30.0	17.9	91	2191	27.7	8.2	84
TV-TOTAL	QUINTILE 1	16345	1067	21.6	6.5	107	670	26.3	4.1	130	3689	23.1	22.6	115	2012	25.5	12.3	126
	QUINTILE 2	16447	1069	21.7	6.5	107	*455	17.8	2.8	88	3426	21.5	20.8	106	1632	20.6	9.9	102
	QUINTILE 3	15980	1113	22.6	7.0	114	*455	17.8	2.8	90	3041	19.1	19.0	97	1530	19.4	9.6	98
	QUINTILE 4	15887	938	19.0	5.9	97	548	21.5	3.4	110	2779	17.4	17.5	89	1370	17.3	8.6	88
	QUINTILE 5	16326	742	15.1	4.5	75	*422	16.5	2.6	82	3016	18.9	18.5	94	1361	17.2	8.3	85
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	1272	25.8	6.1	101	560	22.0	2.7	86	3741	23.5	18.1	92	1745	22.1	8.4	86
	NEWSPAPER IMPERATIVE	19186	1405	28.5	7.3	120	752	29.5	3.9	124	4258	26.7	22.2	113	2226	28.2	11.6	119
		21899	1273	25.8	5.8	96	701	27.5	3.2	102	3739	23.4	17.1	87	1958	24.8	8.9	92
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	971	19.7	6.3	103	*442	17.3	2.9	91	2832	17.8	18.3	93	1403	17.8	9.1	93
	OUTDOOR IMPERATIVE	25953	1743	35.4	6.7	110	875	34.3	3.4	107	5147	32.3	19.8	101	2558	32.4	9.9	101
		24400	1354	27.5	5.5	91	722	28.3	3.0	94	4494	28.2	18.4	94	2239	28.3	9.2	94
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	1250	25.4	6.9	114	547	21.5	3.0	96	3625	22.7	20.1	102	1825	23.1	10.1	104
	RADIO IMPERATIVE	23571	1463	29.7	6.2	102	846	33.2	3.6	114	4502	28.2	19.1	97	2154	27.3	9.1	94
		23278	1306	26.5	5.6	92	572	22.4	2.5	78	4505	28.2	19.4	98	2362	29.9	10.1	104
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	1114	22.6	7.2	118	*477	18.7	3.1	98	3114	19.5	20.1	102	1501	19.0	9.7	99
	TELEVISION IMPERATIVE	25829	1623	32.9	6.3	103	754	29.6	2.9	93	4748	29.8	18.4	93	2192	27.7	8.5	87
		26039	1492	30.3	5.7	94	874	34.3	3.4	107	5678	35.6	21.8	111	3046	38.5	11.7	120
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	902	18.3	5.4	89	*425	16.7	2.6	81	2799	17.5	16.9	86	1321	16.7	8.0	82
	OUTDOOR IMPERATIVE	26834	1739	35.3	6.5	106	831	32.6	3.1	98	4925	30.9	18.4	93	2417	30.6	9.0	92
		23346	1510	30.6	6.5	106	765	30.0	3.3	104	4953	31.1	21.2	108	2495	31.6	10.7	110
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	1070	21.7	6.2	103	*341	13.4	2.0	63	2909	18.2	17.0	86	1430	18.1	8.3	86
	RADIO IMPERATIVE	25892	1584	32.1	6.1	101	927	36.4	3.6	114	4598	28.8	17.8	90	2169	27.4	8.4	86
		23167	1443	29.3	6.2	102	690	27.1	3.0	95	5188	32.5	22.4	114	2740	34.7	11.8	121
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	1282	26.0	7.5	123	*464	18.2	2.7	86	3369	21.1	19.6	100	1742	22.0	10.2	104
	TELEVISION IMPERATIVE	26214	1436	29.1	5.5	90	809	31.7	3.1	98	4320	27.1	16.5	84	1994	25.2	7.6	78
		23412	1458	29.6	6.2	102	924	36.2	3.9	125	5529	34.7	23.6	120	2788	35.3	11.9	122
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	918	18.6	6.0	99	*347	13.6	2.3	72	2950	18.5	19.3	98	1403	17.8	9.2	94
	RADIO IMPERATIVE	24901	1485	30.1	6.0	98	843	33.1	3.4	108	4665	29.2	18.7	95	2240	28.3	9.0	92
		26492	1763	35.8	6.7	109	787	30.9	3.0	94	5369	33.7	20.3	103	2807	35.5	10.6	109
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	14794	872	17.7	5.9	97	*441	17.3	3.0	95	2897	18.2	19.6	99				

CANNED MEAT PRODUCTS - TYPES USE & TYPES USED IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE ROAST BEEF HASH				USE STEMS-CHICKEN				USE VIENNA SAUSAGE				VIENNA SAUSAGE USED IN LAST 30 DAYS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	4929	100.0	6.1	100	2550	100.0	3.1	100	15950	100.0	19.7	100	7904	100.0	9.8	100
ATLANTIC MONTHLY	415	**37	0.8	8.9	146	**12	0.5	2.9	92	**34	0.2	8.2	42	**21	0.3	5.1	52
BARRON'S	453	**23	0.5	5.1	83	**0	0.0	0.0	0	**42	0.3	9.3	47	**3	0.0	0.7	7
BETTER HOMES & GARDENS	16256	1001	20.3	6.2	101	543	21.3	3.3	106	3207	20.1	19.7	100	1587	20.1	9.8	100
BON APPETIT	2535	**145	2.9	5.7	94	**55	2.2	2.2	69	435	2.7	17.2	87	**141	1.8	5.6	57
BUSINESS WEEK	1278	**117	2.4	9.2	150	**64	2.5	5.0	159	*230	1.4	18.0	91	**123	1.6	9.6	99
CAR AND DRIVER	378	**78	1.6	20.6	339	**39	1.5	10.3	328	**80	0.5	21.2	107	**51	0.6	13.5	138
CBS MAGAZINE NETWORK (GROSS)	1498	**108	2.2	7.2	118	**176	6.9	11.7	373	428	2.7	28.6	145	**183	2.3	12.2	125
CHANGING TIMES	1505	**159	3.2	10.6	174	**52	2.0	3.5	110	319	2.0	21.2	108	**109	1.4	7.2	74
COLONIAL HOMES	1231	**60	1.2	4.9	80	**92	3.6	7.5	237	*275	1.7	22.3	113	**113	1.4	9.2	94
CONDE NAST MAG. PKG. (GROSS)	14146	822	16.7	5.8	95	477	18.7	3.4	107	2721	17.1	19.2	98	1274	16.1	9.0	92
CONSUMERS DIGEST	1323	**66	1.3	5.0	82	**78	3.1	5.9	187	*195	1.2	14.7	75	**56	0.7	4.2	43
COSMOPOLITAN	7102	373	7.6	5.3	86	*200	7.8	2.8	89	1154	7.2	16.2	83	577	7.3	8.1	83
COUNTRY LIVING	2481	**166	3.4	6.7	110	**130	5.1	5.2	166	572	3.6	23.1	117	*272	3.4	11.0	112
CUISINE	1472	**151	3.1	10.3	169	**19	0.7	1.3	41	*240	1.5	16.3	83	**128	1.6	8.7	89
CYCLE WORLD	425	**44	0.9	10.4	170	**35	1.4	8.2	262	**145	0.9	34.1	173	**64	0.8	15.1	154
DCI:CREATIVE IDEAS FOR LIV	2510	*245	5.0	9.8	160	*165	6.5	6.6	209	710	4.5	28.3	144	380	4.8	15.1	155
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	441	8.9	6.6	108	498	19.5	7.4	236	2234	14.0	33.4	169	1140	14.4	17.0	174
DISCOVER	894	**36	0.7	4.0	66	**22	0.9	2.5	78	*161	1.0	18.0	91	**121	1.5	13.5	139
EBONY	3507	346	7.0	9.9	162	333	13.1	9.5	302	1156	7.2	33.0	167	538	6.8	15.3	157
ESQUIRE	1083	**92	1.9	8.5	140	**69	2.7	6.4	202	*232	1.5	21.4	109	**104	1.3	9.6	98
ESSENCE	1830	*181	3.7	9.9	163	**136	5.3	7.4	236	656	4.1	35.8	182	319	4.0	17.4	179
FAMILY CIRCLE	15930	1275	25.9	8.0	132	584	22.9	3.7	116	3008	18.9	18.9	96	1435	18.2	9.0	92
THE FAMILY HANDYMAN	1126	**93	1.9	8.3	136	**59	2.3	5.2	166	*245	1.5	21.8	110	**108	1.4	9.6	98
FAMILY WEEKLY	11468	738	15.0	6.4	106	390	15.3	3.4	108	2578	16.2	22.5	114	1248	15.8	10.9	112
FIELD & STREAM	2234	**169	3.4	7.6	124	**110	4.3	4.9	156	550	3.4	24.6	125	*294	3.7	13.2	135
FOOD & WINE	579	**11	0.2	1.9	31	**48	1.9	8.3	263	**139	0.9	24.0	122	**85	1.1	14.7	150
FORBES	728	**33	0.7	4.5	74	**14	0.5	1.9	61	**132	0.8	18.1	92	**51	0.6	7.0	72
FORTUNE	906	**32	0.6	3.5	58	**16	0.6	1.8	56	**84	0.5	9.3	47	**31	0.4	3.4	35
GENTLEMEN'S QUARTERLY	791	**28	0.6	3.5	58	**30	1.2	3.8	120	**135	0.8	17.1	87	**90	1.1	11.4	117
GLAMOUR	5265	315	6.4	6.0	98	*155	6.1	2.9	93	938	5.9	17.8	90	425	5.4	8.1	83
GOLF DIGEST	636	**32	0.6	5.0	83	**21	0.8	3.3	105	**116	0.7	18.2	93	**74	0.9	11.6	119
GOLF DIGEST/TENNIS (GROSS)	1186	**88	1.8	7.4	122	**66	2.6	5.6	177	*219	1.4	18.5	94	**139	1.8	11.7	120
GOLF MAGAZINE	441	**19	0.4	4.3	71	*27	1.1	6.1	194	**83	0.5	18.8	96	**31	0.4	7.0	72
GOLF MAGAZINE/SKI (GROSS)	922	**65	1.3	7.0	116	**56	2.2	6.1	193	*194	1.2	21.0	107	**111	1.4	12.0	123
GOOD HOUSEKEEPING	16487	936	19.0	5.7	93	440	17.3	2.7	85	2992	18.8	18.1	92	1499	19.0	9.1	93
HARPER'S BAZAAR	2423	**118	2.4	4.9	80	**103	4.0	4.3	135	461	2.9	19.0	97	*136	1.7	5.6	58
HEALTH	1994	**163	3.3	8.2	134	**137	5.4	6.9	218	527	3.3	26.4	134	*186	2.4	9.3	96
HEARST MAG CORP. BUY (GROSS)	44101	2506	50.8	5.7	93	1392	54.6	3.2	100	8406	52.7	19.1	97	4034	51.0	9.1	94
HEARST MAN POWER (GROSS)	1993	**150	3.0	7.5	124	**34	1.3	1.7	54	388	2.4	19.5	99	*184	2.3	9.2	95
HEARST WOMAN POWER (GROSS)	31274	1778	36.1	5.7	93	905	35.5	2.9	92	5779	36.2	18.5	94	2781	35.2	8.9	91
HOUSE BEAUTIFUL	3623	*187	3.8	5.2	85	**108	4.2	3.0	95	783	4.9	21.6	110	467	5.9	12.9	132
INC.	283	**9	0.2	3.2	52	**13	0.5	4.6	146	**88	0.6	31.1	158	**31	0.4	11.0	112
JET	2928	251	5.1	8.6	141	*207	8.1	7.1	225	1062	6.7	36.3	184	508	6.4	17.3	178
LADIES' HOME JOURNAL	11918	817	16.6	6.9	113	503	19.7	4.2	134	2443	15.3	20.5	104	1227	15.5	10.3	105
LHJ FAMILY GRP COMBO(GROSS)	16784	1159	23.5	6.9	114	774	30.4	4.6	147	3726	23.4	22.2	113	1836	23.2	11.0	112
LIFE	4254	312	6.3	7.3	121	*139	5.5	3.3	104	834	5.2	19.6	100	348	4.4	8.2	84
L.A. TIMES HOME MAGAZINE	1145	**119	2.4	10.4	171	**48	1.9	4.2	133	2229	1.4	20.0	102	**92	1.2	8.0	82
MADEMOISELLE	2884	**120	2.4	4.2	68	**113	4.4	3.9	124	657	4.1	22.8	116	316	4.0	11.0	112
MC CALL'S	13460	830	16.8	6.2	101	367	14.4	2.7	87	2790	17.5	20.7	105	1376	17.4	10.2	105
MC CALL'S/WRK MOTHER (GROSS)	14606	932	18.9	6.4	105	428	16.8	2.9	93	3083	19.3	21.1	107	1498	19.0	10.3	105
MECHANIX ILLUSTRATED	772	**68	1.4	8.8	145	**27	1.1	3.5	111	*209	1.3	27.1	137	**99	1.3	12.8	131
METROPOLITAN HOME	967	**40	0.8	4.1	68	**42	1.6	4.3	138	*171	1.1	17.7	90	**94	1.2	9.7	100
MONEY	1588	**90	1.8	5.7	93	**58	2.3	3.7	116	*236	1.5	14.9	75	**100	1.3	6.3	65
MOTHER EARTH NEWS	1002	**54	1.1	5.4	89	**25	1.0	2.5	79	*242	1.5	24.2	123	**116	1.5	11.6	119
MS.	825	**49	1.0	5.9	98	**13	0.5	1.6	50	*130	0.8	15.8	80	**62	0.8	7.5	77
NATIONAL ENQUIRER	10336	724	14.7	7.0	115	490	19.2	4.7	151	2624	16.5	25.4	129	1440	18.2	13.9	143
NATIONAL GEOGRAPHIC	9597	692	14.0	7.2	118	*260	10.2	2.7	86	1725	10.8	18.0	91	778	9.8	8.1	83
NATIONAL SUNDAY MAGAZINE PKG	49558	2932	59.5	5.9	97	1449	56.8	2.9	93	8902	55.8	18.0	91	4321	54.7	8.7	89
NATURAL HISTORY	573	**24	0.5	4.2	69	**11	0.4	1.9	61	**66	0.4	11.5	58	**19	0.2	3.3	34
NEW WOMAN	1699	*177	3.6	10.4	171	**79	3.1	4.6	148	359	2.3	21.1	107	*183	2.3	10.8	110
NEW YORK INCLUDING CUE	443	**15	0.3	3.4	56	**3	0.1	0.7	22	**47	0.3	10.6	54	**17	0.2	3.8	39
THE NEW YORKER	1270	**101	2.0	8.0	131	**30	1.2	2.4	75	*206	1.3	16.2	82	*79	1.0	6.2	64
NEWSWEEK	6277	443	9.0	7.1	116	*165	6.5	2.6	83	1097	6.9	17.5	89	434	5.5	6.9	71
THE N.Y. TIMES DAILY EDITION	1205	**74	1.5	6.1	101	**6	0.2	0.5	16	**47	0.3	3.9	20	**17	0.2	1.4	14
THE N.Y. TIMES MAGAZINE	2081	**133	2.7	6.4	105	*7	0.3	0.3	11	**128	0.8	6.2	31	**38	0.5	1.8	19
OMNI	788	**71	1.4	9.0	148	**30	1.2	3.8	121	*167	1.0	21.2	108	**65	0.8	8.2	85
ON CABLE	1158	**89	1.8	7.7	126	**22	0.9	1.9	60	*175	1.1	15.1	77	**105	1.3	9.1	93
1001 HOME IDEAS	2852	*179	3.6	6.3	103	**134	5.3	4.7	149	756	4.7	26.5	135	424	5.4	14.9	152
ORGANIC GARDENING	1658	**103	2.1	6.2	102	**80	3.1	4.8	153	338	2.1	20.4	104	**143	1.8	8.6	88
OUTDOOR LIFE	896	**97	2.0	10.8	178	**66	2.6	7.4	234	*206	1.3	23.0	117	**103	1.3	11.5	118
PARADE MAGAZINE	24275	1292	26.2	5.3	87	828	32.5	3.4	108	4028	25.3	16.6	84	1994	25.2	8.2	84

	TOTAL U.S. '000	USE ROAST BEEF HASH				USE STEMS-CHICKEN				USE VIENNA SAUSAGE				VIENNA SAUSAGE USED IN LAST 30 DAYS			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	4929	100.0	6.1	100	2550	100.0	3.1	100	15950	100.0	19.7	100	7904	100.0	9.8	100
PARENTS	3845	**254	5.2	6.6	109	*188	7.4	4.9	155	939	5.9	24.4	124	450	5.7	11.7	120
PENTHOUSE	831	**40	0.8	4.8	79	**55	2.2	6.6	210	*275	1.7	33.1	168	**144	1.8	17.3	178
PEOPLE	11645	755	15.3	6.5	107	432	16.9	3.7	118	2228	14.0	19.1	97	1010	12.8	8.7	89
PLAYBOY	2006	**132	2.7	6.6	108	**72	2.8	3.6	114	476	3.0	23.7	120	*204	2.6	10.2	104
POPULAR HOT RODDING	297	**20	0.4	6.7	111	**46	1.8	15.5	492	**43	0.3	14.5	74	**16	0.2	5.4	55
POPULAR MECHANICS	1018	**83	1.7	8.2	134	**12	0.5	1.2	37	**190	1.2	18.7	95	**54	0.7	5.3	54
POPULAR SCIENCE	878	**53	1.1	6.0	99	**13	0.5	1.5	47	*225	0.4	25.6	130	**104	1.3	11.8	121
PREVENTION	3913	298	6.0	7.6	125	*172	6.7	4.4	140	784	4.9	20.0	102	333	4.2	8.5	87
PSYCHOLOGY TODAY	1710	**107	2.2	6.3	103	**66	2.6	3.9	123	362	2.3	21.2	107	*232	2.9	13.6	139
READER'S DIGEST	22204	1369	27.8	6.2	101	765	30.0	3.4	109	4611	28.9	20.8	105	2333	29.5	10.5	108
REDBOOK	7684	469	9.5	6.1	100	*265	10.4	3.4	110	1634	10.2	21.3	108	705	8.9	9.2	94
ROAD & TRACK	410	**34	0.7	8.3	136	**16	0.6	3.9	124	*63	0.4	15.4	78	**53	0.7	12.9	132
ROLLING STONE	969	**74	1.5	7.6	125	*37	1.5	3.8	121	*178	1.1	18.4	93	**109	1.4	11.2	115
RUNNER'S WORLD	298	**18	0.4	6.0	99	**55	2.2	18.5	586	*65	0.4	21.8	111	**53	0.7	17.8	182
SATURDAY EVENING POST	1169	**56	1.1	4.8	79	**29	1.1	2.5	79	*236	1.5	20.2	103	**93	1.2	8.0	82
SCIENCE 84	587	**48	1.0	8.2	134	**1	0.0	0.2	5	*142	0.9	24.2	123	**113	1.4	19.3	197
SCIENCE DIGEST	482	**26	0.5	5.4	89	**12	0.5	2.5	79	*102	0.6	21.2	107	*64	0.8	13.3	136
SCIENTIFIC AMERICAN	594	**27	0.5	4.5	75	**0	0.0	0.0	0	**94	0.6	15.8	80	*27	0.3	4.5	47
SELF	2089	*176	3.6	8.4	138	**90	3.5	4.3	137	469	2.9	22.5	114	*230	2.9	11.0	113
SEVENTEEN	2411	*143	2.9	5.9	97	**103	4.0	4.3	136	545	3.4	22.6	115	*208	2.6	8.6	88
SKI	480	**46	0.9	9.6	157	**29	1.1	6.0	192	**111	0.7	23.1	117	**80	1.0	16.7	171
SMITHSONIAN	2760	*200	4.1	7.2	119	**78	3.1	2.8	90	522	3.3	18.9	96	*189	2.4	6.8	70
SOAP OPERA DIGEST	3013	*308	6.2	10.2	168	*169	6.6	5.6	178	857	5.4	28.4	144	416	5.3	13.8	141
SOUTHERN LIVING	4184	*196	4.0	4.7	77	332	13.0	7.9	252	1524	9.6	36.4	185	760	9.6	18.2	186
SPORT	559	**57	1.2	10.2	168	**9	0.4	1.6	51	*149	0.9	26.7	135	*70	0.9	12.5	128
THE SPORTING NEWS	436	**69	1.4	15.8	260	**0	0.0	0.0	0	**115	0.7	26.4	134	*73	0.9	16.7	172
SPORTS AFIELD	493	**41	0.8	8.3	137	**10	0.4	2.0	64	*96	0.6	19.5	99	*67	0.8	13.6	139
SPORTS ILLUSTRATED	2758	*183	3.7	6.6	109	*56	2.2	2.0	64	531	3.3	19.3	98	*291	3.7	10.6	108
STAR	7456	486	9.9	6.5	107	466	18.3	6.3	198	1710	10.7	22.9	116	903	11.4	12.1	124
SUNDAY	24936	1498	30.4	6.0	99	514	20.2	2.1	65	3722	23.3	14.9	76	1721	21.8	6.9	71
SUNSET	2124	**195	4.0	9.2	151	**56	2.2	2.6	84	361	2.3	17.0	86	**111	1.4	5.2	54
TV GUIDE	21661	1540	31.2	7.1	117	844	33.1	3.9	124	4846	30.4	22.4	114	2224	28.1	10.3	105
TENNIS	550	**57	1.2	10.4	170	**44	1.7	8.0	254	*104	0.7	18.9	96	*65	0.8	11.8	121
TIME	8880	634	12.9	7.1	117	*329	12.9	3.7	118	1488	9.3	16.8	85	652	8.2	7.3	75
TOWN & COUNTRY	917	**43	0.9	4.7	77	*6	0.2	0.7	21	*122	0.8	13.3	68	*60	0.8	6.5	67
TRAVEL & LEISURE	972	**50	1.0	5.1	85	**20	0.8	2.1	65	*147	0.9	15.1	77	*83	1.1	8.5	87
TRUE STORY	3356	*326	6.6	9.7	160	*158	6.2	4.7	150	963	6.0	28.7	146	473	6.0	14.1	144
U.S. NEWS & WORLD REPORT	3410	*200	4.1	5.9	96	**102	4.0	3.0	95	588	3.7	17.2	88	305	3.9	8.9	92
USA TODAY	1759	**113	2.3	6.4	106	*23	0.9	1.3	42	330	2.1	18.8	95	*137	1.7	7.8	80
US	1873	*117	2.4	6.2	103	**34	1.3	1.8	58	335	2.1	17.9	91	*149	1.9	8.0	82
VOGUE	3909	*211	4.3	5.4	89	**119	4.7	3.0	97	658	4.1	16.8	85	*304	3.8	7.8	80
WALL STREET JOURNAL	1886	**76	1.5	4.0	66	**78	3.1	4.1	131	323	2.0	17.1	87	*107	1.4	5.7	58
WEIGHT WATCHERS	2120	**114	2.3	5.4	88	**40	1.6	1.9	60	465	2.9	21.9	111	*252	3.2	11.9	122
WOMAN'S DAY	14172	1082	22.0	7.6	125	407	16.0	2.9	91	2725	17.1	19.2	98	1292	16.3	9.1	93
WORKING MOTHER	1146	**103	2.1	9.0	148	*61	2.4	5.3	169	292	1.8	25.5	129	*122	1.5	10.6	109
WORKING WOMAN	1322	**74	1.5	5.6	92	**56	2.2	4.2	135	279	1.7	21.1	107	**112	1.4	8.5	87
WORLD TENNIS	*163	**0	0.0	0.0	0	*17	0.7	10.4	331	*47	0.3	28.8	146	*22	0.3	13.5	138
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*217	4.4	8.6	141	**120	4.7	4.7	151	594	3.7	23.5	119	363	4.6	14.3	147
BLAIR INSERTS	43657	2731	55.4	6.3	103	1277	50.1	2.9	93	7370	46.2	16.9	86	3501	44.3	8.0	82
DAILY NEWSPAPERS																	
READ ANY	51633	3208	65.1	6.2	102	1540	60.4	3.0	95	9616	60.3	18.6	95	4784	60.5	9.3	95
READ ONE	43463	2674	54.3	6.2	101	1345	52.7	3.1	98	8311	52.1	19.1	97	4143	52.4	9.5	98
READ TWO OR MORE	8170	534	10.8	6.5	107	*195	7.6	2.4	76	1304	8.2	16.0	81	640	8.1	7.8	80
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3223	65.4	6.1	101	1573	61.7	3.0	95	9491	59.5	18.0	91	4622	58.5	8.8	90
READ ONE	46126	2822	57.3	6.1	101	1446	56.7	3.1	100	8629	54.1	18.7	95	4256	53.8	9.2	95
READ TWO OR MORE	6552	402	8.2	6.1	101	*127	5.0	1.9	62	862	5.4	13.2	67	366	4.6	5.6	57
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.09				29.12				25.84				26.07			
30 DAY REACH	71455	4166	84.5	5.8	96	2150	84.3	3.0	96	13845	86.8	19.4	98	6694	84.7	9.4	96
50 SHWG - 30 DAY AV FREQ	14.56	15.56				15.59				13.63				13.74			
30 DAY REACH	67742	3907	79.3	5.8	95	2008	78.7	3.0	94	13126	82.3	19.4	98	6366	80.5	9.4	96
25 SHWG - 30 DAY AV FREQ	7.94	8.48				8.45				7.44				7.51			
30 DAY REACH	62117	3600	73.0	5.8	95	1864	73.1	3.0	95	12026	75.4	19.4	98	5833	73.8	9.4	96
CABLE TV: HOME WIRED	32077	1572	31.9	4.9	81	785	30.8	2.4	78	5918	37.1	18.4	94	3110	39.3	9.7	99
HOME NOT WIRED	48909	3357	68.1	6.9	113	1766	69.3	3.6	115	10033	62.9	20.5	104	4795	60.7	9.8	100
HAVE PAY CABLE	15935	779	15.8	4.9	80	**298	11.7	1.9	59	2982	18.7	18.7	95	1506	19.1	9.5	97

	TOTAL U.S. '000	USE ROAST BEEF HASH				USE STEMS-CHICKEN				USE VIENNA SAUSAGE				VIENNA SAUSAGE USED IN LAST 30 DAYS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	4929	100.0	6.1	100	2550	100.0	3.1	100	15950	100.0	19.7	100	7904	100.0	9.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2751	55.8	6.3	103	1266	49.6	2.9	92	8524	53.4	19.4	99	4204	53.2	9.6	98
10:00 AM - 3:00 PM	30659	1841	37.4	6.0	99	895	35.1	2.9	93	6077	38.1	19.8	101	3093	39.1	10.1	103
3:00 PM - 7:00 PM	31045	1975	40.1	6.4	105	828	32.5	2.7	85	6020	37.7	19.4	98	3053	38.6	9.8	101
7:00 PM - MIDNIGHT	15767	945	19.2	6.0	98	416	16.3	2.6	84	2999	18.8	19.0	97	1494	18.9	9.7	97
MIDNIGHT - 6:00 AM	9120	566	11.5	6.2	102	326	12.8	3.6	114	1825	11.4	20.0	102	844	10.7	9.5	95
6:00 AM - MIDNIGHT	58527	3605	73.1	6.2	101	1711	67.1	2.9	93	11437	71.7	19.5	99	5656	71.6	9.7	99
ENTIRE DAY	59311	3639	73.8	6.1	101	1760	69.0	3.0	94	11605	72.8	19.6	99	5731	72.5	9.7	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1225	24.9	7.6	124	373	14.6	2.3	73	2712	17.0	16.8	85	1455	18.4	9.0	92
ALL NEWS	2256	*113	2.3	5.0	82	**47	1.8	2.1	66	*253	1.6	11.2	57	*125	1.6	5.5	57
AOR/PROGRESSIVE	3874	*214	4.3	5.5	91	**112	4.4	2.9	92	544	3.4	14.0	71	*224	2.8	5.8	59
BEAUTIFUL MUSIC	5660	336	6.8	5.9	98	*168	6.6	3.0	94	1252	7.8	22.1	112	764	9.7	13.5	138
BLACK	2204	*156	3.2	7.1	116	**129	5.1	5.9	186	618	3.9	28.0	142	237	3.0	10.8	110
CLASSICAL	1418	**85	1.7	6.0	98	**8	0.3	0.6	18	*273	1.7	19.3	98	**134	1.7	9.4	97
CHR/ROCK	9538	480	9.7	5.0	83	*126	4.9	1.3	42	1790	11.2	18.8	95	849	10.7	8.9	91
COUNTRY	12648	771	15.6	6.1	100	480	18.8	3.8	121	3334	20.9	26.4	134	1650	20.9	13.0	134
GOLDEN OLDIES	1191	**68	1.4	5.7	94	**30	1.2	2.5	80	*288	1.8	24.2	123	*163	2.1	13.7	140
MOR/NOSTALGIA	4757	294	6.0	6.2	102	**120	4.7	2.5	80	873	5.5	18.4	93	368	4.7	7.7	79
NEWS/TALK	3863	*219	4.4	5.7	93	**71	2.8	1.8	58	379	2.4	9.8	50	*176	2.2	4.6	47
RELIGIOUS	3084	*158	3.2	5.1	84	**117	4.6	3.8	120	586	3.7	19.0	96	306	3.9	9.9	102
SOFT ROCK	521	**36	0.7	6.9	114	**4	0.2	0.8	24	*78	0.5	15.0	76	**13	0.2	2.5	26
URBAN CONTEMPORARY	1585	**66	1.3	4.2	68	**88	3.5	5.6	176	448	2.8	28.3	144	*179	2.3	11.3	116
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*173	3.5	5.3	87	**79	3.1	2.4	77	701	4.4	21.5	109	*326	4.1	10.0	102
ABC DIRECTION	2316	*164	3.3	7.1	116	**60	2.4	2.6	82	494	3.1	21.3	108	*265	3.4	11.4	117
ABC ENTERTAINMENT	4834	*218	4.4	4.5	74	**163	6.4	3.4	107	1027	6.4	21.2	108	*455	5.8	9.4	96
ABC FM	2202	*126	2.6	5.7	94	**85	3.3	3.9	123	527	3.3	23.9	122	*220	2.8	10.0	102
ABC INFORMATION	5425	363	7.4	6.7	110	*167	6.5	3.1	98	993	6.2	18.3	93	486	6.1	9.0	92
ABC ROCK	1677	**108	2.2	6.4	106	**27	1.1	1.6	51	*226	1.4	13.5	68	**108	1.4	6.4	66
CBS	4430	214	4.3	4.8	79	*112	4.4	2.5	80	559	3.5	12.6	64	280	3.5	6.3	65
MUTUAL	4992	498	10.1	10.0	164	*226	8.9	4.5	144	1179	7.4	23.6	120	623	7.9	12.5	128
NBC	4679	*267	5.4	5.7	94	**112	4.4	2.4	76	571	3.6	12.2	62	311	3.9	6.6	68
RADIORADIO	1994	**99	2.0	5.0	82	**60	2.4	3.0	96	325	2.0	16.3	83	**108	1.4	5.4	55
RKO ONE	2298	**53	1.1	2.3	38	**69	2.7	3.0	95	427	2.7	18.6	94	*170	2.2	7.4	76
RKO TWO	3311	*195	4.0	5.9	97	**99	3.9	3.0	95	791	5.0	23.9	121	446	5.6	13.5	138
THE SOURCE	2114	**122	2.5	5.8	95	**61	2.4	2.9	92	413	2.6	19.5	99	*186	2.4	8.8	90
NON-WIRED: BLAIR	8654	499	10.1	5.8	95	*218	8.5	2.5	80	1826	11.4	21.1	107	907	11.5	10.5	107
INTERNET	12025	700	14.2	5.8	96	335	13.1	2.8	88	2395	15.0	19.9	101	1159	14.7	9.6	99
KATZ RADIO GROUP	15359	799	16.2	5.2	85	325	12.7	2.1	67	2648	16.6	17.2	88	1430	18.1	9.3	95
SUPERNET	10628	582	11.8	5.5	90	319	12.5	3.0	95	1998	12.5	18.8	95	961	12.2	9.0	93
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	572	11.6	6.6	109	309	12.1	3.6	113	1831	11.5	21.1	107	1025	13.0	11.8	121
WKDAY 9:00 AM - 1:00 PM	12163	812	16.5	6.7	110	476	18.7	3.9	124	2788	17.5	22.9	116	1423	18.0	11.7	120
WKDAY 1:00 PM - 4:30 PM	16150	986	20.0	6.1	100	649	25.5	4.0	128	3639	22.8	22.5	114	1859	23.5	11.5	118
WKDAY 4:30 PM - 7:30 PM	22463	1456	29.5	6.5	106	741	29.1	3.3	105	4559	28.6	20.3	103	2332	29.5	10.4	106
WKDAY 7:30 PM - 8:00 PM	31795	2043	41.4	6.4	106	1047	41.1	3.3	105	6583	41.3	20.7	105	3396	43.0	10.7	109
WKDAY 11:00 PM - 11:30 PM	23977	1528	31.0	6.4	105	706	27.7	2.9	94	4738	29.7	19.8	100	2479	31.4	10.3	106
WKDAY 11:30 PM - 1:00 AM	7703	470	9.5	6.1	100	247	9.7	3.2	102	1625	10.2	21.1	107	859	10.9	11.2	114
M-SAT 8-11 PM-SUN 7-11 PM	33800	2181	44.2	6.5	106	1040	40.8	3.1	98	6797	42.6	20.1	102	3518	44.5	10.4	107
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	408	8.3	6.2	103	256	10.0	3.9	124	1509	9.5	23.1	117	744	9.4	11.4	117
ANOTHER WORLD	N 4620	379	7.7	8.2	135	*201	7.9	4.4	138	1247	7.8	27.0	137	659	8.3	14.3	146
AS THE WORLD TURNS	C 5614	297	6.0	5.3	87	232	9.1	4.1	131	1337	8.4	23.8	121	676	8.6	12.0	123
CAPITOL	C 3396	192	3.9	5.7	93	*151	5.9	4.4	141	902	5.7	26.6	135	456	5.8	13.4	138
CBS MORN. NEWS 1	C 1446	*109	2.2	7.5	124	**35	1.4	2.4	77	326	2.0	22.5	114	190	2.4	13.1	135
CBS MORN. NEWS 2	C 1207	*64	1.3	5.3	87	**34	1.3	2.8	89	242	1.5	20.0	102	143	1.8	11.8	121
DAYS OF OUR LIVES	N 5877	385	7.8	6.6	108	227	8.9	3.9	123	1340	8.4	22.8	116	701	8.9	11.9	122
FACTS OF LIFE - DAYTIME	N 2290	205	4.2	9.0	147	*105	4.1	4.6	146	628	3.9	27.4	139	309	3.9	13.5	138
FAMILY FEUD	A 3023	158	3.2	5.2	86	*96	3.8	3.2	101	706	4.4	23.4	119	359	4.5	11.9	122
GENERAL HOSPITAL	A 6097	376	7.6	6.2	101	233	9.1	3.8	121	1136	7.1	18.6	95	558	7.1	9.2	94
GOOD MORNING, AMERICA-730A	A 3515	160	3.2	4.6	75	137	5.4	3.9	124	725	4.5	20.6	105	364	4.6	10.4	106
GOOD MORNING, AMERICA-830A	A 2818	116	2.4	4.1	68	*122	4.8	4.3	137	598	3.7	21.2	108	346	4.4	12.3	126
GUIDING LIGHT	C 5339	271	5.5	5.1	83	242	9.5	4.5	144	1335	8.4	25.0	127	662	8.4	12.4	127
ONE LIFE TO LIVE	A 4478	221	4.5	4.9	81	170	6.7	3.8	121	906	5.7	20.2	103	420	5.3	9.4	96
PRESS YOUR LUCK	C 2244	105	2.2	4.7	78	*62	2.4	2.8	88	438	2.7	19.5	99	225	2.8	10.0	103
PRICE IS RIGHT 1	C 4348	258	5.2	5.9	97	216	8.5	5.0	158	955	6.0	22.0	112	506	6.4	11.6	119
PRICE IS RIGHT 2	C 5014	301	6.1	6.0	99	232	9.1	4.6	147	1159	7.3	23.1	117	578	7.3	11.5	118
RYAN'S HOPE	A 3150	180	3.7	5.7	94	*174	6.8	5.5	175	635	4.0	20.2	102	316	4.0		

		TOTAL U.S. '000	USE ROAST BEEF HASH				USE STEWS-CHICKEN				USE VIENNA SAUSAGE				VIENNA SAUSAGE USED IN LAST 30 DAYS				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS			80986	4929	100.0	6.1	100	2550	100.0	3.1	100	15950	100.0	19.7	100	7904	100.0	9.8	100
WKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY			26063	1652	33.5	6.3	104	864	33.9	3.3	105	5480	34.4	21.0	107	2765	35.0	10.6	109
NETWORK AFFILIATES - LATE			20261	1252	25.4	6.2	102	600	23.5	3.0	94	3916	24.6	19.3	98	2060	26.1	10.2	104
INDEPENDENTS - LATE			2076	128	2.6	6.2	101	**34	1.3	1.6	52	329	2.1	15.8	80	142	1.8	6.8	70
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM	N	10453	778	15.8	7.4	122	400	15.7	3.8	122	2531	15.9	24.2	123	1244	15.7	11.9	122	
ABC MONDAY NIGHT MOVIE	A	6412	452	9.2	7.0	116	*212	8.3	3.3	105	1203	7.5	18.8	95	650	8.2	10.1	104	
ABC SUNDAY NIGHT MOVIE	A	12407	677	13.7	5.5	90	349	13.7	2.8	89	2349	14.7	18.9	96	1192	15.1	9.6	99	
ABC WORLD NEWS TONIGHT	A	6176	360	7.3	5.8	96	204	8.0	3.3	105	1183	7.4	19.2	97	636	8.0	10.3	106	
AFTERMASH	C	5863	558	11.3	9.5	156	**153	6.0	2.6	83	1160	7.3	19.8	100	596	7.5	10.2	104	
ALICE	C	9594	736	14.9	7.7	126	348	13.6	3.6	115	1901	11.9	19.8	101	1004	12.7	10.5	107	
AMERICAN PARADE	C	6622	360	7.3	5.4	89	226	8.9	3.4	108	1272	8.0	19.2	98	670	8.5	10.1	104	
BENSON	A	10886	583	11.8	5.4	88	391	15.3	3.6	114	1959	12.3	18.0	91	992	12.6	9.1	93	
BLUE THUNDER	A	5036	301	6.1	6.0	98	*199	7.8	4.0	125	1126	7.1	22.4	114	613	7.8	12.2	125	
CAGNEY & LACEY	C	9965	807	16.4	8.1	133	274	10.7	2.7	87	1981	12.4	19.9	101	1031	13.0	10.3	106	
CBS EVENING NEWS-DEAN	C	3491	*217	4.4	6.2	102	*110	4.3	3.2	100	643	4.0	18.4	94	321	4.1	9.2	94	
CBS EVENING NEWS-RATHER	C	7123	415	8.4	5.8	96	207	8.1	2.9	92	1412	8.9	19.8	101	670	8.5	9.4	96	
CBS SAT. NEWS-SCHIEFFER	C	3621	193	3.9	5.3	88	93	3.6	2.6	82	624	3.9	17.2	87	326	4.1	9.0	92	
CBS SATURDAY NIGHT MOVIE	C	5436	339	6.9	6.2	102	190	7.5	3.5	111	1185	7.4	21.8	111	643	8.1	11.8	121	
CBS WEDNESDAY NIGHT MOVIE	C	6100	411	8.3	6.7	111	146	5.7	2.4	76	1301	8.2	21.3	108	768	9.7	12.6	129	
CHEERS	N	8889	708	14.4	8.0	131	252	9.9	2.8	90	1683	10.6	18.9	96	812	10.3	9.1	94	
DALLAS	C	22109	1283	26.0	5.8	95	521	20.4	2.4	75	4369	27.4	19.8	100	2348	29.7	10.6	109	
DIFF'RENT STROKES	N	6940	614	12.5	8.8	145	248	9.7	3.6	113	1665	10.4	24.0	122	885	11.2	12.8	131	
DOUBLE TROUBLE	N	7223	576	11.7	8.0	131	302	11.8	4.2	133	1563	9.8	21.6	110	742	9.4	10.3	105	
DUCK FACTORY	N	5595	486	9.9	8.7	143	*204	8.0	3.6	116	1179	7.4	21.1	107	608	7.7	10.9	111	
DUKES OF HAZZARD	C	5768	395	8.0	6.8	113	*171	6.7	3.0	94	1476	9.3	25.6	130	722	9.1	12.5	128	
DYNASTY	A	20053	1215	24.7	6.1	100	675	26.5	3.4	107	4367	27.4	21.8	111	2267	28.7	11.3	116	
FACTS OF LIFE	N	8087	688	14.0	8.5	140	253	9.9	3.1	99	1890	11.8	23.4	119	910	11.5	11.3	115	
FALCON CREST	C	20046	1234	25.0	6.2	101	452	17.7	2.3	72	3995	25.0	19.9	101	2176	27.5	10.9	111	
FALL GUY	A	9084	609	12.4	6.7	110	335	13.1	3.7	117	2285	14.3	25.2	128	1041	13.2	11.5	117	
FAMILY TIES	N	7964	721	14.6	9.1	149	374	14.7	4.7	149	1820	11.4	22.9	116	898	11.4	11.3	116	
FANTASY ISLAND	A	7687	532	10.8	6.9	114	*172	6.7	2.2	71	1451	9.1	18.9	96	768	9.7	10.0	102	
FOULUPS,BLEEPS & BLUNDERS	A	8861	610	12.4	6.9	113	*280	11.0	3.2	100	1751	11.0	19.8	100	928	11.7	10.5	107	
FOUR SEASONS	C	5095	468	9.5	9.2	151	**123	4.8	2.4	77	1055	6.6	20.7	105	484	6.1	9.5	97	
GIMME A BREAK	N	8838	721	14.6	8.2	134	386	15.1	4.4	139	2068	13.0	23.4	119	972	12.3	11.0	113	
HART TO HART	A	8978	485	9.8	5.4	89	*237	9.3	2.6	84	1833	11.5	20.4	104	920	11.6	10.2	105	
HILL STREET BLUES	N	8590	586	11.9	6.8	112	253	9.9	2.9	94	1582	9.9	18.4	94	798	10.1	9.3	95	
HOTEL	A	14085	849	17.2	6.0	99	425	16.7	3.0	96	2707	17.0	19.2	98	1448	18.3	10.3	105	
JEFFERSONS	C	9360	719	14.6	7.7	126	436	17.1	4.7	148	1897	11.9	20.3	103	974	12.3	10.4	107	
JENNIFER SLEPT HERE	N	5841	517	10.5	8.9	145	*190	7.5	3.3	103	1270	8.0	21.7	110	655	8.3	11.2	115	
KATE & ALLIE	C	9206	732	14.9	8.0	131	316	12.4	3.4	109	1907	12.0	20.7	105	930	11.8	10.1	104	
KNIGHT RIDER	N	7076	515	10.4	7.3	120	258	10.1	3.6	116	1549	9.7	21.9	111	743	9.4	10.5	108	
LOVE BOAT	A	12219	719	14.6	5.9	97	419	16.4	3.4	109	2606	16.3	21.3	108	1400	17.7	11.5	117	
MAGNUM PI	C	11199	740	15.0	6.6	109	397	15.6	3.5	113	2650	16.6	23.7	120	1306	16.5	11.7	119	
MAMA'S FAMILY	N	6057	363	7.4	6.0	98	*191	7.5	3.2	100	1263	7.9	20.9	106	659	8.3	10.9	111	
MASTER, THE	N	3598	*252	5.1	7.0	115	*149	5.8	4.1	132	891	5.6	24.8	126	412	5.2	11.5	117	
MATT HOUSTON	A	6344	355	7.2	5.6	92	*211	8.3	3.3	106	1243	7.8	19.6	99	578	7.3	9.1	93	
NBC MONDAY NIGHT MOVIE	N	11994	701	14.2	5.8	96	411	16.1	3.4	109	2375	14.9	19.8	101	1282	16.2	10.7	110	
NBC NIGHTLY NEWS	N	5132	397	8.1	7.7	127	242	9.5	4.7	150	1158	7.3	22.6	115	670	8.5	13.1	134	
NBC NIGHTLY NEWS-SAT	N	3375	*204	4.1	6.0	99	**103	4.0	3.1	97	607	3.8	18.0	91	365	4.6	10.8	111	
NBC NIGHTLY NEWS-SUN	N	3130	*231	4.7	7.4	121	**106	4.2	3.4	108	563	3.5	18.0	91	*302	3.8	9.6	99	
NBC SUNDAY NIGHT MOVIE	N	8284	545	11.1	6.6	108	*402	15.8	4.9	154	1883	11.8	22.7	115	920	11.6	11.1	114	
NEWMART	C	9240	682	13.8	7.4	121	264	10.4	2.9	91	1813	11.4	19.6	100	896	11.3	9.7	99	
ONE DAY AT A TIME	C	7288	452	9.2	6.2	102	*164	6.4	2.3	71	1524	9.6	20.9	106	876	11.1	12.0	123	
PEOPLE ARE FUNNY	N	4855	282	5.7	5.8	95	*158	6.2	3.3	103	1099	6.9	22.6	115	629	8.0	13.0	133	
REAL PEOPLE	N	8869	606	12.3	6.8	112	337	13.2	3.8	121	2076	13.0	23.4	119	1094	13.8	12.3	126	
REMINGTON STEELE	N	7743	486	9.9	6.3	103	*182	7.1	2.4	75	1363	8.5	17.6	89	699	8.8	9.0	92	
RIPLEY'S BELIEVE IT - NOT	A	5345	300	6.1	5.6	92	*198	7.8	3.7	118	1023	6.4	19.1	97	558	7.1	10.4	107	
RIPTIDE	N	6988	513	10.4	7.3	121	*169	6.6	2.4	77	1501	9.4	21.5	109	765	9.7	10.9	112	
SCARECROW & MRS. KING	C	10002	672	13.6	6.7	110	298	11.7	3.0	95	2034	12.8	20.3	103	1025	13.0	10.2	105	
SIMON & SIMON	C	10638	861	17.5	8.1	133	362	14.2	3.4	108	2684	16.8	25.2	128	1410	17.8	13.3	136	
60 MINUTES	C	13293	790	16.0	5.9	98	478	18.7	3.6	114	2448	15.3	18.4	94	1330	16.8	10.0	103	
ST. ELSEWHERE	N	7017	542	11.0	7.7	127	*264	10.4	3.8	119	1398	8.8	19.9	101	762	9.6	10.9	111	
THREE'S COMPANY	A	10917	759	15.4	7.0	114	314	12.3	2.9	91	2421	15.2	22.2	113	1212	15.3			

BASE = FEMALE HOMEOWNERS (80986)

		'000	%	UNWEIGHTED						
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?										
	YES	68269	84.3	7933						
	NO	12716	15.7	1502						
		ALL		SOLE		PRIMARY		SECONDARY		
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES										
6B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?										
PACKED IN WATER		52188	64.4	39273	48.5	9838	12.1	3077	3.8	6063
PACKED IN OIL		27654	34.1	14739	18.2	6607	8.2	6308	7.8	3165
DO NOT KNOW		1343	1.7							173
6C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?										
ANN PAGE (A & P)		991	1.2	142	.2	432	.5	416	.5	131
BREAST O'CHICKEN		8671	10.7	1154	1.4	6095	7.5	1422	1.8	1032
BUMBLE BEE		18866	23.3	2909	3.6	11400	14.1	4556	5.6	2162
CARNATION		3180	3.9	469	.6	1701	2.1	1010	1.2	364
CHICKEN OF THE SEA		40323	49.8	9035	11.2	25112	31.0	6175	7.6	4734
DEL MONTE		3784	4.7	650	.8	1925	2.4	1209	1.5	437
GEISHA		3899	4.8	497	.6	2171	2.7	1231	1.5	447
STAR KIST		42338	52.3	9407	11.6	24365	30.1	8566	10.6	4762
3 DIAMONDS		4801	5.9	455	.6	2391	3.0	1955	2.4	593
OTHER BRANDS		8807	10.9	2393	3.0	3749	4.6	2665	3.3	968
DO NOT KNOW		297	.4							40
		'000	%	UNWEIGHTED						
6D. ABOUT HOW MANY CANS OF TUNA WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?										
10 OR MORE		H	2586	3.2	283					
7 - 9		H	3310	4.1	364					
4 - 6		H	13769	17.0	1446					
3		M	13409	16.6	1544					
2		M	18749	23.2	2244					
1 OR LESS		L	11491	14.2	1441					
NONE		L	4956	6.1	611					

CANNED TUNA: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	68269	100.0	84.3	100	19665	100.0	24.3	100	32158	100.0	39.7	100	16447	100.0	20.3	100
18 - 24	9282	7757	11.4	83.6	99	2319	11.8	25.0	103	3638	11.3	39.2	99	1800	10.9	19.4	95
25 - 34	19072	16505	24.2	86.5	103	4698	23.9	24.6	101	7727	24.0	40.5	102	4080	24.8	21.4	105
35 - 44	14591	12602	18.5	86.4	102	4269	21.7	29.3	120	5798	18.0	39.7	100	2535	15.4	17.4	94
45 - 54	11345	10002	14.7	88.2	105	3258	16.6	28.7	118	4521	14.1	39.9	100	2224	13.5	19.6	97
55 - 64	11635	9899	14.5	85.1	101	2993	15.2	25.7	106	4563	14.2	39.2	99	2343	14.2	20.1	99
65 OR OLDER	15061	11504	16.9	76.4	91	2128	10.8	14.1	58	5911	18.4	39.2	99	3465	21.1	23.0	111
18 - 34	28354	24261	35.5	85.6	102	7017	35.7	24.7	102	11365	35.3	40.1	101	5880	35.8	20.7	103
18 - 49	48339	41677	61.0	86.2	102	12857	65.4	26.6	110	19266	59.9	39.9	100	9554	58.1	19.8	97
25 - 54	45008	39109	57.3	86.9	103	12225	62.2	27.2	112	18046	56.1	40.1	101	8838	53.7	19.6	97
35 - 49	19985	17416	25.5	87.1	103	5841	29.7	29.2	120	7901	24.6	39.5	100	3674	22.3	18.4	97
50 OR OLDER	32647	26592	39.0	81.5	97	6807	34.6	20.9	86	12892	40.1	39.5	99	6893	41.9	21.1	100
GRADUATED COLLEGE	11155	9847	14.4	88.3	105	2870	14.6	25.7	106	4797	14.9	43.0	108	2180	13.3	19.5	99
ATTENDED COLLEGE	13682	12332	18.1	90.1	107	3828	19.5	28.0	115	5532	17.2	40.4	102	2972	18.1	21.7	100
GRADUATED HIGH SCHOOL	33880	29263	42.9	86.4	102	8823	44.9	26.0	107	13594	42.3	40.1	101	6846	41.6	20.2	99
DID NOT GRADUATE HIGH SCHOOL	22270	16828	24.6	75.6	90	4144	21.1	18.6	77	8235	25.6	37.0	93	4448	27.0	20.0	97
EMPLOYED	40306	35199	51.6	87.3	104	10936	55.6	27.1	112	16346	50.8	40.6	102	7916	48.1	19.6	97
EMPLOYED FULL-TIME	32850	28594	41.9	87.0	103	9109	46.3	27.7	114	13088	40.7	39.8	100	6397	38.9	19.5	97
EMPLOYED PART-TIME	7456	6605	9.7	88.6	105	1827	9.3	24.5	101	3259	10.1	43.7	110	1519	9.2	20.4	100
NOT EMPLOYED	40680	33071	48.4	81.3	96	8728	44.4	21.5	88	15812	49.2	38.9	98	8530	51.9	21.0	100
PROFESSIONAL/MANAGER	10392	9192	13.5	88.5	105	2730	13.9	26.3	108	4246	13.2	40.9	103	2216	13.5	21.3	100
TECH/CLERICAL/SALES	17574	15682	23.0	89.2	106	4995	25.4	28.4	117	7124	22.2	40.5	102	3564	21.7	20.3	100
PRECISION/CRAFT	985	827	1.2	84.0	100	**235	1.2	23.9	98	*411	1.3	41.7	105	**181	1.1	18.4	97
OTHER EMPLOYED	11354	9497	13.9	83.6	99	2976	15.1	26.2	108	4565	14.2	40.2	101	1956	11.9	17.2	88
SINGLE	9863	8103	11.9	82.2	97	2184	11.1	22.1	91	3771	11.7	38.2	96	2148	13.1	21.8	100
MARRIED	51375	44354	65.0	86.3	102	13524	68.8	26.3	108	20672	64.3	40.2	101	10158	61.8	19.8	97
DIVORCED/SEPARATED/MIDWOMED	19748	15813	23.2	80.1	95	3957	20.1	20.0	83	7715	24.0	39.1	98	4141	25.2	21.0	100
PARENTS	32590	28084	41.1	86.2	102	9364	47.6	28.7	118	13066	40.6	40.1	101	5654	34.4	17.3	88
WHITE	70416	60062	88.0	85.3	101	17514	89.1	24.9	102	27980	87.0	39.7	100	14568	88.6	20.7	100
BLACK	8778	6918	10.1	78.8	93	1753	8.9	20.0	82	3606	11.2	41.1	103	1560	9.5	17.8	88
OTHER	1791	1290	1.9	72.0	85	**398	2.0	22.2	92	*573*	1.8	32.0	81	**319	1.9	17.8	88
NORTHEAST-CENSUS	17786	15101	22.1	84.9	101	5526	28.1	31.1	128	6729	20.9	37.8	95	2845	17.3	16.0	77
NORTH CENTRAL	20741	17936	26.3	86.5	103	5154	26.2	24.8	102	8144	25.3	39.3	99	4638	28.2	22.4	111
SOUTH	27775	22715	33.3	81.8	97	5395	27.4	19.4	80	11427	35.5	41.1	104	5893	35.8	21.2	100
WEST	14683	12517	18.3	85.2	101	3590	18.3	24.5	101	5858	18.2	39.9	100	3070	18.7	20.9	100
NORTHEAST-MKTG.	17961	15331	22.5	85.4	101	5534	28.1	30.8	127	7290	22.7	40.6	102	2507	15.2	14.0	66
EAST CENTRAL	11885	10001	14.6	84.1	100	2946	15.0	24.8	102	4464	13.9	37.6	95	2591	15.8	21.8	100
WEST CENTRAL	14090	12415	18.2	88.1	105	3212	16.3	22.8	94	5808	18.1	41.2	104	3396	20.6	24.1	111
SOUTH	24081	19596	28.7	81.4	97	4771	24.3	19.8	82	9457	29.4	39.3	99	5368	32.6	22.3	111
PACIFIC	12969	10927	16.0	84.3	100	3202	16.3	24.7	102	5139	16.0	39.6	100	2585	15.7	19.9	97
COUNTY SIZE A	32439	27443	40.2	84.6	100	8240	41.9	25.4	105	13425	41.7	41.4	104	5778	35.1	17.8	88
COUNTY SIZE B	24915	21159	31.0	84.9	101	6395	32.5	25.7	106	9598	29.8	38.5	97	5166	31.4	20.7	100
COUNTY SIZE C	12930	10716	15.7	82.9	98	2959	15.0	22.9	94	4682	14.6	36.2	91	3075	18.7	23.8	111
COUNTY SIZE D	10703	8952	13.1	83.6	99	2070	10.5	19.3	80	4454	13.9	41.6	105	2428	14.8	22.7	111
METRO CENTRAL CITY	24518	19841	29.1	80.9	96	5737	29.2	23.4	96	9546	29.7	38.9	98	4558	27.7	18.6	97
METRO SUBURBAN	35919	31389	46.0	87.4	104	9597	48.8	26.7	110	14567	45.3	40.6	102	7226	43.9	20.1	97
NON METRO	20549	17039	25.0	82.9	98	4331	22.0	21.1	87	8046	25.0	39.2	99	4663	28.4	22.7	111
TOP 5 ADI'S	18341	15249	22.3	83.1	99	4862	24.7	26.5	109	7273	22.6	39.7	100	3115	18.9	17.0	88
TOP 10 ADI'S	25378	21552	31.6	84.9	101	6717	34.2	26.5	109	10673	33.2	42.1	106	4162	25.3	16.4	88
TOP 20 ADI'S	36488	30932	45.3	84.8	101	9175	46.7	25.1	104	15003	46.7	41.1	104	6754	41.1	18.5	97
HSGLD INC. \$50,000 OR MORE	6612	6045	8.9	91.4	108	2418	12.3	36.6	151	2212	6.9	33.5	84	1415	8.6	21.4	100
\$40,000 OR MORE	12659	11475	16.8	90.6	108	4239	21.6	33.5	138	4820	15.0	38.1	96	2415	14.7	19.1	97
\$30,000 OR MORE	24698	22099	32.4	89.5	106	7622	38.8	30.9	127	9938	30.9	40.2	101	4539	27.6	18.4	97
\$25,000 OR MORE	32077	28649	42.0	89.3	106	9405	47.8	29.3	121	13229	41.1	41.2	104	6015	36.6	18.8	97
\$20,000 - \$24,999	9144	7836	11.5	85.7	102	2345	11.9	25.6	106	3530	11.0	38.6	97	1962	11.9	21.5	100
\$15,000 - \$19,999	8728	7361	10.8	84.3	100	1909	9.7	21.9	90	3776	11.7	43.3	109	1676	10.2	19.2	97
\$10,000 - \$14,999	12562	10298	15.1	82.0	97	2604	13.2	20.7	85	5137	16.0	40.9	103	2558	15.6	20.4	100
UNDER \$10,000	18475	14125	20.7	76.5	91	3402	17.3	18.4	76	6487	20.2	35.1	88	4237	25.8	22.9	111
HOUSEHOLD OF 1 PERSON	11987	9331	13.7	77.8	92	1551	7.9	12.9	53	4409	13.7	36.8	93	3371	20.5	28.1	111
2 PEOPLE	26577	22435	32.9	84.4	100	5316	27.0	20.0	82	11079	34.5	41.7	105	6041	36.7	22.7	111
3 OR 4 PEOPLE	30617	26262	38.5	85.8	102	8573	43.6	28.0	115	12198	37.9	39.8	100	5492	33.4	17.9	88
5 OR MORE PEOPLE	11804	10241	15.0	86.8	103	4226	21.5	35.8	147	4472	13.9	37.9	95	1543	9.4	13.1	88
NO CHILD IN HSHLD	46165	38203	56.0	82.8	98	9552	48.6	20.7	85	18122	56.4	39.3	99	10529	64.0	22.8	111
CHILD(REN) UNDER 2 YRS	5325	4670	6.8	87.7	104	1279	6.5	24.0	99	2282	7.1	42.9	108	1110	6.7	20.8	100
2 - 5 YEARS	14221	12406	18.2	87.2	103	3896	19.8	27.4	113	5731	17.8	40.3	101	2779	16.9	19.5	97
6 - 11 YEARS	15117	12920	18.9	85.5	101	4608	23.4	30.5	126	5814	18.1	38.5	97	2498	15.2	16.5	97
12 - 17 YEARS	16611	14459	21.2	87.0	103	5526	28.1	33.3	137	6650	20.7	40.0	101	2283	13.9	13.7	88
RESIDENCE OWNED	55884	47907	70.2	85.7	102	14122	71.8	25.3	104	22446	69.8	40.2	101	11339	68.9	20.3	111
VALUE: \$50,000 OR MORE	31744	28126	41.2	88.6	105	8806	44.8	27.7	114	13249	41.2	41.7	105	6071	36.9	19.1	97
VALUE: UNDER \$50,000	24140	19780	29.0	81.9	97	5316	27.0	22.0	91	9196	28.6	38.1	96	5268	32.0	21.8	111

CANNED TUNA: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	68269	100.0	84.3	100	19665	100.0	24.3	100	32158	100.0	39.7	100	16447	100.0	20.3	100
MAGAZINES	QUINTILE 1	15799	13937	20.4	88.2	105	4447	22.6	28.1	116	6366	19.8	40.3	101	3124	19.0	19.8	97
	QUINTILE 2	17259	15149	22.2	87.8	104	5152	26.2	29.9	123	6872	21.4	39.8	100	3125	19.0	18.1	89
	QUINTILE 3	13545	11538	16.9	85.2	101	3315	16.9	24.5	101	5581	17.4	41.2	104	2643	16.1	19.5	96
	QUINTILE 4	15133	12720	18.6	84.1	100	3294	16.8	21.8	90	6184	19.2	40.9	103	3242	19.7	21.4	105
	QUINTILE 5	19250	14926	21.9	77.5	92	3456	17.6	18.0	74	7157	22.3	37.2	94	4313	26.2	22.4	110
NEWSPAPERS	QUINTILE 1	12413	10858	15.9	87.5	104	3589	18.3	28.9	119	5031	15.6	40.5	102	2237	13.6	18.0	89
	QUINTILE 2	24116	20978	30.7	87.0	103	6424	32.7	26.6	110	9881	30.7	41.0	103	4673	28.4	19.4	94
	QUINTILE 3	11261	9598	14.1	85.2	101	2814	14.3	25.0	103	4523	14.1	40.2	101	2261	13.7	20.1	99
	QUINTILE 4	20255	17013	24.9	84.0	100	4587	23.3	22.6	93	8142	25.3	40.2	101	4284	26.0	21.2	104
	QUINTILE 5	12940	9823	14.4	75.9	90	2251	11.4	17.4	72	4581	14.2	35.4	89	2991	18.2	23.1	114
OUTDOOR	QUINTILE 1	14852	12674	18.6	85.3	101	3756	19.1	25.3	104	6131	19.1	41.3	104	2787	16.9	18.8	92
	QUINTILE 2	15725	13227	19.4	84.1	100	4011	20.4	25.5	105	5951	18.5	37.8	95	3265	19.9	20.8	102
	QUINTILE 3	16330	13940	20.4	85.4	101	3907	19.9	23.9	99	6579	20.5	40.3	101	3454	21.0	21.2	104
	QUINTILE 4	16744	14438	21.1	86.2	102	4055	20.6	24.2	100	7027	21.9	42.0	106	3356	20.4	20.0	99
	QUINTILE 5	17334	13990	20.5	80.7	96	3936	20.0	22.7	94	6470	20.1	37.3	94	3585	21.8	20.7	102
RADIO-DRIVE TIME	QUINTILE 1	15911	13604	19.9	85.5	101	3820	19.4	24.0	99	6735	20.9	42.3	107	3050	18.5	19.2	94
	QUINTILE 2	14837	12484	18.3	84.1	100	4123	21.0	27.8	114	5561	17.3	37.5	94	2800	17.0	18.9	93
	QUINTILE 3	15339	12694	18.6	82.8	98	3830	19.5	25.0	103	5901	18.4	38.5	97	2962	18.0	19.3	95
	QUINTILE 4	16723	14437	21.1	86.3	102	3862	19.6	23.1	95	6915	21.5	41.4	104	3660	22.3	21.9	108
	QUINTILE 5	18176	15050	22.0	82.8	98	4030	20.5	22.2	91	7045	21.9	38.8	98	3975	24.2	21.9	108
RADIO-MID- DAY	TERCILE 1	21020	17974	26.3	85.5	101	5397	27.4	25.7	106	8421	26.2	40.1	101	4155	25.3	19.8	97
	TERCILE 2	21610	18354	26.9	84.9	101	5367	27.3	24.8	102	8485	26.4	39.3	99	4502	27.4	20.8	103
	TERCILE 3	38355	31941	46.8	83.3	99	8900	45.3	23.2	96	15252	47.4	39.8	100	7789	47.4	20.3	100
RADIO-TOTAL	QUINTILE 1	15988	13702	20.1	85.7	102	4024	20.5	25.2	104	6622	20.6	41.4	104	3056	18.6	19.1	94
	QUINTILE 2	15626	13132	19.2	84.0	100	4063	20.7	26.0	107	6000	18.7	38.4	97	3069	18.7	19.6	97
	QUINTILE 3	16723	14314	21.0	85.6	102	4423	22.5	26.4	109	6696	20.8	40.0	101	3195	19.4	19.1	94
	QUINTILE 4	16342	13808	20.2	84.5	100	3661	18.6	22.4	92	6582	20.5	40.3	101	3566	21.7	21.8	107
	QUINTILE 5	16306	13312	19.5	81.6	97	3493	17.8	21.4	88	6259	19.5	38.4	97	3561	21.7	21.8	108
TV-PRIME TIME	QUINTILE 1	15953	13520	19.8	84.7	101	3727	19.0	23.4	96	6111	19.0	38.3	96	3682	22.4	23.1	114
	QUINTILE 2	16137	13762	20.2	85.3	101	4181	21.3	25.9	107	6544	20.3	40.6	102	3038	18.5	18.8	93
	QUINTILE 3	16420	13896	20.4	84.6	100	3815	19.4	23.2	96	6715	20.9	40.9	103	3366	20.5	20.5	101
	QUINTILE 4	16687	14103	20.7	84.5	100	4072	20.7	24.4	100	6758	21.0	40.5	102	3273	19.9	19.6	97
	QUINTILE 5	15789	12988	19.0	82.3	98	3869	19.7	24.5	101	6031	18.8	38.2	96	3088	18.8	19.6	96
TV-DAYTIME	TERCILE 1	27736	22954	33.6	82.8	98	6297	32.0	22.7	93	10620	33.0	38.3	96	6037	36.7	21.8	107
	TERCILE 2	26489	22608	33.1	85.3	101	6894	35.1	26.0	107	10768	33.5	40.7	102	4947	30.1	18.7	92
	TERCILE 3	26761	22707	33.3	84.9	101	6474	32.9	24.2	100	10771	33.5	40.2	101	5463	33.2	20.4	101
TV-TOTAL	QUINTILE 1	16345	13254	19.4	81.1	96	3486	17.7	21.3	88	6198	19.3	37.9	95	3571	21.7	21.8	108
	QUINTILE 2	16447	13725	20.1	83.4	99	4040	20.5	24.6	101	6404	19.9	38.9	98	3282	20.0	20.0	98
	QUINTILE 3	15980	13879	20.3	86.9	103	3980	20.2	24.9	103	6625	20.6	41.5	104	3274	19.9	20.5	101
	QUINTILE 4	15887	13735	20.1	86.5	103	3919	19.9	24.7	102	6556	20.4	41.3	104	3260	19.8	20.5	101
	QUINTILE 5	16326	13676	20.0	83.8	99	4240	21.6	26.0	107	6376	19.8	39.1	98	3060	18.6	18.7	92
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	18223	26.7	87.9	104	6113	31.1	29.5	121	8295	25.8	40.0	101	3815	23.2	18.4	91
		19186	16559	24.3	86.3	102	5122	26.0	26.7	110	7539	23.4	39.3	99	3899	23.7	20.3	100
		21899	18679	27.4	85.3	101	5218	26.5	23.8	98	9017	28.0	41.2	104	4444	27.0	20.3	100
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	13483	19.7	87.3	104	4474	22.8	29.0	119	6299	19.6	40.8	103	2710	16.5	17.5	86
		25953	22677	33.2	87.4	104	7078	36.0	27.3	112	10480	32.6	40.4	102	5119	31.1	19.7	97
		24400	20016	29.3	82.0	97	5038	25.6	20.6	85	9553	29.7	39.2	99	5426	33.0	22.2	109
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	15558	22.8	86.2	102	5157	26.2	28.6	118	7239	22.5	40.1	101	3162	19.2	17.5	86
		23571	20772	30.4	88.1	105	6563	33.4	27.8	115	9451	29.4	40.1	101	4758	28.9	20.2	99
		23278	19376	28.4	83.2	99	5065	25.8	21.8	90	9403	29.2	40.4	102	4907	29.8	21.1	104
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	13289	19.5	86.0	102	4162	21.2	26.9	111	6039	18.8	39.1	98	3089	18.8	20.0	98
		25829	22869	33.5	88.5	105	7422	37.7	28.7	118	10660	33.1	41.3	104	4787	29.1	18.5	91
		26039	21084	30.9	81.0	96	5145	26.2	19.8	81	10048	31.2	38.6	97	5891	35.8	22.6	111
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	14314	21.0	86.2	102	4790	24.4	28.8	119	6392	19.9	38.5	97	3132	19.0	18.9	93
		26834	23331	34.2	86.9	103	6949	35.3	25.9	107	11236	34.9	41.9	105	5146	31.3	19.2	94
		23346	19330	28.3	82.8	98	5161	26.2	22.1	91	9284	28.9	39.8	100	4885	29.7	20.9	103
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	14985	21.9	87.5	104	4900	24.9	28.6	118	6897	21.4	40.3	101	3189	19.4	18.6	92
		25892	22393	32.8	86.5	103	6710	34.1	25.9	107	10646	33.1	41.1	104	5038	30.6	19.5	96
		23167	19172	28.1	82.8	98	5217	26.5	22.5	93	9205	28.6	39.7	100	4750	28.9	20.5	101
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	14729	21.6	85.8	102	4514	23.0	26.3	108	6906	21.5	40.2	101	3309	20.1	19.3	95
		26214	23045	33.8	87.9	104	7185	36.5	27.4	113	10906	33.9	41.6	105	4953	30.1	18.9	93
		23412	18793	27.5	80.3	95	4674	23.8	20.0	82	8927	27.8	38.1	96	5192	31.6	22.2	109
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	13095	19.2														

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	68269	100.0	84.3	100	19665	100.0	24.3	100	32158	100.0	39.7	100	16447	100.0	20.3	100
ATLANTIC MONTHLY	415	380	0.6	91.6	109	**122	0.6	29.4	121	*143	0.4	34.5	87	*116	0.7	28.0	138
BARRON'S	453	368	0.5	81.2	96	**140	0.7	30.9	127	*146	0.5	32.2	81	**82	0.5	18.1	89
BETTER HOMES & GARDENS	16256	14390	21.1	88.5	105	4333	22.0	26.7	110	6937	21.6	42.7	107	3121	19.0	19.2	95
BON APPETIT	2535	2298	3.4	90.7	108	787	4.0	31.0	128	1001	3.1	39.5	99	509	3.1	20.1	99
BUSINESS WEEK	1278	1042	1.5	81.5	97	277	1.4	21.7	89	490	1.5	38.3	97	274	1.7	21.4	106
CAR AND DRIVER	378	329	0.5	87.0	103	**59	0.3	15.6	64	*119	0.4	31.5	79	**152	0.9	40.2	198
CBS MAGAZINE NETWORK (GROSS)	1498	1329	1.9	88.7	105	501	2.5	33.4	138	431	1.3	28.8	72	398	2.4	26.6	131
CHANGING TIMES	1505	1320	1.9	87.7	104	411	2.1	27.3	112	527	1.6	35.0	88	382	2.3	25.4	125
COLONIAL HOMES	1231	996	1.5	80.9	96	379	1.9	30.8	127	427	1.3	34.7	87	*189	1.1	15.4	76
CONDE NAST MAG. PKG. (GROSS)	14146	12407	18.2	87.7	104	3655	18.6	25.8	106	5744	17.9	40.6	102	3008	18.3	21.3	105
CONSUMERS DIGEST	1323	1152	1.7	87.1	103	408	2.1	30.8	127	452	1.4	34.2	86	292	1.8	22.1	109
COSMOPOLITAN	7102	6288	9.2	88.5	105	1954	9.9	27.5	113	2882	9.0	40.6	102	1452	8.8	20.4	101
COUNTRY LIVING	2481	2228	3.3	89.8	107	690	3.5	27.8	115	1035	3.2	41.7	105	503	3.1	20.3	100
CUISINE	1472	1351	2.0	91.8	109	424	2.2	28.8	119	632	2.0	42.9	108	295	1.8	20.0	99
CYCLE WORLD	425	383	0.6	90.1	107	**97	0.5	22.8	94	**163	0.5	38.4	97	**123	0.7	28.9	143
DCI:CREATIVE IDEAS FOR LIV	2510	2259	3.3	90.0	107	640	3.3	25.5	105	1004	3.1	40.0	101	615	3.7	24.5	121
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5890	8.6	88.0	104	1451	7.4	21.7	89	2820	8.8	42.1	106	1619	9.8	24.2	119
DISCOVER	894	772	1.1	86.4	102	*219	1.1	24.5	101	383	1.2	42.8	108	*171	1.0	19.1	94
EBONY	3507	2838	4.2	80.9	96	874	4.4	24.9	103	1403	4.4	40.0	101	561	3.4	16.0	79
ESQUIRE	1083	843	1.2	77.8	92	241	1.2	22.3	92	433	1.3	40.0	101	*170	1.0	15.7	77
ESSENCE	1830	1592	2.3	87.0	103	460	2.3	25.1	104	805	2.5	44.0	111	328	2.0	17.9	88
FAMILY CIRCLE	15930	14080	20.6	88.4	105	4772	24.3	30.0	123	6315	19.6	39.6	100	2993	18.2	18.8	93
THE FAMILY HANDYMAN	1126	1016	1.5	90.2	107	360	1.8	32.0	132	340	1.1	30.2	76	315	1.9	28.0	138
FAMILY WEEKLY	11468	9923	14.5	86.5	103	2715	13.8	23.7	97	4470	13.9	39.0	98	2738	16.6	23.9	118
FIELD & STREAM	2234	1885	2.8	84.4	100	627	3.2	28.1	116	834	2.6	37.3	94	424	2.6	19.0	93
FOOD & WINE	579	521	0.8	90.0	107	*112	0.6	19.3	80	245	0.8	42.3	107	*165	1.0	28.5	140
FORBES	728	605	0.9	83.1	99	*150	0.8	20.6	85	249	0.8	34.2	86	*206	1.3	28.3	139
FORTUNE	906	793	1.2	87.5	104	*236	1.2	26.0	107	321	1.0	35.4	89	*236	1.4	26.0	128
GENTLEMEN'S QUARTERLY	791	653	1.0	82.6	98	*190	1.0	24.0	99	322	1.0	40.7	103	*141	0.9	17.8	88
GLAMOUR	5265	4676	6.8	88.8	105	1364	6.9	25.9	107	2192	6.8	41.6	105	1120	6.8	21.3	105
GOLF DIGEST	636	570	0.8	89.6	106	*278	1.4	43.7	180	*176	0.5	27.7	70	**117	0.7	18.4	91
GOLF DIGEST/TENNIS (GROSS)	1186	1091	1.6	92.0	109	413	2.1	34.8	143	417	1.3	35.2	89	261	1.6	22.0	108
GOLF MAGAZINE	441	423	0.6	95.9	114	**101	0.5	22.9	94	*175	0.5	39.7	100	**147	0.9	33.3	164
GOLF MAGAZINE/SKI (GROSS)	922	885	1.3	96.0	114	*235	1.2	25.5	105	357	1.1	38.7	98	*293	1.8	31.8	156
GODD HOUSEKEEPING	16487	14483	21.2	87.8	104	4638	23.6	28.1	116	6689	20.8	40.6	102	3156	19.2	19.1	94
HARPER'S BAZAAR	2423	2074	3.0	85.6	102	625	3.2	25.8	106	868	2.7	35.8	90	580	3.5	23.9	118
HEALTH	1994	1657	2.4	83.1	99	494	2.5	24.8	102	774	2.4	38.8	98	390	2.4	19.6	96
HEARST MAG CORP. BUY (GROSS)	44101	38863	56.9	88.1	105	12404	63.1	28.1	116	17777	55.3	40.3	102	8682	52.8	19.7	97
HEARST MAN POWER (GROSS)	1993	1773	2.6	89.0	106	597	3.0	30.0	123	822	2.6	41.2	104	354	2.2	17.8	87
HEARST WOMAN POWER (GROSS)	31274	27652	40.5	88.4	105	8890	45.2	28.4	117	12628	39.3	40.4	102	6134	37.3	19.6	97
HOUSE BEAUTIFUL	3623	3153	4.6	87.0	103	962	4.9	26.6	109	1526	4.7	42.1	106	665	4.0	18.4	90
INC.	283	*228	0.3	80.6	96	**62	0.3	21.9	90	**75	0.2	26.5	67	**91	0.6	32.2	158
JET	2928	2342	3.4	80.0	95	660	3.4	22.5	93	1241	3.9	42.4	107	441	2.7	15.1	74
LADIES' HOME JOURNAL	11918	10513	15.4	88.2	105	3220	16.4	27.0	111	4821	15.0	40.5	102	2472	15.0	20.7	102
LHJ FAMILY GRP COMBO(GROSS)	16764	14712	21.6	87.8	104	4444	22.6	26.5	109	6804	21.2	40.6	102	3463	21.1	20.7	102
LIFE	4254	3707	5.4	87.1	103	1133	5.8	26.6	110	1752	5.4	41.2	104	822	5.0	19.3	95
L.A. TIMES HOME MAGAZINE	1145	925	1.4	80.8	96	316	1.6	27.6	114	394	1.2	34.4	87	*215	1.3	18.8	92
MADEMOISELLE	2884	2575	3.8	89.3	106	728	3.7	25.2	104	1206	3.8	41.8	105	642	3.9	22.3	110
MC CALL'S	13460	11835	17.3	87.9	104	3634	18.5	27.0	111	5483	17.1	40.7	103	2719	16.5	20.2	99
MC CALL'S/WRK MOTHER (GROSS)	14606	12902	18.9	88.3	105	4028	20.5	27.6	114	5954	18.5	40.8	103	2920	17.8	20.0	98
MECHANIX ILLUSTRATED	772	728	1.1	94.3	112	*225	1.1	29.1	120	340	1.1	44.0	111	*163	1.0	21.1	104
METROPOLITAN HOME	967	829	1.2	85.7	102	*184	0.9	19.0	78	409	1.3	42.3	107	237	1.4	24.5	121
MONEY	1588	1401	2.1	88.2	105	441	2.2	27.8	114	580	1.8	36.5	92	380	2.3	23.9	118
MOTHER EARTH NEWS	1002	835	1.2	83.3	99	277	1.4	27.6	114	411	1.3	41.0	103	*147	0.9	14.7	72
MS.	825	758	1.1	91.9	109	211	1.1	25.6	105	286	0.9	34.7	87	261	1.6	31.6	156
NATIONAL ENQUIRER	10336	8893	13.0	86.0	102	2525	12.8	24.4	101	4354	13.5	42.1	106	2013	12.2	19.5	96
NATIONAL GEOGRAPHIC	9597	8428	12.3	87.8	104	2471	12.6	25.7	106	3972	12.4	41.4	104	1985	12.1	20.7	102
NATIONAL SUNDAY MAGAZINE PKG	49558	42780	62.7	86.3	102	13014	66.2	26.3	108	20272	63.0	40.9	103	9494	57.7	19.2	94
NATURAL HISTORY	573	505	0.7	88.1	105	*170	0.9	29.7	122	*239	0.7	41.7	105	*96	0.6	16.8	82
NEW WOMAN	1699	1541	2.3	90.7	108	405	2.1	23.8	98	676	2.1	39.8	100	460	2.8	27.1	133
NEW YORK INCLUDING CUE	443	384	0.6	86.7	103	*168	0.9	37.9	156	*155	0.5	35.0	88	**61	0.4	13.8	68
THE NEW YORKER	1270	1117	1.6	88.0	104	385	2.0	30.3	125	472	1.5	37.2	94	260	1.6	20.5	101
NEWSWEEK	6277	5456	8.0	86.9	103	1717	8.7	27.4	113	2526	7.9	40.2	101	1213	7.4	19.3	95
THE N.Y. TIMES DAILY EDITION	1205	1094	1.6	90.8	108	452	2.3	37.5	154	475	1.5	39.4	99	*167	1.0	13.9	68
THE N.Y. TIMES MAGAZINE	2081	1844	2.7	88.6	105	672	3.4	32.3	133	868	2.7	41.7	105	304	1.8	14.6	72
OMNI	788	664	1.0	84.3	100	*138	0.7	17.5	72	295	0.9	37.4	94	*232	1.4	29.4	145
ON CABLE	1158	1021	1.5	88.2	105	404	2.1	34.9	144	448	1.4	38.7	97	*170	1.0	14.7	72
1001 HOME IDEAS	2852	2541	3.7	89.1	106	730	3.7	25.6	105	1209	3.8	42.4	107	601	3.7	21.1	104
ORGANIC GARDENING	1658	1490	2.2	89.9	107	382	1.9	23.0	95	777	2.4	46.9	118	331	2.0	20.0	98
OUTDOOR LIFE	896	752	1.1	83.9	100	*209	1.1	23.3	96	327	1.0	36.5	92	*217	1.3	24.2	119
PARADE MAGAZINE	24275	21117	30.9	87.0	103	6475	32.9	26.7	110	10533	32.8	43.4	109	4109	25.0	16.9	83

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	68269	100.0	84.3	100	19665	100.0	24.3	100	32158	100.0	39.7	100	16447	100.0	20.3	100
PARENTS	3845	3451	5.1	89.8	106	869	4.4	22.6	93	1800	5.6	46.8	118	782	4.8	20.3	100
PENTHOUSE	831	698	1.0	84.0	100	*288	1.5	34.7	143	*227	0.7	27.3	69	*183	1.1	22.0	108
PEOPLE	11645	10120	14.8	86.9	103	3112	15.8	26.7	110	4874	15.2	41.9	105	2134	13.0	18.3	90
PLAYBOY	2006	1761	2.6	87.8	104	568	2.9	28.3	117	720	2.2	35.9	90	*472	2.9	23.5	116
POPULAR HOT RODDING	297	269	0.4	90.6	107	**91	0.5	30.6	126	**102	0.3	34.3	86	*776	0.5	25.6	126
POPULAR MECHANICS	1018	933	1.4	91.7	109	*365	1.9	35.9	148	466	1.4	45.8	115	**102	0.6	10.0	49
POPULAR SCIENCE	878	775	1.1	88.3	105	*285	1.4	32.5	134	312	1.0	35.5	89	*178	1.1	20.3	100
PREVENTION	3913	3424	5.0	87.5	104	1286	6.5	32.9	135	1360	4.2	34.8	88	778	4.7	19.9	98
PSYCHOLOGY TODAY	1710	1568	2.3	91.7	109	579	2.9	33.9	139	651	2.0	38.1	96	338	2.1	19.8	97
READER'S DIGEST	22204	19150	28.1	86.2	102	5885	29.9	26.5	109	8953	27.8	40.3	102	4312	26.2	19.4	96
REDBOOK	7684	6880	10.1	89.5	106	2297	11.7	29.9	123	3058	9.5	39.8	100	1525	9.3	19.8	98
ROAD & TRACK	410	371	0.5	90.5	107	*133	0.7	32.4	134	**99	0.3	24.1	61	*139	0.8	33.9	167
ROLLING STONE	969	909	1.3	93.8	111	351	1.8	36.2	149	362	1.1	37.4	94	*196	1.2	20.2	100
RUNNER'S WORLD	298	265	0.4	88.9	105	**119	0.6	39.9	164	**89	0.3	29.9	75	*577	0.3	19.1	94
SATURDAY EVENING POST	1169	1033	1.5	88.4	105	309	1.6	26.4	109	424	1.3	36.3	91	300	1.8	25.7	126
SCIENCE 84	587	541	0.8	92.2	109	*200	1.0	34.1	140	*202	0.6	34.4	87	**138	0.8	23.5	116
SCIENCE DIGEST	482	424	0.6	88.0	104	**94	0.5	19.5	80	223	0.7	46.3	117	*107	0.7	22.2	109
SCIENTIFIC AMERICAN	594	516	0.8	86.9	103	*169	0.9	28.5	117	*221	0.7	37.2	94	*126	0.8	21.2	104
SELF	2009	1771	2.6	84.8	101	553	2.8	26.5	109	821	2.6	39.3	99	396	2.4	19.0	93
SEVENTEEN	2411	2098	3.1	87.0	103	698	3.5	29.0	119	1057	3.3	43.8	110	343	2.1	14.2	70
SKI	480	461	0.7	96.0	114	*133	0.7	27.7	114	*182	0.6	37.9	95	**146	0.9	30.4	150
SMITHSONIAN	2760	2361	3.5	85.5	101	717	3.6	26.0	107	1082	3.4	39.2	99	562	3.4	20.4	100
SOAP OPERA DIGEST	3013	2665	3.9	88.5	105	979	5.0	32.5	134	1164	3.6	38.6	97	522	3.2	17.3	85
SOUTHERN LIVING	4184	3631	5.3	86.8	103	811	4.1	19.4	80	1816	5.6	43.4	109	1004	6.1	24.0	118
SPORT	559	462	0.7	82.6	98	**148	0.8	26.5	109	*193	0.6	34.5	87	*121	0.7	21.6	107
THE SPORTING NEWS	436	393	0.6	90.1	107	**165	0.8	37.8	156	*201	0.6	46.1	116	**27	0.2	6.2	30
SPORTS AFIELD	493	416	0.6	84.4	100	**137	0.7	27.8	114	*134	0.4	27.2	68	*145	0.9	29.4	145
SPORTS ILLUSTRATED	2758	2404	3.5	87.2	103	731	3.7	26.5	109	1082	3.4	39.2	99	591	3.6	21.4	106
STAR	7456	6223	9.1	83.5	99	1899	9.7	25.5	105	3137	9.8	42.1	106	1187	7.2	15.9	78
SUNDAY	24936	21568	31.6	86.5	103	6945	35.3	27.9	115	10277	32.0	41.2	104	4347	26.4	17.4	86
SUNSET	2124	1911	2.8	90.0	107	494	2.5	23.3	96	962	3.0	45.3	114	456	2.8	21.5	106
TV GUIDE	21661	18735	27.4	86.5	103	5742	29.2	26.5	109	8724	27.1	40.3	101	4269	26.0	19.7	97
TENNIS	550	521	0.8	94.7	112	*135	0.7	24.5	101	*242	0.8	44.0	111	*145	0.9	26.4	130
TIME	8880	7791	11.4	87.7	104	2615	13.3	29.4	121	3536	11.0	39.8	100	1641	10.0	18.5	91
TOWN & COUNTRY	917	852	1.2	92.9	110	*203	1.0	22.1	91	426	1.3	46.5	117	223	1.4	24.3	120
TRAVEL & LEISURE	972	863	1.3	88.8	105	325	1.7	33.4	138	325	1.0	33.4	84	212	1.3	21.8	107
TRUE STORY	3356	2882	4.2	85.9	102	960	4.9	28.6	118	1260	3.9	37.5	95	661	4.0	19.7	97
U.S. NEWS & WORLD REPORT	3410	3030	4.4	88.9	105	987	5.0	28.9	119	1353	4.2	39.7	100	691	4.2	20.3	100
USA TODAY	1759	1535	2.2	87.3	104	556	2.8	31.6	130	624	1.9	35.5	89	354	2.2	20.1	99
US	1873	1698	2.5	90.7	108	514	2.6	27.4	113	780	2.4	41.6	105	403	2.5	21.5	106
VOGUE	3909	3385	5.0	86.6	103	1010	5.1	25.8	106	1525	4.7	39.0	98	851	5.2	21.8	107
WALL STREET JOURNAL	1886	1722	2.5	91.3	108	510	2.6	27.0	111	764	2.4	40.5	102	448	2.7	23.8	117
WEIGHT WATCHERS	2120	1865	2.7	88.0	104	736	3.7	34.7	143	757	2.4	35.7	90	372	2.3	17.5	86
WOMAN'S DAY	14172	12533	18.4	88.4	105	4179	21.3	29.5	121	5775	18.0	40.7	103	2580	15.7	18.2	90
WORKING MOTHER	1146	1067	1.6	93.1	110	394	2.0	34.4	142	472	1.5	41.2	104	*202	1.2	17.6	87
WORKING WOMAN	1322	1182	1.7	89.4	106	392	2.0	29.7	122	514	1.6	38.9	98	276	1.7	20.9	103
WORLD TENNIS	*163	*149	0.2	91.4	108	**57	0.3	35.0	144	**41	0.1	25.2	63	**50	0.3	30.7	151
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2208	3.2	87.2	103	631	3.2	24.9	103	921	2.9	36.4	92	657	4.0	25.9	128
BLAIR INSERTS	43657	37760	55.3	86.5	103	11513	58.5	26.4	109	18096	56.3	41.5	104	8151	49.6	18.7	92
DAILY NEWSPAPERS																	
READ ANY	51633	44708	65.5	86.6	103	13634	69.3	26.4	109	20848	64.8	40.4	102	10226	62.2	19.8	98
READ ONE	43463	37520	55.0	86.3	102	11357	57.8	26.1	108	17452	54.3	40.2	101	8711	53.0	20.0	99
READ TWO OR MORE	8170	7188	10.5	88.0	104	2277	11.6	27.9	115	3396	10.6	41.6	105	1515	9.2	18.5	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	45483	66.6	86.3	102	13738	69.9	26.1	107	21624	67.2	41.0	103	10122	61.5	19.2	95
READ ONE	46126	39792	58.3	86.3	102	11872	60.4	25.7	106	18987	59.0	41.2	104	8933	54.3	19.4	95
READ TWO OR MORE	6552	5691	8.3	86.9	103	1865	9.5	28.5	117	2637	8.2	40.2	101	1189	7.2	18.1	89
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.57				27.55				28.36				26.05			
30 DAY REACH	71455	60589	88.8	84.8	101	17492	88.9	24.5	101	28594	88.9	40.0	101	14503	88.2	20.3	100
50 SHWG - 30 DAY AV FREQ	14.56	14.54				14.39				14.98				13.84			
30 DAY REACH	67742	57584	84.3	85.0	101	16762	85.2	24.7	102	27144	84.4	40.1	101	13677	83.2	20.2	99
25 SHWG - 30 DAY AV FREQ	7.94	7.90				7.90				8.10				7.49			
30 DAY REACH	62117	52987	77.6	85.3	101	15303	77.8	24.6	101	25089	78.0	40.4	102	12596	76.6	20.3	100
CABLE TV: HOME WIRED	32077	27742	40.6	86.5	103	8226	41.8	25.6	106	12863	40.0	40.1	101	6653	40.5	20.7	102
HOME NOT WIRED	48909	40528	59.4	82.9	98	11439	58.2	23.4	96	19295	60.0	39.5	99	9794	59.5	20.0	99
HAVE PAY CABLE	15935	14032	20.6	88.1	104	4601	23.4	28.9	119	6410	19.9	40.2	101	3021	18.4	19.0	93

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	68269	100.0	84.3	100	19665	100.0	24.3	100	32158	100.0	39.7	100	16447	100.0	20.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	37384	54.8	85.1	101	11169	56.8	25.4	105	17419	54.2	39.7	100	8795	53.5	20.0	99
10:00 AM - 3:00 PM	30659	26238	38.4	85.6	102	7814	39.7	25.5	105	12166	37.8	39.7	100	6259	38.1	20.4	101
3:00 PM - 7:00 PM	31045	26698	39.1	86.0	102	8049	40.9	25.9	107	12561	39.1	40.5	102	6088	37.0	19.6	97
7:00 PM - MIDNIGHT	15767	13301	19.5	84.4	100	3881	19.7	24.6	101	6275	19.5	39.8	100	3145	19.1	19.9	98
MIDNIGHT - 6:00 AM	9120	7933	11.6	87.0	103	2417	12.3	26.5	109	3681	11.4	40.4	102	1834	11.2	20.1	99
6:00 AM - MIDNIGHT	58527	49955	73.2	85.4	101	14754	75.0	25.2	104	23400	72.8	40.0	101	11801	71.8	20.2	99
ENTIRE DAY	59311	50629	74.2	85.4	101	14967	76.1	25.2	104	23707	73.7	40.0	101	11956	72.7	20.2	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14214	20.8	87.9	104	4285	21.8	26.5	109	6641	20.7	41.1	103	3288	20.0	20.3	100
ALL NEWS	2256	1926	2.8	85.4	101	624	3.2	27.7	114	893	2.8	39.6	100	409	2.5	18.1	89
AOR/PROGRESSIVE	3874	3392	5.0	87.6	104	1025	5.2	26.5	109	1590	4.9	41.0	103	777	4.7	20.1	99
BEAUTIFUL MUSIC	5660	4933	7.2	87.2	103	1546	7.9	27.3	112	2258	7.0	39.9	100	1129	6.9	19.9	98
BLACK	2204	1811	2.7	82.2	97	510	2.6	23.1	95	929	2.9	42.2	106	373	2.3	16.9	83
CLASSICAL	1418	1267	1.9	89.4	106	368	1.9	26.0	107	514	1.6	36.2	91	585	2.3	27.2	134
CHR/ROCK	9538	8042	11.8	84.5	100	2543	12.9	26.7	110	3615	11.2	37.9	95	1904	11.6	20.0	98
COUNTRY	12648	10703	15.7	84.6	100	3180	16.2	25.1	104	4860	15.1	38.4	97	2662	16.2	21.0	104
GOLDEN OLDIES	1191	990	1.5	83.1	99	*211	1.1	17.7	73	644	2.0	54.1	136	*135	0.8	11.3	56
MOR/NOSTALGIA	4757	3985	5.8	83.8	99	1133	5.8	23.8	98	1718	5.3	36.1	91	1134	6.9	23.8	117
NEWS/TALK	3863	3216	4.7	83.3	99	979	5.0	25.3	104	1468	4.6	38.0	96	769	4.7	19.9	98
RELIGIOUS	3084	2498	3.7	81.0	96	584	3.0	18.9	78	1301	4.0	42.2	106	612	3.7	19.8	98
SOFT ROCK	521	443	0.6	85.0	101	**138	0.7	26.5	109	*244	0.8	46.8	118	**62	0.4	11.9	59
URBAN CONTEMPORARY	1585	1294	1.9	81.6	97	474	2.4	29.9	123	582	1.8	36.7	92	238	1.4	15.0	74
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2679	3.9	82.2	97	789	4.0	24.2	100	1174	3.7	36.0	91	716	4.4	22.0	108
ABC DIRECTION	2316	1971	2.9	85.1	101	735	3.7	31.7	131	806	2.5	34.8	88	430	2.6	18.6	91
ABC ENTERTAINMENT	4834	4092	6.0	84.7	100	1239	6.3	25.6	106	1806	5.6	37.4	94	1047	6.4	21.7	107
ABC FM	2202	1905	2.8	86.5	103	533	2.7	24.2	100	854	2.7	38.8	98	518	3.1	23.5	116
ABC INFORMATION	5425	4689	6.9	86.4	103	1263	6.4	23.3	96	2200	6.8	40.6	102	1226	7.5	22.6	111
ABC ROCK	1677	1493	2.2	89.0	106	538	2.7	32.1	132	556	1.7	33.2	83	*400	2.4	23.9	117
CBS	4430	3920	5.7	88.5	105	1098	5.6	24.8	102	1852	5.8	41.8	105	970	5.9	21.9	108
MUTUAL	4992	4330	6.3	86.7	103	1256	6.4	25.2	104	1869	5.8	37.4	94	1205	7.3	24.1	119
NBC	4679	4013	5.9	85.8	102	1240	6.3	26.5	109	1938	6.0	41.4	104	835	5.1	17.9	88
RADIO/ABC	1994	1658	2.4	83.1	99	469	2.4	23.5	97	847	2.6	42.5	107	343	2.1	17.2	85
RKO ONE	2298	1900	2.8	82.7	98	660	3.4	28.7	118	790	2.5	34.4	87	451	2.7	19.6	97
RKO TWO	3311	2753	4.0	83.1	99	883	4.5	26.7	110	1243	3.9	37.5	95	627	3.8	18.9	93
THE SOURCE	2114	1744	2.6	82.5	98	512	2.6	24.2	100	764	2.4	36.1	91	458	2.8	22.1	109
NON-WIRED: BLAIR	8654	7499	11.0	86.7	103	2514	12.8	29.1	120	3317	10.3	38.3	97	1669	10.1	19.3	95
INTERNET	12025	10407	15.2	86.5	103	3141	16.0	26.1	108	4952	15.4	41.2	104	2313	14.1	19.2	95
KATZ RADIO GROUP	15359	13155	19.3	85.7	102	4231	21.5	27.5	113	5943	18.5	38.7	97	2982	18.1	19.4	96
SUPERNET	10628	9024	13.2	84.9	101	2475	12.6	23.3	96	4423	13.8	41.6	105	2127	12.9	20.0	99
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	7189	10.5	83.0	98	1871	9.5	21.6	89	3416	10.6	39.5	99	1903	11.6	22.0	108
MKDAY 9:00 AM - 1:00 PM	12163	9922	14.5	81.6	97	2757	14.0	22.7	93	4698	14.6	38.6	97	2467	15.0	20.3	100
MKDAY 1:00 PM - 4:30 PM	16150	13331	19.5	82.5	98	3618	18.4	22.4	92	6270	19.5	38.8	98	3443	20.9	21.3	105
MKDAY 4:30 PM - 7:30 PM	22463	18552	27.2	82.6	98	5058	25.7	22.5	93	8746	27.2	38.9	98	4747	28.9	21.1	104
MKDAY 7:30 PM - 8:00 PM	31795	26623	39.0	83.7	99	7222	36.7	22.7	94	12599	39.2	39.6	100	6802	41.4	21.4	105
MKDAY 11:00 PM - 11:30 PM	23977	20342	29.8	84.8	101	5628	28.6	23.5	97	9706	30.2	40.5	102	5009	30.5	20.9	103
MKDAY 11:30 PM - 1:00 AM	7703	6458	9.5	83.8	99	1737	8.8	22.5	93	3179	9.9	41.3	104	1542	9.4	20.0	99
M-SAT 8-11 PM-SUN 7-11 PM	33800	28637	41.9	84.7	101	8157	41.5	24.1	99	13445	41.8	39.8	100	7035	42.8	20.8	102
MKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5374	7.9	82.2	98	1623	8.3	24.8	102	2655	8.3	40.6	102	1096	6.7	16.8	83
ANOTHER WORLD	N 4620	3778	5.5	81.8	97	910	4.6	19.7	81	1823	5.7	39.5	99	1045	6.4	22.6	111
AS THE WORLD TURNS	C 5614	4644	6.8	82.7	98	1238	6.3	22.1	91	2066	6.4	36.8	93	1340	8.1	23.9	118
CAPITOL	C 3396	2711	4.0	79.8	95	693	3.5	20.4	84	1283	4.0	37.8	95	736	4.5	21.7	107
CBS MORN. NEWS 1	C 1446	1091	1.6	75.4	90	269	1.4	18.6	77	526	1.6	36.4	92	295	1.8	20.4	100
CBS MORN. NEWS 2	C 1207	915	1.3	75.8	90	204	1.0	16.9	70	439	1.4	36.4	92	273	1.7	22.6	111
DAYS OF OUR LIVES	N 5877	4837	7.1	82.3	98	1238	6.3	21.1	87	2365	7.4	40.2	101	1234	7.5	21.0	103
FACTS OF LIFE - DAYTIME	N 2290	1779	2.6	77.7	92	466	2.4	20.3	84	794	2.5	34.7	87	519	3.2	22.7	112
FAMILY FEUD	A 3023	2450	3.6	81.0	96	652	3.3	21.6	89	1218	3.8	40.3	101	580	3.5	19.2	94
GENERAL HOSPITAL	A 6097	5006	7.3	82.1	97	1449	7.4	23.8	98	2187	6.8	35.9	90	1372	8.3	22.5	111
GOOD MORNING, AMERICA-730A	A 3515	3013	4.4	85.7	102	781	4.0	22.2	92	1397	4.3	39.7	100	835	5.1	23.8	117
GOOD MORNING, AMERICA-830A	A 2818	2472	3.6	87.7	104	781	4.0	27.7	114	1149	3.6	40.8	103	541	3.3	19.2	95
GUIDING LIGHT	C 5339	4351	6.4	81.5	97	1094	5.6	20.5	84	2013	6.3	37.7	95	1244	7.6	23.3	115
ONE LIFE TO LIVE	A 4478	3748	5.5														

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	68269	100.0	84.3	100	19665	100.0	24.3	100	32158	100.0	39.7	100	16447	100.0	20.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	21510	31.5	82.5	98	5419	27.6	20.8	86	10360	32.2	39.7	100	5731	34.8	22.0	108
NETWORK AFFILIATES - LATE		20261	17168	25.1	84.7	101	4773	24.3	23.6	97	8178	25.4	40.4	102	4216	25.6	20.8	102
INDEPENDENTS - LATE		2076	1715	2.5	82.6	98	566	2.9	27.3	112	666	2.1	32.1	81	483	2.9	23.3	115
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	8904	13.0	85.2	101	2851	14.5	27.3	112	3866	12.0	37.0	93	2187	13.3	20.9	103
ABC MONDAY NIGHT MOVIE		A 6412	5546	8.1	86.5	103	1573	8.0	24.5	101	2632	8.2	41.0	103	1341	8.2	20.9	103
ABC SUNDAY NIGHT MOVIE		A 12407	10553	15.5	85.1	101	3117	15.9	25.1	103	4958	15.4	40.0	101	2478	15.1	20.0	99
ABC WORLD NEWS TONIGHT		A 6176	5249	7.7	85.0	101	1360	6.9	22.0	91	2594	8.1	42.0	106	1294	7.9	21.0	101
AFTERMASH		C 5863	4891	7.2	83.4	99	1363	6.9	23.2	96	2373	7.4	40.5	102	1155	7.0	19.7	97
ALICE		C 9594	8099	11.9	84.4	100	2338	11.9	24.4	100	3978	12.4	41.5	104	1783	10.8	18.6	92
AMERICAN PARADE		C 6622	5455	8.0	82.4	98	1365	6.9	20.6	85	2671	8.3	40.3	102	1419	8.6	21.4	106
BENSON		A 10886	9310	13.6	85.5	101	2473	12.6	22.7	94	4623	14.4	42.5	107	2214	13.5	20.3	100
BLUE THUNDER		A 5036	4388	6.4	87.1	103	1226	6.2	24.3	100	2039	6.3	40.5	102	1123	6.8	22.3	110
CAGNEY & LACEY		C 9965	8457	12.4	84.9	101	2486	12.6	24.9	103	3971	12.3	39.8	100	2000	12.2	20.1	99
CBS EVENING NEWS-DEAN		C 3491	2920	4.3	83.6	99	765	3.9	21.9	90	1384	4.3	39.6	100	772	4.7	22.1	109
CBS EVENING NEWS-RATHER		C 7123	5872	8.6	82.4	98	1488	7.6	20.9	86	2750	8.6	38.6	97	1635	9.9	23.0	113
CBS SAT. NEWS-SCHIEFFER		C 3621	3030	4.4	83.7	99	671	3.4	18.5	76	1456	4.5	40.2	101	903	5.5	24.9	123
CBS SATURDAY NIGHT MOVIE		C 5436	4707	6.9	86.6	103	1275	6.5	23.5	97	2276	7.1	41.9	105	1156	7.0	21.3	105
CBS WEDNESDAY NIGHT MOVIE		C 6100	5064	7.4	83.0	98	1360	6.9	22.3	92	2468	7.7	40.5	102	1236	7.5	20.3	100
CHEERS		N 8889	7654	11.2	86.1	102	2331	11.9	26.2	108	3386	10.5	38.1	96	1938	11.8	21.8	107
DALLAS		C 22109	18653	27.3	84.4	100	4948	25.2	22.4	92	9198	28.6	41.6	105	4507	27.4	20.4	100
DIFF'RENT STROKES		N 6940	5713	8.4	82.3	98	1504	7.6	21.7	89	2801	8.7	40.4	102	1408	8.6	20.3	100
DOUBLE TROUBLE		N 7223	6129	9.0	84.9	101	1848	9.4	25.6	105	2657	8.3	36.8	93	1624	9.9	22.5	111
DUCK FACTORY		N 5595	4732	6.9	84.6	100	1347	6.8	24.1	99	2069	6.4	37.0	93	1316	8.0	23.5	116
DUKES OF HAZZARD		C 5768	4833	7.1	83.8	99	1224	6.2	21.2	87	2354	7.3	40.8	103	1256	7.6	21.8	107
DYNASTY		A 20053	17073	25.0	85.1	101	4815	24.5	24.0	99	8316	25.9	41.5	104	3941	24.0	19.7	97
FACTS OF LIFE		N 8087	6886	10.1	85.1	101	2122	10.8	26.2	108	3073	9.6	38.0	96	1691	10.3	20.9	103
FALCON CREST		C 20046	16859	24.7	84.1	100	4381	22.3	21.9	90	8253	25.7	41.2	104	4225	25.7	21.1	104
FALL GUY		A 9084	7836	11.5	86.3	102	2245	11.4	24.7	102	3575	11.1	39.4	99	2016	12.3	22.2	109
FAMILY TIES		N 7964	6621	9.7	83.1	99	2040	10.4	25.6	105	2896	9.0	36.4	92	1685	10.2	21.2	104
FANTASY ISLAND		A 7687	6336	9.3	82.4	98	1754	8.9	22.8	94	2960	9.2	38.5	97	1622	9.9	21.1	104
FOULUPS,BLEEPS & BLUNDERS		A 8861	7464	10.9	84.2	100	2127	10.8	24.0	99	3581	11.1	40.4	102	1756	10.7	19.8	98
FOUR SEASONS		C 5095	4272	6.3	83.8	99	1114	5.7	21.9	90	2193	6.8	43.0	108	965	5.9	18.9	93
GIMME A BREAK		N 8838	7309	10.7	82.7	98	2156	11.0	24.4	100	3335	10.4	37.7	95	1818	11.1	20.6	101
HART TO HART		A 8978	7645	11.2	85.2	101	2277	11.6	25.4	104	3596	11.2	40.1	101	1772	10.8	19.7	97
HILL STREET BLUES		N 8590	7385	10.8	86.0	102	2134	10.9	24.8	102	3680	11.4	42.8	108	1571	9.6	18.3	90
HOTEL		A 14085	12043	17.6	85.5	101	3500	17.8	24.8	102	5817	18.1	41.3	104	2726	16.6	19.4	95
JEFFERSONS		C 9360	7776	11.4	83.1	99	2173	11.1	23.2	96	3813	11.9	40.7	103	1790	10.9	19.1	94
JENNIFER SLEPT HERE		N 5841	4851	7.1	83.1	99	1450	7.4	24.8	102	2211	6.9	37.9	95	1191	7.2	20.4	100
KATE & ALLIE		C 9206	7786	11.4	84.6	100	2246	11.4	24.4	100	3662	11.4	39.8	100	1878	11.4	20.4	100
KNIGHT RIDER		N 7076	5969	8.7	84.4	100	1928	9.8	27.2	112	2545	7.9	36.0	91	1495	9.1	21.1	104
LOVE BOAT		A 12219	10231	15.0	83.7	99	2849	14.5	23.3	96	4762	14.8	39.0	98	2620	15.9	21.4	106
MAGNUM PI		C 11199	9469	13.9	84.6	100	2717	13.8	24.3	100	4397	13.7	39.3	99	2355	14.3	21.0	104
MAMA'S FAMILY		N 6057	4966	7.3	82.0	97	1402	7.1	23.1	95	2318	7.2	38.3	96	1247	7.6	20.6	101
MASTER, THE		N 3598	3036	4.4	84.4	100	994	5.1	27.6	114	1299	4.0	36.1	91	744	4.5	20.7	102
MATT HOUSTON		A 6344	5567	8.2	87.8	104	1672	8.5	26.4	109	2613	8.1	41.2	104	1282	7.8	20.2	100
NBC MONDAY NIGHT MOVIE		N 11994	10273	15.0	85.7	102	2947	15.0	24.6	101	4697	14.6	39.2	99	2629	16.0	21.9	108
NBC NIGHTLY NEWS		N 5132	4200	6.2	81.8	97	1058	5.4	20.6	85	2015	6.3	39.3	99	1127	6.9	22.0	108
NBC NIGHTLY NEWS-SAT		N 3375	2720	4.0	80.6	96	689	3.5	20.4	84	1215	3.8	36.0	91	816	5.0	24.2	119
NBC NIGHTLY NEWS-SUN		N 3130	2377	3.5	75.9	90	612	3.1	19.6	81	1221	3.8	39.0	98	544	3.3	17.4	86
NBC SUNDAY NIGHT MOVIE		N 8284	6991	10.2	84.4	100	1715	8.7	20.7	85	3195	9.9	38.6	97	2082	12.7	25.1	124
NEWMART		C 9240	7808	11.4	84.5	100	2129	10.8	23.0	95	3797	11.8	41.1	103	1882	11.4	20.4	100
ONE DAY AT A TIME		C 7288	6097	8.9	83.7	99	1667	8.5	22.9	94	3048	9.5	41.8	105	1383	8.4	19.0	93
PEOPLE ARE FUNNY		N 4855	4082	6.0	84.1	100	1206	6.1	24.8	102	1710	5.3	35.2	89	1167	7.1	24.0	118
REAL PEOPLE		N 8869	7309	10.7	82.4	98	1942	9.9	21.9	90	3412	10.6	38.5	97	1955	11.9	22.0	109
REMINGTON STEELE		N 7743	6543	9.6	84.5	100	1955	9.9	25.2	104	2996	9.3	38.7	97	1592	9.7	20.6	101
RIPLEY'S BELIEVE IT - NOT		A 5345	4687	6.9	87.7	104	1314	6.7	24.6	101	2132	6.6	39.9	100	1241	7.5	23.2	114
RIPTIDE		N 6988	6062	8.9	86.7	103	1796	9.1	25.7	106	2762	8.6	39.5	100	1503	9.1	21.5	106
SCARECROW & MRS. KING		C 10002	8378	12.3	83.8	99	2273	11.6	22.7	94	4137	12.9	41.4	104	1967	12.0	19.7	97
SIMON & SIMON		C 10638	9132	13.4	85.8	102	2533	12.9	23.8	98	4407	13.7	41.4	104	2193	13.3	20.6	102
60 MINUTES		C 13293	11058	16.2	83.2	99	2898	14.7	21.8	90	5300	16.5	39.9	100	2860	17.4	21.5	106
ST. ELSEWHERE		N 7017	6029	8.8	85.9	102	1626											

CANNED TUNA - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				PACKED IN WATER				PACKED IN OIL				A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	68269	100.0	84.3	100	52188	100.0	64.4	100	27654	100.0	34.1	100				
18 - 24	9282	7757	11.4	83.6	99	5924	11.4	63.8	99	3290	11.9	35.4	104				
25 - 34	19072	16505	24.2	86.5	103	13206	25.3	69.2	107	6642	24.0	34.8	102				
35 - 44	14591	12602	18.5	86.4	102	9710	18.6	66.5	103	5142	18.6	35.2	103				
45 - 54	11345	10002	14.7	88.2	105	7671	14.7	67.6	105	4122	14.9	36.3	106				
55 - 64	11635	9899	14.5	85.1	101	7390	14.2	63.5	99	3841	13.9	33.0	97				
65 OR OLDER	15061	11504	16.9	76.4	91	8287	15.9	55.0	85	4617	16.7	30.7	90				
18 - 34	28354	24261	35.5	85.6	102	19130	36.7	67.5	105	9932	35.9	35.0	103				
18 - 49	48339	41677	61.0	86.2	102	32497	62.3	67.2	104	17214	62.2	35.6	104				
25 - 54	45008	39109	57.3	86.9	103	30587	58.6	68.0	105	15906	57.5	35.3	103				
35 - 49	19985	17416	25.5	87.1	103	13367	25.6	66.9	104	7281	26.3	36.4	107				
50 OR OLDER	32647	26592	39.0	81.5	97	19691	37.7	60.3	94	10440	37.8	32.0	94				
GRADUATED COLLEGE	11155	9847	14.4	88.3	105	8348	16.0	74.8	116	3562	12.9	31.9	94				
ATTENDED COLLEGE	13682	12332	18.1	90.1	107	9964	19.1	72.8	113	4644	16.8	33.9	99				
GRADUATED HIGH SCHOOL	33880	29263	42.9	86.4	102	22232	42.6	65.6	102	12340	44.6	36.4	107				
DID NOT GRADUATE HIGH SCHOOL	22270	16828	24.6	75.6	90	11643	22.3	52.3	81	7108	25.7	31.9	93				
EMPLOYED	40306	35199	51.6	87.3	104	27700	53.1	68.7	107	13686	49.5	34.0	99				
EMPLOYED FULL-TIME	32850	28594	41.9	87.0	103	22391	42.9	68.2	106	11085	40.1	33.7	99				
EMPLOYED PART-TIME	7456	6605	9.7	88.6	105	5309	10.2	71.2	110	2602	9.4	34.9	102				
NOT EMPLOYED	40680	33071	48.4	81.3	96	24488	46.9	60.2	93	13967	50.5	34.3	101				
PROFESSIONAL/MANAGER	10392	9192	13.5	88.5	105	7685	14.7	74.0	115	3213	11.6	30.9	91				
TECH/CLERICAL/SALES	17574	15682	23.0	89.2	106	12369	23.7	70.4	109	6201	22.4	35.3	103				
PRECISION/CRAFT	985	827	1.2	84.0	100	653	1.3	66.3	103	*377	1.4	38.3	112				
OTHER EMPLOYED	11354	9497	13.9	83.6	99	6993	13.4	61.6	96	3895	14.1	34.3	100				
SINGLE	9863	8103	11.9	82.2	97	6099	11.7	61.8	96	3189	11.5	32.3	95				
MARRIED	51375	44354	65.0	86.3	102	34542	66.2	67.2	104	18341	66.3	35.7	105				
DIVORCED/SEPARATED/WIDOWED	19748	15813	23.2	80.1	95	11547	22.1	58.5	91	6124	22.1	31.0	91				
PARENTS	32590	28084	41.1	86.2	102	21772	41.7	66.8	104	11756	42.5	36.1	106				
WHITE	70416	60062	88.0	85.3	101	46922	89.9	66.6	103	23861	86.3	33.9	99				
BLACK	8778	6918	10.1	78.8	93	4440	8.5	50.6	78	3135	11.3	35.7	105				
OTHER	1791	1290	1.9	72.0	85	826	1.6	46.1	72	*658	2.4	36.7	108				
NORTHEAST-CENSUS	17786	15101	22.1	84.9	101	12250	23.5	68.9	107	5929	21.4	33.3	98				
NORTH CENTRAL	20741	17936	26.3	86.5	103	13559	26.0	65.4	101	7931	28.7	38.2	112				
SOUTH	27775	22715	33.3	81.8	97	16215	31.1	58.4	91	9688	35.0	34.9	102				
WEST	14683	12517	18.3	85.2	101	10163	19.5	69.2	107	4106	14.8	28.0	82				
NORTHEAST-MKTG.	17961	15331	22.5	85.4	101	12242	23.5	68.2	106	6028	21.8	33.6	98				
EAST CENTRAL	11885	10001	14.6	84.1	100	7784	14.9	65.5	102	4015	14.5	33.8	99				
WEST CENTRAL	14090	12415	18.2	88.1	105	9400	18.0	66.7	104	5627	20.3	39.9	117				
SOUTH	24081	19596	28.7	81.4	97	13862	26.6	57.6	89	8580	31.0	35.6	104				
PACIFIC	12969	10927	16.0	84.3	100	8901	17.1	68.6	107	3403	12.3	26.2	77				
COUNTY SIZE A	32439	27443	40.2	84.6	100	20600	39.5	63.5	99	11328	41.0	34.9	102				
COUNTY SIZE B	24915	21159	31.0	84.9	101	16617	31.8	66.7	103	7983	28.9	32.0	94				
COUNTY SIZE C	12930	10716	15.7	82.9	98	8269	15.8	64.0	99	4192	15.2	32.4	95				
COUNTY SIZE D	10703	8952	13.1	83.6	99	6702	12.8	62.6	97	4150	15.0	38.8	114				
METRO CENTRAL CITY	24518	19841	29.1	80.9	96	14644	28.1	59.7	93	8409	30.4	34.3	100				
METRO SUBURBAN	35919	31389	46.0	87.4	104	24943	47.8	69.4	108	11684	42.3	32.5	95				
NON METRO	20549	17039	25.0	82.9	98	12601	24.1	61.3	95	7561	27.3	36.8	108				
TOP 5 ADI'S	18341	15249	22.3	83.1	99	11725	22.5	63.9	99	6154	22.3	33.6	98				
TOP 10 ADI'S	25378	21552	31.6	84.9	101	15989	30.6	63.0	98	8939	32.3	35.2	103				
TOP 20 ADI'S	36488	30932	45.3	84.8	101	23344	44.7	64.0	99	12687	45.9	34.8	102				
HSGLD INC. \$50,000 OR MORE	6612	6045	8.9	91.4	108	5069	9.7	76.7	119	2143	7.7	32.4	95				
\$40,000 OR MORE	12659	11475	16.8	90.6	108	9140	17.5	72.2	112	4461	16.1	35.2	103				
\$30,000 OR MORE	24698	22099	32.4	89.5	106	17515	33.6	70.9	110	8684	31.4	35.2	103				
\$25,000 OR MORE	32077	28649	42.0	89.3	106	22596	43.3	70.4	109	11485	41.5	35.8	105				
\$20,000 - \$24,999	9144	7836	11.5	85.7	102	6267	12.0	68.5	106	3185	11.5	34.8	102				
\$15,000 - \$19,999	8728	7361	10.8	84.3	100	5762	11.0	66.0	102	2954	10.7	33.8	99				
\$10,000 - \$14,999	12562	10298	15.1	82.0	97	7835	15.0	62.4	97	4070	14.7	32.4	95				
UNDER \$10,000	18475	14125	20.7	76.5	91	9728	18.6	52.7	82	5960	21.6	32.3	94				
HOUSEHOLD OF 1 PERSON	11987	9331	13.7	77.8	92	6919	13.3	57.7	90	3427	12.4	28.6	84				
2 PEOPLE	26577	22435	32.9	84.4	100	17389	33.3	65.4	102	8974	32.5	33.8	99				
3 OR 4 PEOPLE	30617	26262	38.5	85.8	102	20291	38.9	66.3	103	10720	38.8	35.0	103				
5 OR MORE PEOPLE	11804	10241	15.0	86.8	103	7588	14.5	64.3	100	4533	16.4	38.4	112				
NO CHILD IN HSHLD	46165	38203	56.0	82.8	98	29000	55.6	62.8	97	15116	54.7	32.7	96				
CHILD(REN) UNDER 2 YRS	5325	4670	6.8	87.7	104	3525	6.8	66.2	103	2049	7.4	38.5	113				
2 - 5 YEARS	14221	12406	18.2	87.2	103	9305	17.8	65.4	102	5215	18.9	36.7	107				
6 - 11 YEARS	15117	12920	18.9	85.5	101	10080	19.3	66.7	103	5307	19.2	35.1	103				
12 - 17 YEARS	16611	14459	21.2	87.0	103	11283	21.6	67.9	105	6246	22.6	37.6	110				
RESIDENCE OWNED	55884	47907	70.2	85.7	102	37086	71.1	66.4	103	19138	69.2	34.2	100				
VALUE: \$50,000 OR MORE	31744	28126	41.2	88.6	105	22628	43.4	71.3	111	10563	38.2	33.3	97				
VALUE: UNDER \$50,000	24140	19780	29.0	81.9	97	14458	27.7	59.9	93	8575	31.0	35.5	104				

CANNED TUNA - TYPES
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				PACKED IN WATER				PACKED IN OIL							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	68269	100.0	84.3	100	52188	100.0	64.4	100	27654	100.0	34.1	100				
MAGAZINES	QUINTILE 1	15799	13937	20.4	88.2	105	11514	22.1	72.9	113	5121	18.5	32.4	95				
	QUINTILE 2	17259	15149	22.2	87.8	104	12043	23.1	69.8	108	5821	21.0	33.7	99				
	QUINTILE 3	13545	11538	16.9	85.2	101	8696	16.7	64.2	100	4806	17.4	35.5	104				
	QUINTILE 4	15133	12720	18.6	84.1	100	9367	17.9	61.9	96	5516	19.9	36.5	107				
	QUINTILE 5	19250	14926	21.9	77.5	92	10567	20.2	54.9	85	6390	23.1	33.2	97				
NEWSPAPERS	QUINTILE 1	12413	10858	15.9	87.5	104	8954	17.2	72.1	112	3842	13.9	31.0	91				
	QUINTILE 2	24116	20978	30.7	87.0	103	15723	30.1	65.2	101	8789	31.8	36.4	107				
	QUINTILE 3	11261	9598	14.1	85.2	101	7499	14.4	66.6	103	3852	13.9	34.2	100				
	QUINTILE 4	20255	17013	24.9	84.0	100	13240	25.4	65.4	101	6942	25.1	34.3	100				
	QUINTILE 5	12940	9523	14.4	75.9	90	6772	13.0	52.3	81	4229	15.3	32.7	96				
OUTDOOR	QUINTILE 1	14852	12674	18.6	85.3	101	10068	19.3	67.8	105	4966	18.0	33.4	98				
	QUINTILE 2	15725	13227	19.4	84.1	100	10139	19.4	64.5	100	5563	20.1	35.4	104				
	QUINTILE 3	16330	13940	20.4	85.4	101	10455	20.0	64.0	99	5704	20.6	34.9	102				
	QUINTILE 4	16744	14438	21.1	86.2	102	11219	21.5	67.0	104	5633	20.4	33.6	99				
	QUINTILE 5	17334	13990	20.5	80.7	96	10307	19.7	59.5	92	5787	20.9	33.4	98				
RADIO-DRIVE TIME	QUINTILE 1	15911	13604	19.9	85.5	101	10769	20.6	67.7	105	5222	18.9	32.8	96				
	QUINTILE 2	14837	12484	18.3	84.1	100	9665	18.5	65.1	101	5158	18.7	34.8	102				
	QUINTILE 3	15339	12694	18.6	82.8	98	9893	19.0	64.5	100	5066	18.3	33.0	97				
	QUINTILE 4	16723	14437	21.1	86.3	102	10841	20.8	64.8	101	5835	21.1	34.9	102				
	QUINTILE 5	18176	15050	22.0	82.8	98	11020	21.1	60.6	94	6373	23.0	35.1	103				
RADIO-MID- DAY	TERCILE 1	21020	17974	26.3	85.5	101	13882	26.6	66.0	102	7289	26.4	34.7	102				
	TERCILE 2	21610	18354	26.9	84.9	101	14689	28.1	68.0	105	7217	26.1	33.4	98				
	TERCILE 3	38355	31941	46.8	83.3	99	23616	45.3	61.6	96	13148	47.5	34.3	100				
RADIO-TOTAL	QUINTILE 1	15988	13702	20.1	85.7	102	10633	20.4	66.5	103	5274	19.1	33.0	97				
	QUINTILE 2	15626	13132	19.2	84.0	100	10267	19.7	65.7	102	5511	19.9	35.3	103				
	QUINTILE 3	16723	14314	21.0	85.6	102	11269	21.6	67.4	105	5639	20.4	33.7	99				
	QUINTILE 4	16342	13808	20.2	84.5	100	10629	20.4	65.0	101	5372	19.4	32.9	96				
	QUINTILE 5	16306	13312	19.5	81.6	97	9390	18.0	57.6	89	5558	21.2	35.9	105				
TV-PRIME TIME	QUINTILE 1	15953	13520	19.8	84.7	101	10179	19.5	63.8	99	5698	20.6	35.7	105				
	QUINTILE 2	16137	13762	20.2	85.3	101	10798	20.7	66.9	104	5388	19.5	33.4	98				
	QUINTILE 3	16420	13896	20.4	84.6	100	10463	20.0	63.7	99	5872	21.2	35.8	105				
	QUINTILE 4	16687	14103	20.7	84.5	100	10694	20.5	64.1	99	5902	21.3	35.4	104				
	QUINTILE 5	15789	12988	19.0	82.3	98	10053	19.3	63.7	99	4793	17.3	30.4	89				
TV-DAYTIME	TERCILE 1	27736	22954	33.6	82.8	98	16983	32.5	61.2	95	9921	35.9	38.8	105				
	TERCILE 2	26489	22608	33.1	85.3	101	17162	32.9	64.8	101	9388	33.9	35.4	104				
	TERCILE 3	26761	22707	33.3	84.9	101	18043	34.6	67.4	105	8345	30.2	31.2	91				
TV-TOTAL	QUINTILE 1	16345	13254	19.4	81.1	96	9688	18.6	59.3	92	5785	20.9	35.4	104				
	QUINTILE 2	16447	13725	20.1	83.4	99	10061	19.3	61.2	95	5720	20.7	34.8	102				
	QUINTILE 3	15980	13879	20.3	86.9	103	11038	21.2	69.1	107	5625	20.3	35.2	103				
	QUINTILE 4	15887	13735	20.1	86.5	103	10637	20.4	67.0	104	5610	20.3	35.3	103				
	QUINTILE 5	16326	13676	20.0	83.8	99	10763	20.6	65.9	102	4914	17.8	30.1	88				
MAGAZINES-NEWSPAPERS: DUAL		20721	18223	26.7	87.9	104	14745	28.3	71.2	110	6757	24.4	32.6	95				
MAGAZINE IMPERATIVE		19186	16559	24.3	86.3	102	13136	25.2	68.5	106	6567	23.7	34.2	100				
NEWSPAPER IMPERATIVE		21899	18679	27.4	85.3	101	13723	26.3	62.7	97	7977	28.8	36.4	107				
MAGAZINES-OUTDOOR: DUAL		15451	13483	19.7	87.3	104	11081	21.2	71.7	111	5134	18.6	33.2	97				
MAGAZINE IMPERATIVE		25953	22677	33.2	87.4	104	17824	34.2	68.7	107	8751	31.6	33.7	99				
OUTDOOR IMPERATIVE		24400	20016	29.3	82.0	97	14542	27.9	59.6	92	8772	31.7	36.0	105				
MAGAZINES-RADIO: DUAL		18049	15558	22.8	86.2	102	12688	24.3	70.3	109	5789	20.9	32.1	94				
MAGAZINE IMPERATIVE		23571	20772	30.4	88.1	105	16362	31.4	69.4	108	8111	29.3	34.4	101				
RADIO IMPERATIVE		23278	19376	28.4	83.2	99	14369	27.5	61.7	96	8362	30.2	35.9	105				
MAGAZINES-TELEVISION: DUAL		15459	13289	19.5	86.0	102	10336	19.8	66.9	104	5310	19.2	34.3	101				
MAGAZINE IMPERATIVE		25829	22869	33.5	88.5	105	18686	35.8	72.3	112	8477	30.7	32.8	96				
TELEVISION IMPERATIVE		26039	21084	30.9	81.0	96	15100	28.9	58.0	90	9318	33.7	35.8	105				
NEWSPAPERS-OUTDOOR: DUAL		16605	14314	21.0	86.2	102	11313	21.7	68.1	106	5443	19.7	32.8	96				
NEWSPAPER IMPERATIVE		26834	23331	34.2	86.9	103	17839	34.2	66.5	103	9423	34.1	35.1	103				
OUTDOOR IMPERATIVE		23346	19330	28.3	82.8	98	14657	28.1	62.8	97	8211	29.7	35.2	103				
NEWSPAPERS-RADIO: DUAL		17133	14985	21.9	87.5	104	11971	22.9	69.9	108	5830	21.1	34.0	100				
NEWSPAPER IMPERATIVE		25892	22393	32.8	86.5	103	17141	32.8	66.2	103	8939	32.3	34.5	101				
RADIO IMPERATIVE		23167	19172	28.1	82.8	98	14617	28.0	63.1	98	7964	28.8	34.4	101				
NEWSPAPERS-TELEVISION: DUAL		17159	14729	21.6	85.8	102	10954	21.0	63.8	99	6251	22.6	36.4	107				
NEWSPAPER IMPERATIVE		26214	23045	33.8	87.9	104	18574	35.6	70.9	110	8622	31.2	32.9	96				
TELEVISION IMPERATIVE		23412	18793	27.5	80.3	95	13871	26.6	59.2	92	7987	28.9	34.1	100				
OUTDOOR-RADIO: DUAL		15303	13095	19.2	85.6	102	10384	19.9	67.9	105	5095	18.4	33.3	98				
OUTDOOR IMPERATIVE		24901	20914	30.6	84.0	100	15865	30.4	63.7	99	8766	31.7	35.2	103				
RADIO IMPERATIVE		26492	22493	32.9	84.9	101	17383	33.3	65.6	102	8962	32.4	33.8	99				
OUTDOOR-TELEVISION: DUAL		14794	12399	18.2	83.8	99	9279	17.8	62.7	97	5350	19.3	36.2	106				
OUTDOOR IMPERATIVE		25437	21949	32.2	86.3	102	17497	33.5	68.8	107	8544	30.9	33.6	98				
TELEVISION IMPERATIVE		27877	23138	33.9	83.0	98	17247	33.0	61.9	96	9557	34.6	34.3	100				
RADIO-TELEVISION: DUAL		15996	13561	19.9	84.8	101	10135	19.4	63.4	98	5807	21.0	36.3	106				
RADIO IMPERATIVE		25478	21911	32.1	86.0	102	17786	34.1	69.8	108	8209	29.7	32.2	94				
TELEVISION IMPERATIVE		26573	21941	32.1	82.6	98	16300	31.2	61.3	95	9263	33.5	34.9	102				

	TOTAL U.S. '000	ALL USERS				PACKED IN WATER				PACKED IN OIL				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	68269	100.0	84.3	100	52188	100.0	64.4	100	27654	100.0	34.1	100				
ATLANTIC MONTHLY	415	380	0.6	91.6	109	316	0.6	76.1	118	*166	0.6	40.0	117				
BARRON'S	453	368	0.5	81.2	96	309	0.6	68.2	106	*142	0.5	31.3	92				
BETTER HOMES & GARDENS	16256	14390	21.1	88.5	105	11485	22.0	70.7	110	5564	20.1	34.2	100				
BON APPETIT	2535	2298	3.4	90.7	108	1907	3.7	75.2	117	820	3.0	32.3	95				
BUSINESS WEEK	1278	1042	1.5	81.5	97	792	1.5	62.0	96	380	1.4	29.7	87				
CAR AND DRIVER	378	329	0.5	87.0	103	*257	0.5	68.0	106	**107	0.4	28.3	83				
CBS MAGAZINE NETWORK (GROSS)	1498	1329	1.9	88.7	105	1122	2.1	74.9	116	465	1.7	31.0	91				
CHANGING TIMES	1505	1320	1.9	87.7	104	1090	2.1	72.4	112	494	1.8	32.8	96				
COLONIAL HOMES	1231	996	1.5	80.9	96	765	1.5	62.1	96	388	1.4	31.5	92				
CONDE NAST MAG. PKG. (GROSS)	14146	12407	18.2	87.7	104	9999	19.2	70.7	110	4904	17.7	34.7	102				
CONSUMERS DIGEST	1323	1152	1.7	87.1	103	952	1.8	72.0	112	373	1.3	28.2	83				
COSMOPOLITAN	7102	6288	9.2	88.5	105	4820	9.2	67.9	105	2630	9.5	37.0	108				
COUNTRY LIVING	2481	2228	3.3	89.8	107	1769	3.4	71.3	111	738	2.7	29.7	87				
CUISINE	1472	1351	2.0	91.8	109	1122	2.1	76.2	118	480	1.7	32.6	95				
CYCLE WORLD	425	383	0.6	90.1	107	*321	0.6	75.5	117	**172	0.6	40.5	119				
DCI:CREATIVE IDEAS FOR LIV	2510	2259	3.3	90.0	107	1733	3.3	69.0	107	922	3.3	36.7	108				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5890	8.6	88.0	104	4649	8.9	69.5	108	2270	8.2	33.9	99				
DISCOVER	894	772	1.1	86.4	102	632	1.2	70.7	110	342	1.2	38.3	112				
EBONY	3507	2838	4.2	80.9	96	1804	3.5	51.4	80	1313	4.7	37.4	110				
ESQUIRE	1083	843	1.2	77.8	92	596	1.1	55.0	85	366	1.3	33.8	99				
ESSENCE	1830	1592	2.3	87.0	103	1040	2.0	56.8	88	767	2.8	41.9	123				
FAMILY CIRCLE	15930	14080	20.6	88.4	105	11101	21.3	69.7	108	5429	19.6	34.1	100				
THE FAMILY HANDYMAN	1126	1016	1.5	90.2	107	835	1.6	74.2	115	413	1.5	36.7	107				
FAMILY WEEKLY	11468	9923	14.5	86.5	103	7590	14.5	66.2	103	4082	14.8	35.6	104				
FIELD & STREAM	2234	1885	2.8	84.4	100	1432	2.7	64.1	99	806	2.9	36.1	106				
FOOD & WINE	579	521	0.8	90.0	107	413	0.8	71.3	111	*188	0.7	32.5	95				
FORBES	728	605	0.9	83.1	99	523	1.0	71.8	111	*188	0.7	25.8	76				
FORTUNE	906	793	1.2	87.5	104	627	1.2	69.2	107	301	1.1	33.2	97				
GENTLEMEN'S QUARTERLY	791	653	1.0	82.6	98	526	1.0	66.5	103	276	1.0	34.9	102				
GLAMOUR	5265	4676	6.8	88.8	105	3690	7.1	70.1	109	1828	6.6	34.7	102				
GOLF DIGEST	636	570	0.8	89.6	106	502	1.0	78.9	122	*198	0.7	31.1	91				
GOLF DIGEST/TENNIS (GROSS)	1186	1091	1.6	92.0	109	958	1.8	80.8	125	387	1.4	32.6	96				
GOLF MAGAZINE	441	423	0.6	95.9	114	339	0.6	76.9	119	*165	0.6	37.4	110				
GOLF MAGAZINE/SKI (GROSS)	922	885	1.3	96.0	114	714	1.4	77.4	120	332	1.2	36.0	105				
GODD HOUSEKEEPING	16487	14483	21.2	87.8	104	11590	22.2	70.3	109	5623	20.3	34.1	100				
HARPER'S BAZAAR	2423	2074	3.0	85.6	102	1703	3.3	70.3	109	877	3.2	36.2	96				
HEALTH	1994	1657	2.4	83.1	99	1363	2.6	68.4	106	626	2.3	31.4	92				
HEARST MAG CORP. BUY (GROSS)	44101	38863	56.9	88.1	105	30960	59.3	70.2	109	15090	54.6	34.2	100				
HEARST MAN POWER (GROSS)	1993	1773	2.6	89.0	106	1439	2.8	72.2	112	770	2.8	38.6	113				
HEARST WOMAN POWER (GROSS)	31274	27652	40.5	88.4	105	22045	42.2	70.5	109	10766	38.9	34.4	101				
HOUSE BEAUTIFUL	3623	3153	4.6	87.0	103	2450	4.7	67.6	105	1186	4.3	32.7	96				
INC.	283	*228	0.3	80.6	96	*130	0.2	45.9	71	**136	0.5	48.1	141				
JET	2928	2342	3.4	80.0	95	1590	3.0	54.3	84	1107	4.0	37.8	111				
LADIES' HOME JOURNAL	11918	10513	15.4	88.2	105	8561	16.4	71.8	111	3822	13.8	32.1	94				
LHJ FAMILY GRP COMBO(GROSS)	16764	14712	21.6	87.8	104	12079	23.1	72.1	112	5411	19.6	32.3	95				
LIFE	4254	3707	5.4	87.1	103	2818	5.4	66.2	103	1641	5.9	38.6	113				
L.A. TIMES HOME MAGAZINE	1145	925	1.4	80.8	96	774	1.5	67.6	105	237	0.9	20.7	61				
MADEMOISELLE	2884	2575	3.8	89.3	106	2073	4.0	71.9	112	1099	4.0	38.1	112				
MC CALL'S	13460	11835	17.3	87.9	104	9405	18.0	69.9	108	4713	17.0	35.0	103				
MC CALL'S/WRK MOTHER (GROSS)	14606	12902	18.9	88.3	105	10252	19.6	70.2	109	5126	18.5	35.1	103				
MECHANIX ILLUSTRATED	772	728	1.1	94.3	112	578	1.1	74.9	116	405	1.5	52.5	154				
METROPOLITAN HOME	967	829	1.2	85.7	102	721	1.4	74.6	116	252	0.9	26.1	76				
MONEY	1588	1401	2.1	88.2	105	1211	2.3	76.3	118	508	1.8	32.0	94				
MOTHER EARTH NEWS	1002	835	1.2	83.3	99	676	1.3	67.5	105	317	1.1	31.6	93				
MS.	825	758	1.1	91.9	109	619	1.2	75.0	116	270	1.0	32.7	96				
NATIONAL ENQUIRER	10336	8893	13.0	86.0	102	6678	12.8	64.6	100	3403	12.3	32.9	96				
NATIONAL GEOGRAPHIC	9597	8428	12.3	87.8	104	6918	13.3	72.1	112	3374	12.2	35.2	103				
NATIONAL SUNDAY MAGAZINE PKG	49558	42780	62.7	86.3	102	33192	63.6	67.0	104	16952	61.3	34.2	100				
NATURAL HISTORY	573	505	0.7	88.1	105	431	0.8	75.2	117	257	0.9	44.9	131				
NEW WOMAN	1699	1541	2.3	90.7	108	1229	2.4	72.3	112	600	2.2	35.3	103				
NEW YORK INCLUDING CUE	443	384	0.6	86.7	103	304	0.6	68.6	106	*133	0.5	30.0	88				
THE NEW YORKER	1270	1117	1.6	88.0	104	897	1.7	70.6	110	456	1.6	35.9	105				
NEWSWEEK	6277	5456	8.0	86.9	103	4404	8.4	70.2	109	2033	7.4	32.4	95				
THE N.Y. TIMES DAILY EDITION	1205	1094	1.6	90.8	108	969	1.9	80.4	125	374	1.4	31.0	91				
THE N.Y. TIMES MAGAZINE	2081	1844	2.7	88.6	105	1593	3.1	76.5	119	727	2.6	34.9	102				
OMNI	788	664	1.0	84.3	100	539	1.0	68.4	106	306	1.1	38.8	114				
ON CABLE	1158	1021	1.5	88.2	105	723	1.4	62.4	97	440	1.6	38.0	111				
1001 HOME IDEAS	2852	2541	3.7	89.1	106	2156	4.1	75.6	117	963	3.5	33.8	99				
ORGANIC GARDENING	1658	1490	2.2	89.9	107	1218	2.3	73.5	114	546	2.0	32.9	96				
OUTDOOR LIFE	896	752	1.1	83.9	100	611	1.2	68.2	106	347	1.3	38.7	113				
PARADE MAGAZINE	24275	21117	30.9	87.0	103	16303	31.2	67.2	104	8449	30.6	34.8	102				

	TOTAL U.S. '000	ALL USERS				PACKED IN WATER				PACKED IN OIL							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	68269	100.0	84.3	100	52188	100.0	64.4	100	27654	100.0	34.1	100				
PARENTS	3845	3451	5.1	89.8	106	2828	5.4	73.6	114	1355	4.9	35.2	103				
PENTHOUSE	831	698	1.0	84.0	100	534	1.0	64.3	100	*267	1.0	32.1	94				
PEOPLE	11645	10120	14.8	86.9	103	8199	15.7	70.4	109	3798	13.7	32.6	96				
PLAYBOY	2006	1761	2.6	87.8	104	1372	2.6	68.4	106	699	2.5	34.8	102				
POPULAR HOT RODDING	297	269	0.4	90.6	107	*209	0.4	70.4	109	**125	0.5	42.1	123				
POPULAR MECHANICS	1018	933	1.4	91.7	109	755	1.4	74.2	115	408	1.5	40.1	117				
POPULAR SCIENCE	878	775	1.1	88.3	105	630	1.2	71.8	111	299	1.1	34.1	100				
PREVENTION	3913	3424	5.0	87.5	104	2803	5.4	71.6	111	1254	4.5	32.0	94				
PSYCHOLOGY TODAY	1710	1568	2.3	91.7	109	1287	2.5	75.3	117	637	2.3	37.3	109				
READER'S DIGEST	22204	19150	28.1	86.2	102	14902	28.6	67.1	104	7574	27.4	34.1	100				
REDBOOK	7684	6880	10.1	89.5	106	5635	10.8	73.3	114	2513	9.1	32.7	96				
ROAD & TRACK	410	371	0.5	90.5	107	316	0.6	77.1	120	**117	0.4	28.5	84				
ROLLING STONE	969	909	1.3	93.8	111	698	1.3	72.0	112	393	1.4	40.6	119				
RUNNER'S WORLD	298	265	0.4	88.9	105	*215	0.4	72.1	112	**99	0.4	33.2	97				
SATURDAY EVENING POST	1169	1033	1.5	88.4	105	833	1.6	71.3	111	381	1.4	32.6	95				
SCIENCE 84	587	541	0.8	92.2	109	460	0.9	78.4	122	*167	0.6	28.4	83				
SCIENCE DIGEST	482	424	0.6	88.0	104	350	0.7	72.6	113	*175	0.6	36.3	106				
SCIENTIFIC AMERICAN	594	516	0.8	86.9	103	436	0.8	73.4	114	*174	0.6	29.3	86				
SELF	2089	1771	2.6	84.8	101	1545	3.0	74.0	115	628	2.3	30.1	88				
SEVENTEEN	2411	2098	3.1	87.0	103	1596	3.1	66.2	103	910	3.3	37.7	111				
SKI	480	461	0.7	96.0	114	375	0.7	78.1	121	*166	0.6	34.6	101				
SMITHSONIAN	2760	2361	3.5	85.5	101	2017	3.9	73.1	113	863	3.1	31.3	92				
SOAP OPERA DIGEST	3013	2665	3.9	88.5	105	2026	3.9	67.2	104	1027	3.7	34.1	100				
SOUTHERN LIVING	4184	3631	5.3	86.8	103	2916	5.6	69.7	108	1348	4.9	32.2	94				
SPORT	559	462	0.7	82.6	98	375	0.7	67.1	104	*205	0.7	36.7	107				
THE SPORTING NEWS	436	393	0.6	90.1	107	*320	0.6	73.4	114	**114	0.4	26.1	77				
SPORTS AFIELD	493	416	0.6	84.4	100	334	0.6	67.7	105	*187	0.7	37.9	111				
SPORTS ILLUSTRATED	2758	2404	3.5	87.2	103	1948	3.7	70.6	110	856	3.1	31.0	91				
STAR	7456	6223	9.1	83.5	99	4601	8.8	61.7	96	2498	9.0	33.5	98				
SUNDAY	24936	21568	31.6	86.5	103	16808	32.2	67.4	105	8423	30.5	33.8	99				
SUNSET	2124	1911	2.8	90.0	107	1642	3.1	77.3	120	632	2.3	29.8	87				
TV GUIDE	21661	18735	27.4	86.5	103	14344	27.5	66.2	103	7535	27.2	34.8	102				
TENNIS	550	521	0.8	94.7	112	456	0.9	82.9	129	*190	0.7	34.5	101				
TIME	8880	7791	11.4	87.7	104	6401	12.3	72.1	112	2897	10.5	32.6	96				
TOWN & COUNTRY	917	852	1.2	92.9	110	688	1.3	75.0	116	303	1.1	33.0	97				
TRAVEL & LEISURE	972	863	1.3	88.8	105	736	1.4	75.7	118	262	0.9	27.0	79				
TRUE STORY	3356	2882	4.2	85.9	102	2021	3.9	60.2	93	1343	4.9	40.0	117				
U.S. NEWS & WORLD REPORT	3410	3030	4.4	88.9	105	2373	4.5	69.6	108	1183	4.3	34.7	102				
USA TODAY	1759	1535	2.2	87.3	104	1298	2.5	73.8	115	531	1.9	30.2	88				
US	1873	1698	2.5	90.7	108	1368	2.6	73.0	113	695	2.5	37.1	109				
VOGUE	3909	3385	5.0	86.6	103	2690	5.2	68.8	107	1349	4.9	34.5	101				
WALL STREET JOURNAL	1886	1722	2.5	91.3	108	1406	2.7	74.5	116	622	2.2	33.0	97				
WEIGHT WATCHERS	2120	1865	2.7	88.0	104	1538	2.9	72.5	113	601	2.2	28.3	83				
WOMAN'S DAY	14172	12533	18.4	88.4	105	10000	19.2	70.6	109	4529	16.4	32.0	94				
WORKING MOTHER	1146	1067	1.6	93.1	110	847	1.6	73.9	115	413	1.5	36.0	106				
WORKING WOMAN	1322	1182	1.7	89.4	106	958	1.8	72.5	112	449	1.6	34.0	99				
WORLD TENNIS	*163	*149	0.2	91.4	108	*121	0.2	74.2	115	**47	0.2	28.8	84				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2208	3.2	87.2	103	1840	3.5	72.7	113	817	3.0	32.3	94				
BLAIR INSERTS	43657	37760	55.3	86.5	103	29502	56.5	67.6	105	14789	53.5	33.9	99				
DAILY NEWSPAPERS																	
READ ANY	51633	44708	65.5	86.6	103	34730	66.5	67.3	104	17971	65.0	34.8	102				
READ ONE	43463	37520	55.0	86.3	102	28819	55.2	66.3	103	15393	55.7	35.4	104				
READ TWO OR MORE	8170	7188	10.5	88.0	104	5911	11.3	72.4	112	2577	9.3	31.5	92				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	45483	66.6	86.3	102	35271	67.6	67.0	104	18114	65.5	34.4	101				
READ ONE	46126	39792	58.3	86.3	102	30523	58.5	66.2	103	16093	58.2	34.9	102				
READ TWO OR MORE	6552	5691	8.3	86.9	103	4748	9.1	72.5	112	2020	7.3	30.8	90				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.57				28.22				27.16							
30 DAY REACH	71455	60589	88.8	84.8	101	46423	89.0	65.0	101	24405	88.3	34.2	100				
50 SHWG - 30 DAY AV FREQ	14.56	14.54				14.85				14.30							
30 DAY REACH	67742	57584	84.3	85.0	101	44217	84.7	65.3	101	23211	83.9	34.3	100				
25 SHWG - 30 DAY AV FREQ	7.94	7.90				8.06				7.74							
30 DAY REACH	62117	52987	77.6	85.3	101	40760	78.1	65.6	102	21414	77.4	34.5	101				
CABLE TV: HOME WIRED	32077	27742	40.6	86.5	103	21798	41.8	68.0	105	11191	40.5	34.9	102				
HOME NOT WIRED	48909	40528	59.4	82.9	98	30390	58.2	62.1	96	16463	59.5	33.7	99				
HAVE PAY CABLE	15935	14032	20.6	88.1	104	11378	21.8	71.4	111	5506	19.9	34.6	101				

	TOTAL U.S. '000	A '000	ALL USERS B % DOWN	C % ACROSS	D INDX	A '000	PACKED IN WATER B % DOWN	C % ACROSS	D INDX	A '000	PACKED IN OIL B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOME MAKERS	80986	58269	100.0	84.3	100	52188	100.0	64.4	100	27654	100.0	34.1	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	37384	54.8	85.1	101	29315	56.2	66.7	104	14819	53.6	33.7	99				
10:00 AM - 3:00 PM	30659	26238	38.4	85.6	102	20622	39.5	67.3	104	10504	38.0	34.3	100				
3:00 PM - 7:00 PM	31045	26698	39.1	86.0	102	21006	40.3	67.7	105	10500	38.0	33.8	99				
7:00 PM - MIDNIGHT	15767	13301	19.5	84.4	100	10336	19.8	65.6	102	5230	18.9	33.2	97				
MIDNIGHT - 6:00 AM	9120	7933	11.6	87.0	103	6127	11.7	67.2	104	3018	10.9	33.1	97				
6:00 AM - MIDNIGHT	58527	49955	73.2	85.4	101	38976	74.7	66.6	103	19921	72.0	34.0	100				
ENTIRE DAY	59311	50629	74.2	85.4	101	39481	75.7	66.6	103	20195	73.0	34.0	100				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14214	20.8	87.9	104	11382	21.8	70.4	109	5470	19.8	33.8	99				
ALL NEWS	2256	1926	2.8	85.4	101	1472	2.8	65.2	101	715	2.6	31.7	93				
AOR/PROGRESSIVE	3874	3344	5.0	87.6	104	2871	5.5	74.1	115	1315	4.8	33.9	99				
BEAUTIFUL MUSIC	5660	4933	7.2	87.2	103	3775	7.2	66.7	103	1891	6.8	33.4	98				
BLACK	2204	1811	2.7	82.2	97	1214	2.3	55.1	85	881	3.2	40.0	117				
CLASSICAL	1418	1267	1.9	89.4	106	999	1.9	70.5	109	567	2.1	40.0	117				
CHR/ROCK	9538	8062	11.8	84.5	100	6452	12.4	67.6	105	3332	12.0	34.9	102				
COUNTRY	12648	10703	15.7	84.6	100	8244	15.8	65.2	101	4538	16.4	35.9	105				
GOLDEN OLDIES	1191	990	1.5	83.1	99	883	1.3	57.3	89	367	1.3	30.8	90				
MOR/NOSTALGIA	4757	3985	5.8	83.8	99	3355	6.4	70.5	109	1407	5.1	29.6	87				
NEWS/TALK	3863	3216	4.7	83.3	99	2563	4.9	66.3	103	1197	4.3	31.0	91				
RELIGIOUS	3084	2498	3.7	81.0	96	1816	3.5	58.9	91	954	3.4	30.9	91				
SOFT ROCK	521	443	0.6	85.0	101	372	0.7	71.4	111	*178	0.6	34.2	100				
URBAN CONTEMPORARY	1585	1294	1.9	81.6	97	894	1.7	56.7	88	614	2.2	38.7	113				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2679	3.9	82.2	97	2160	4.1	66.2	103	1119	4.0	34.3	100				
ABC DIRECTION	2316	1971	2.9	85.1	101	1569	3.0	67.7	105	770	2.8	33.2	97				
ABC ENTERTAINMENT	4834	4092	6.0	84.7	100	3228	6.2	66.8	104	1514	5.5	31.3	92				
ABC FM	2202	1905	2.8	86.5	103	1457	2.8	66.2	103	849	3.1	38.6	113				
ABC INFORMATION	5425	4689	6.9	86.4	103	3719	7.1	68.6	106	1910	6.9	35.2	103				
ABC ROCK	1677	1493	2.2	89.0	106	1300	2.5	77.5	120	633	2.3	37.7	111				
CBS	4430	3920	5.7	88.5	105	3044	5.8	68.7	107	1468	5.3	33.1	97				
MUTUAL	4992	4330	6.3	86.7	103	3585	6.9	71.8	111	1758	6.4	35.2	103				
MBC	4679	4013	5.9	85.8	102	3238	6.2	69.2	107	1532	5.5	32.7	96				
RADIORADIO	1994	1658	2.4	83.1	99	1234	2.4	61.9	96	761	2.8	38.2	112				
RKO ONE	2298	1900	2.8	82.7	98	1408	2.7	61.3	95	824	3.0	35.9	105				
RKO TWO	3311	2753	4.0	83.1	99	2161	4.1	65.3	101	1099	4.0	33.2	97				
THE SOURCE	2114	1744	2.6	82.5	98	1408	2.7	66.6	103	714	2.6	33.8	99				
NON-WIRED : BLAIR	8654	7499	11.0	86.7	103	5816	11.1	67.2	104	2977	10.8	34.4	101				
INTERNET	12025	10407	15.2	86.5	103	8172	15.7	68.0	105	4186	15.1	34.8	102				
KATZ RADIO GROUP	15359	13155	19.3	85.7	102	10449	20.0	68.0	106	5209	18.8	33.9	99				
SUPERNET	10628	9024	13.2	84.9	101	7340	14.1	69.1	107	3541	12.8	33.3	98				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	7189	10.5	83.0	98	5416	10.4	62.5	97	2859	10.3	33.0	97				
MKDAY 9:00 AM - 1:00 PM	12163	9922	14.5	81.6	97	7348	14.1	60.4	94	4139	15.0	34.0	100				
MKDAY 1:00 PM - 4:30 PM	16150	13331	19.5	82.5	98	9892	19.0	61.3	95	5671	20.5	35.1	103				
MKDAY 4:30 PM - 7:30 PM	22463	18552	27.2	82.6	98	13938	26.7	62.0	96	7558	27.3	33.6	99				
MKDAY 7:30 PM - 8:00 PM	31795	26623	39.0	83.7	99	20092	38.5	63.2	98	11086	40.1	34.9	102				
MKDAY 11:00 PM - 11:30 PM	23977	20342	29.8	84.8	101	15493	29.7	64.6	100	8662	31.3	36.1	106				
MKDAY 11:30 PM - 1:00 AM	7703	6458	9.5	83.8	99	4812	9.2	62.5	97	2900	10.5	37.6	110				
M-SAT 8-11 PM-SUN 7-11 PM	33800	28637	41.9	84.7	101	21853	41.9	64.7	100	11844	42.8	35.0	103				
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A	6538	5374	7.9	82.2	98	3977	7.6	60.8	94	2346	8.5	35.9	105			
ANOTHER WORLD	N	4620	3778	5.5	81.8	97	2750	5.3	59.5	92	1598	5.8	34.6	101			
AS THE WORLD TURNS	C	5614	4644	6.8	82.7	98	3514	6.7	62.6	97	1943	7.0	34.6	101			
CAPITOL	C	3396	2711	4.0	79.8	95	2093	4.0	61.6	96	1160	4.2	34.2	100			
CBS MORN. NEWS 1	C	1446	1091	1.6	75.4	90	821	1.6	56.8	88	409	1.5	28.3	83			
CBS MORN. NEWS 2	C	1207	915	1.3	75.8	90	668	1.3	55.3	86	359	1.3	29.7	87			
DAYS OF OUR LIVES	N	5877	4837	7.1	82.3	98	3675	7.0	62.5	97	1924	7.0	32.7	96			
FACTS OF LIFE - DAYTIME	N	2290	1779	2.6	77.7	92	1243	2.4	54.3	84	797	2.9	34.8	102			
FAMILY FEUD	A	3023	2450	3.6	81.0	96	1714	3.3	56.7	88	1127	4.1	37.3	109			
GENERAL HOSPITAL	A	6097	5008	7.3	82.1	97	3656	7.0	60.0	93	2213	8.0	36.3	106			
GOOD MORNING, AMERICA-730 A	A	3515	3013	4.4	85.7	102	2289	4.4	65.1	101	1238	4.5	35.2	103			
GOOD MORNING, AMERICA-830 A	A	2818	2472	3.6	87.7	104	1902	3.6	67.5	105	1029	3.7	36.5	107			
GUIDING LIGHT	C	5339	4351	6.4	81.5	97	3296	6.3	61.7	96	1910	6.9	35.8	105			
ONE LIFE TO LIVE	A	4478	3748	5.5	83.7	99	2726	5.2	60.9	94	1620	5.9	36.2	106			
PRESS YOUR LUCK	C	2244	1843	2.7	82.1	97	1422	2.7	63.4	98	745	2.7	33.2	97			
PRICE IS RIGHT 1	C	4348	3418	5.0	78.6	93	2536	4.9	58.3	91	1550	5.6	35.6	104			
PRICE IS RIGHT 2	C	5014	3944	5.8	78.7	93	2956	5.7	59.0	91	1724	6.2	34.4	101			
RYAN'S HOPE	A	3150	2619	3.8	83.1	99	1937	3.7	61.5	95	1130	4.1	35.9	105			
SALE OF THE CENTURY	N	2695	2016	3.0	74.8	89	1333	2.6	49.5	77	955	3.5	35.4	104			
SEARCH FOR TOMORROW	N	2319	1874	2.7	80.8	96	1363	2.6	58.8	91	742	2.7	32.0	94			
TODAY SHOW 1	N	2693	2223	3.3	82.5	98	1589	3.0	59.0	92	931	3.4	34.6	101			
TODAY SHOW 2	N	2498	1997	2.9	79.9	95	1411	2.7	56.5	88	863	3.1	34.5	101			
\$25,000 PYRAMID	C	2753	2180	3.2	79.2	94	1729	3.3	62.8	97	813	2.9	29.5	86			
WHEEL OF FORTUNE	N	4388	3547	5.2	80.8	96	2487	4.8	56.7	88	1513	5.5	34.5	101			
YOUNG AND THE RESTLESS	C	5695	4517	6.6	79.3	94	3377	6.5	59.3	92	1855	6.7	32.6	95			
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A	1760	1440	2.1	81.8	97	1057	2.0	60.1	93	621	2.2	35.3	103			
NBA PLAYOFF GAME -1	C	1136	852	1.2	75.0	89	659	1.3	58.0	90	364	1.3	32.0	94			
NBC MAJOR LEAGUE PRE-GAME N	N	953	709	1.0	74.4	88	521	1.0	54.7	85	283	1.0	29.7	87			
SPORTSWORLD - SUN	N	1233	1017	1.5	82.5	98	732	1.4	59.4	92	434	1.6	35.2	103			
SUNDAY MORNING	C	1611	1300	1.9	80.7	96	1053	2.0	65.4	101	461	1.7	28.6	84			

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	68269	100.0	84.3	100	52188	100.0	64.4	100	27654	100.0	34.1	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	21510	31.5	82.5	98	16203	31.0	62.2	96	8649	31.3	33.2	97				
NETWORK AFFILIATES - LATE	20261	17168	25.1	84.7	101	13122	25.1	64.8	101	7226	26.1	35.7	104				
INDEPENDENTS - LATE	2076	1715	2.5	82.6	98	1412	2.7	68.0	106	623	2.3	30.0	88				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	8904	13.0	85.2	101	6719	12.9	64.3	100	3855	13.9	36.9	108				
ABC MONDAY NIGHT MOVIE	A 6412	5546	8.1	86.5	103	4218	8.1	65.8	102	2345	8.5	36.6	107				
ABC SUNDAY NIGHT MOVIE	A 12407	10553	15.5	85.1	101	8064	15.5	65.0	101	4372	15.8	35.2	103				
ABC WORLD NEWS TONIGHT	A 6176	5249	7.7	85.0	101	3997	7.7	64.7	100	1997	7.2	32.3	95				
AFTERMASH	C 5863	4891	7.2	83.4	99	3697	7.1	63.1	98	1946	7.0	33.2	97				
ALICE	C 9594	8099	11.9	84.4	100	6206	11.9	64.7	100	3345	12.1	34.9	102				
AMERICAN PARADE	C 6622	5455	8.0	82.4	98	4157	8.0	62.8	97	2282	8.3	34.5	101				
BENSON	A 10886	9310	13.6	85.5	101	7110	13.6	65.3	101	3761	13.6	34.5	101				
BLUE THUNDER	A 5036	4388	6.4	87.1	103	3481	6.7	69.1	107	1771	6.4	35.2	103				
CAGNEY & LACEY	C 9965	8457	12.4	84.9	101	6629	12.7	66.5	103	3405	12.3	34.2	100				
CBS EVENING NEWS-DEAN	C 3491	2920	4.3	83.6	99	2300	4.4	65.9	102	1059	3.8	30.3	89				
CBS EVENING NEWS-RATHER	C 7123	5872	8.6	82.4	98	4643	8.9	65.2	101	2332	8.4	32.7	96				
CBS SAT. NEWS-SCHIEFFER	C 3621	3030	4.4	83.7	99	2367	4.5	65.4	101	1039	3.8	28.7	84				
CBS SATURDAY NIGHT MOVIE	C 5436	4707	6.9	86.6	103	3657	7.0	67.3	104	1933	7.0	35.6	104				
CBS WEDNESDAY NIGHT MOVIE	C 6100	5064	7.4	83.0	98	4011	7.7	65.8	102	2043	7.4	33.5	98				
CHEERS	N 8889	7654	11.2	86.1	102	6012	11.5	67.6	105	3261	11.8	36.7	107				
DALLAS	C 22109	18653	27.3	84.4	100	14088	27.0	63.7	99	7667	27.7	34.7	102				
DIFF'RENT STROKES	N 6940	5713	8.4	82.3	98	4258	8.2	61.4	95	2306	8.3	33.2	97				
DOUBLE TROUBLE	N 7223	6129	9.0	84.9	101	4556	8.7	63.1	98	2630	9.5	36.4	107				
DUCK FACTORY	N 5595	4732	6.9	84.6	100	3656	7.0	65.3	101	2077	7.5	37.1	109				
DUKES OF HAZZARD	C 5768	4833	7.1	83.8	99	3612	6.9	62.6	97	2002	7.2	34.7	102				
DYNASTY	A 20053	17073	25.0	85.1	101	12945	24.8	64.6	100	6956	25.2	34.7	102				
FACTS OF LIFE	N 8087	6886	10.1	85.1	101	5094	9.8	63.0	98	2935	10.6	36.3	106				
FALCON CREST	C 20046	16859	24.7	84.1	100	12798	24.5	63.8	99	6806	24.6	34.0	99				
FALL GUY	A 9084	7836	11.5	86.3	102	6060	11.6	66.7	104	3335	12.1	36.7	108				
FAMILY TIES	N 7964	6621	9.7	83.1	99	4897	9.4	61.5	95	2937	10.6	36.9	108				
FANTASY ISLAND	A 7687	6336	9.3	82.4	98	4726	9.1	61.5	95	2541	9.2	33.1	97				
FOOLUPS,BLEEPS & BLUNDERS	A 8861	7464	10.9	84.2	100	5812	11.1	65.6	102	3028	10.9	34.2	100				
FOUR SEASONS	C 5095	4272	6.3	83.8	99	3294	6.3	64.7	100	1646	6.0	32.3	95				
GIMME A BREAK	N 8838	7309	10.7	82.7	98	5251	10.1	59.4	92	3235	11.7	36.6	107				
HART TO HART	A 8978	7645	11.2	85.2	101	5832	11.2	65.0	101	3000	10.8	33.4	98				
HILL STREET BLUES	N 8590	7385	10.8	86.0	102	5688	10.9	66.2	103	3135	11.3	36.5	107				
HOTEL	A 14085	12043	17.6	85.5	101	9405	18.0	66.8	104	4573	16.5	32.5	95				
JEFFERSONS	C 9360	7776	11.4	83.1	99	5660	10.8	60.5	94	3380	12.2	36.1	106				
JENNIFER SLEPT HERE	N 5841	4851	7.1	83.1	99	3586	6.9	61.4	95	2056	7.4	35.2	103				
KATE & ALLIE	C 9206	7786	11.4	84.6	100	5994	11.5	65.1	101	3037	11.0	33.0	97				
KNIGHT RIDER	N 7076	5969	8.7	84.4	100	4621	8.9	65.3	101	2404	8.7	34.0	99				
LOVE BOAT	A 12219	10231	15.0	83.7	99	7483	14.3	61.2	95	4218	15.3	34.5	101				
MAGNUM PI	C 11199	9469	13.9	84.6	100	7409	14.2	66.2	103	3741	13.5	33.4	98				
MAMA'S FAMILY	N 6057	4966	7.3	82.0	97	3745	7.2	61.8	96	2114	7.6	34.9	102				
MASTER, THE	N 3598	3036	4.4	84.4	100	2384	4.6	66.3	103	1264	4.6	35.1	103				
MATT HOUSTON	A 6344	5567	8.2	87.8	104	4234	8.1	66.7	104	2432	8.8	38.3	112				
NBC MONDAY NIGHT MOVIE	N 11994	10273	15.0	85.7	102	7827	15.0	65.3	101	4174	15.1	34.8	102				
NBC NIGHTLY NEWS	N 5132	4200	6.2	81.8	97	3076	5.9	59.9	93	1774	6.4	34.6	101				
NBC NIGHTLY NEWS-SAT	N 3375	2720	4.0	80.6	96	2036	3.9	60.3	94	1082	3.9	32.1	94				
NBC NIGHTLY NEWS-SUN	N 3130	2377	3.5	75.9	90	1764	3.4	56.4	87	1049	3.8	33.5	98				
NBC SUNDAY NIGHT MOVIE	N 8284	6991	10.2	84.4	100	5295	10.1	63.9	99	3147	11.4	38.0	111				
NEWHART	C 9240	7808	11.4	84.5	100	6102	11.7	66.0	102	3064	11.1	33.2	97				
ONE DAY AT A TIME	C 7288	6097	8.9	83.7	99	4697	9.0	64.4	100	2596	9.4	35.6	104				
PEOPLE ARE FUNNY	N 4855	4082	6.0	84.1	100	3069	5.9	63.2	98	1640	5.9	33.8	99				
REAL PEOPLE	N 8869	7309	10.7	82.4	98	5392	10.3	60.8	94	2933	10.6	33.1	97				
REMINGTON STEELE	N 7743	6543	9.6	84.5	100	5002	9.6	64.6	100	2660	9.6	34.4	101				
RIPLY'S BELIEVE IT - NOT	A 5345	4687	6.9	87.7	104	3574	6.8	66.9	104	1987	7.2	37.2	109				
RIPTIDE	N 6988	6062	8.9	86.7	103	4470	8.6	64.0	99	2601	9.4	37.2	109				
SCARECROW & MRS. KING	C 10002	8378	12.3	83.8	99	6502	12.5	65.0	101	3179	11.5	31.8	93				
SIMON & SIMON	C 10638	9132	13.4	85.8	102	7111	13.6	66.8	104	3562	12.9	33.5	98				
60 MINUTES	C 13293	11058	16.2	83.2	99	8477	16.2	63.8	99	4319	15.6	32.5	95				
ST. ELSEWHERE	N 7017	6029	8.8	85.9	102	4535	8.7	64.6	100	2708	9.8	38.6	113				
THREE'S COMPANY	A 10917	9296	13.6	85.2	101	6949	13.3	63.7	99	4023	14.5	36.9	108				
T.J. HOOKER	A 9204	7770	11.4	84.4	100	5847	11.2	63.5	99	3064	11.1	33.3	97				
TONIGHT SHOW	N 2372	2009	2.9	84.7	100	1528	2.9	64.4	100	831	3.0	35.0	103				
TRAPPER JOHN, M.D.	C 9846	8199	12.0	83.3	99	6142	11.8	62.4	97	3563	12.9	36.2	106				
TV BLOOPERS & PRAC. JOKES	N 9105	7868	11.5	86.4	103	5965	11.4	65.5	102	3166	11.4	34.8	102				
20/20	A 9387	8095	11.9	86.2	102	6171	11.8	65.7	102	3209	11.6	34.2	100				
WEBSTER	A 11067	9435	13.8	85.3	101	7163	13.7	64.7	100	3790	13.7	34.2	100				
WORLD NEWS - SUN	A 3062	2610	3.8	85.2	101	1948	3.7	63.6	99	1035	3.7	33.8	99				
YELLOW ROSE	N 4978	4171	6.1	83.8	99	3071	5.9	61.7</									

	TOTAL U.S. '000	BREAST O' CHICKEN				BUMBLE BEE				CARNATION				CHICKEN OF THE SEA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	8671	100.0	10.7	100	18866	100.0	23.3	100	3180	100.0	3.9	100	40323	100.0	49.8	100
18 - 24	9282	713	8.2	7.7	72	1922	10.2	20.7	89	*415	13.1	4.5	114	4088	10.1	44.0	88
25 - 34	19072	1560	18.0	8.2	76	4940	26.2	25.9	111	536	16.9	2.8	72	9781	24.3	51.3	103
35 - 44	14591	1313	15.1	9.0	84	3399	18.0	23.3	100	661	20.8	4.5	115	7517	18.6	51.5	103
45 - 54	11345	1446	16.7	12.7	119	2655	14.1	23.4	100	*535	16.8	4.7	120	5956	14.8	52.5	105
55 - 64	11635	1624	18.7	14.0	130	2669	14.1	22.9	98	*550	17.3	4.7	120	6050	15.0	52.0	104
65 OR OLDER	15061	2015	23.2	13.4	125	3280	17.4	21.8	93	483	15.2	3.2	82	6931	17.2	46.0	92
18 - 34	28354	2273	26.2	8.0	75	6863	36.4	24.2	104	951	29.9	3.4	85	13869	34.4	48.9	98
18 - 49	48339	4211	48.6	8.7	81	11323	60.0	23.4	101	1876	59.0	3.9	99	24375	60.4	50.4	101
25 - 54	45008	4319	49.8	9.6	90	10995	58.3	24.4	105	1732	54.5	3.8	98	23253	57.7	51.7	104
35 - 49	19985	1938	22.4	9.7	91	4461	23.6	22.3	96	925	29.1	4.6	118	10506	26.1	52.6	106
50 OR OLDER	32647	4459	51.4	13.7	128	7542	40.0	23.1	99	1304	41.0	4.0	102	15948	39.6	48.8	98
GRADUATED COLLEGE	11155	1189	13.7	10.7	100	3309	17.5	29.7	127	*342	10.8	3.1	78	6206	15.4	55.6	112
ATTENDED COLLEGE	13682	1426	16.4	10.4	97	4017	21.3	29.4	126	602	18.9	4.4	112	7359	18.3	53.8	108
GRADUATED HIGH SCHOOL	33880	3762	43.4	11.1	104	7868	41.7	23.2	100	1410	44.3	4.2	106	17745	44.0	52.4	105
DID NOT GRADUATE HIGH SCHOOL	22270	2294	26.5	10.3	96	3671	19.5	16.5	71	827	26.0	3.7	95	9014	22.4	40.5	81
EMPLOYED	40306	4039	46.6	10.0	94	9742	51.6	24.2	104	1549	48.7	3.8	98	20628	51.2	51.2	103
EMPLOYED FULL-TIME	32850	3138	36.2	9.6	89	7836	41.5	23.9	102	1342	42.2	4.1	104	16732	41.5	50.9	102
EMPLOYED PART-TIME	7456	901	10.4	12.1	113	1906	10.1	25.6	110	*207	6.5	2.8	71	3896	9.7	52.3	105
NOT EMPLOYED	40680	4632	53.4	11.4	106	9124	48.4	22.4	96	1631	51.3	4.0	102	19695	48.8	48.4	97
PROFESSIONAL/MANAGER	10392	1052	12.1	10.1	95	2924	15.5	28.1	121	*355	11.2	3.4	87	5414	13.4	52.1	105
TECH/CLERICAL/SALES	17574	1970	22.7	11.2	105	4376	23.2	24.9	107	716	22.5	4.1	104	9347	23.2	53.2	107
PRECISION/CRAFT	985	**80	0.9	8.1	76	**260	1.4	26.4	113	*69	2.2	7.0	178	*467	1.2	47.4	95
OTHER EMPLOYED	11354	937	10.8	8.3	77	2183	11.6	19.2	83	*409	12.9	3.6	92	5401	13.4	47.6	96
SINGLE	9863	837	9.7	8.5	79	2697	14.3	27.3	117	*264	8.3	2.7	68	4639	11.5	47.0	94
MARRIED	51375	5537	63.9	10.8	101	12300	65.2	23.9	103	2250	70.8	4.4	112	26393	65.5	51.4	103
DIVORCED/SEPARATED/WIDOWED	19748	2296	26.5	11.6	109	3869	20.5	19.6	84	667	21.0	3.4	86	9290	23.0	47.0	94
PARENTS	32590	2848	32.8	8.7	82	7531	39.9	23.1	99	1332	41.9	4.1	104	16829	41.7	51.6	104
WHITE	70416	7484	86.3	10.6	99	17024	90.2	24.2	104	2789	87.7	4.0	101	35863	88.9	50.9	102
BLACK	8778	1105	12.7	12.6	118	1402	7.4	16.0	69	*302	9.5	3.4	88	3726	9.2	42.4	85
OTHER	1791	**82	0.9	4.6	43	**440	2.3	24.6	105	*88	2.8	4.9	125	*734	1.8	41.0	82
NORTHEAST-CENSUS	17786	1589	18.3	8.9	83	6932	36.7	39.0	167	*351	11.0	2.0	50	8387	20.8	47.2	95
NORTH CENTRAL	20741	2105	24.3	10.1	95	4315	22.9	20.8	89	*284	8.9	1.4	35	11983	29.7	57.8	116
SOUTH	27775	4339	50.0	15.6	146	2669	14.1	9.6	41	1195	37.6	4.3	110	12869	31.9	46.3	93
WEST	14683	638	7.4	4.3	41	4950	26.2	33.7	145	1350	42.5	9.2	234	7083	17.6	48.2	97
NORTHEAST-MKTG.	17961	1590	18.3	8.9	83	7289	38.6	40.6	174	451	14.2	2.5	64	8074	20.0	45.0	90
EAST CENTRAL	11885	2090	24.1	17.6	164	1641	8.7	13.8	59	*109	3.4	0.9	23	6174	15.3	51.9	104
WEST CENTRAL	14090	754	8.7	5.4	50	3554	18.8	25.2	108	394	12.4	2.8	71	8622	21.4	61.2	123
SOUTH	24081	3662	42.2	15.2	142	1885	10.0	7.8	34	1130	35.5	4.7	120	11399	28.3	47.3	95
PACIFIC	12969	*574	6.6	4.4	41	4496	23.8	34.7	149	1098	34.5	8.5	216	6054	15.0	46.7	94
COUNTY SIZE A	32439	3388	39.1	10.4	98	9658	51.2	29.8	128	1244	39.1	3.8	98	15627	38.8	48.2	97
COUNTY SIZE B	24915	2773	32.0	11.1	104	5091	27.0	20.4	88	925	29.1	3.7	95	12289	30.5	49.3	99
COUNTY SIZE C	12930	1099	12.7	8.5	79	2768	14.7	21.4	92	671	21.1	5.2	132	6834	16.9	52.9	106
COUNTY SIZE D	10703	1412	16.3	13.2	123	1349	7.2	12.6	54	*341	10.7	3.2	81	5572	13.8	52.1	105
METRO CENTRAL CITY	24518	2917	33.6	11.9	111	5770	30.6	23.5	101	1060	33.3	4.3	110	11405	28.3	46.5	93
METRO SUBURBAN	35919	3214	37.1	8.9	84	9640	51.1	26.8	115	1229	38.6	3.4	87	18316	45.4	51.0	102
NON METRO	20549	2540	29.3	12.4	115	3455	18.3	16.8	72	892	28.1	4.3	111	10602	26.3	51.6	104
TOP 5 ADI'S	18341	1228	14.2	6.7	63	6718	35.6	36.6	157	677	21.3	3.7	94	8881	22.0	48.4	97
TOP 10 ADI'S	25378	2715	31.3	10.7	100	8354	44.3	32.9	141	921	29.0	3.6	92	11766	29.2	46.4	93
TOP 20 ADI'S	36488	3401	39.2	9.3	87	11179	59.3	30.6	132	1248	39.2	3.4	87	17615	43.7	48.3	97
HSGLD INC. \$50,000 OR MORE	6612	703	8.1	10.6	99	2147	11.4	32.5	139	**174	5.5	2.6	67	3916	9.7	59.2	119
\$40,000 OR MORE	12659	1333	15.4	10.5	98	4045	21.4	32.0	137	*521	16.4	4.1	105	7167	17.8	56.6	114
\$30,000 OR MORE	24698	2418	27.9	9.8	91	7443	39.5	30.1	129	1022	32.1	4.1	105	13384	33.2	54.2	109
\$25,000 OR MORE	32077	3353	38.7	10.5	98	9409	49.9	29.3	126	1354	42.6	4.2	107	17417	43.2	54.3	109
\$20,000 - \$24,999	9144	988	11.4	10.8	101	2101	11.1	23.0	99	*438	13.8	4.8	122	4477	11.1	49.0	98
\$15,000 - \$19,999	8728	780	9.0	8.9	83	2059	10.9	23.6	101	*271	8.5	3.1	79	4228	10.5	48.4	97
\$10,000 - \$14,999	12562	1459	16.8	11.6	108	2456	13.0	19.6	84	*437	13.7	3.5	89	6305	15.6	50.2	101
UNDER \$10,000	18475	2090	24.1	11.3	106	2841	15.1	15.4	66	680	21.4	3.7	94	7896	19.6	42.7	86
HOUSEHOLD OF 1 PERSON	11987	1369	15.8	11.4	107	2457	13.0	20.5	88	423	13.3	3.5	90	5704	14.1	47.6	96
2 PEOPLE	26577	3306	38.1	12.4	116	6523	34.6	24.5	105	1150	36.2	4.3	110	12923	32.0	48.6	98
3 OR 4 PEOPLE	30617	3021	34.8	9.9	92	6872	36.4	22.4	96	1058	33.3	3.5	88	15792	39.2	51.6	104
5 OR MORE PEOPLE	11804	974	11.2	8.3	77	3013	16.0	25.5	110	*550	17.3	4.7	119	5904	14.6	50.0	100
NO CHILD IN HSHLD	46165	5476	63.2	11.9	111	10771	57.1	23.3	100	1817	57.1	3.9	100	22436	55.6	48.6	98
CHILD(REN) UNDER 2 YRS	5325	*456	5.3	8.6	80	1274	6.8	23.9	103	**248	7.8	4.7	119	2724	6.8	51.2	103
2 - 5 YEARS	14221	1181	13.6	8.3	78	3241	17.2	22.8	98	662	20.8	4.7	119	7085	17.6	49.8	100
6 - 11 YEARS	15117	1361	15.7	9.0	84	3613	19.2	23.9	103	*528	16.6	3.5	89	7733	19.2	51.2	103
12 - 17 YEARS	16611	1583	18.3	9.5	89	4105	21.8	24.7	106	731	23.0	4.4	112	8768	21.7	52.8	106
RESIDENCE OWNED	55884	6878	79.3	12.3	115	12637	67.0	22.6	97	2255	70.9	4.0	103	29465	73.1	52.7	106
VALUE: \$50,000 OR MORE	31744	3405	39.3	10.7	100	8881	47.1	28.0	120	1408	44.3	4.4	113	17449	43.3	55.0	110
VALUE: UNDER \$50,000	24140	3473	40.1	14.4	134	3756	19.9	15.6	67	847	26.6	3.5	89	12016	29.8	49.8	100

		TOTAL U.S. '000	BREAST O' CHICKEN				BUMBLE BEE				CARNATION				CHICKEN OF THE SEA			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	8671	100.0	10.7	100	18866	100.0	23.3	100	3180	100.0	3.9	100	40323	100.0	49.8	100
MAGAZINES	QUINTILE 1	15799	1636	18.9	10.4	97	4204	22.3	26.6	114	713	22.4	4.5	115	8563	22.2	56.7	114
	QUINTILE 2	17259	2162	24.9	12.5	117	4530	24.0	26.2	113	528	16.6	3.1	78	9193	22.8	53.3	107
	QUINTILE 3	13545	1363	15.7	10.1	94	3468	18.4	25.6	110	474	14.9	3.5	89	6661	16.5	49.2	99
	QUINTILE 4	15133	1612	18.6	10.7	99	2963	15.7	19.6	84	690	21.7	4.6	116	7573	18.8	50.0	101
	QUINTILE 5	19250	1898	21.9	9.9	92	3702	19.6	19.2	83	775	24.4	4.0	103	7932	19.7	41.2	83
NEWSPAPERS	QUINTILE 1	12413	1537	17.7	12.4	116	4089	21.7	32.9	141	*434	13.6	3.5	89	6530	16.2	52.6	106
	QUINTILE 2	24116	2659	30.7	11.0	103	5919	31.4	24.5	105	938	29.5	3.9	99	12756	31.6	52.9	106
	QUINTILE 3	11261	1235	14.2	11.0	102	2686	14.2	23.9	102	*490	15.4	4.4	111	6028	14.9	53.5	108
	QUINTILE 4	20255	1847	21.3	9.1	85	4422	23.4	21.8	94	764	24.0	3.8	96	9768	24.2	48.2	97
	QUINTILE 5	12940	1393	16.1	10.8	101	1750	9.3	13.5	58	555	17.5	4.3	109	5242	13.0	40.5	81
OUTDOOR	QUINTILE 1	14852	1615	18.6	10.9	102	3719	19.7	25.0	107	589	18.5	4.0	101	7724	19.2	52.0	104
	QUINTILE 2	15725	1493	17.2	9.5	89	4004	21.2	25.5	109	617	19.4	3.9	100	8103	20.1	51.5	103
	QUINTILE 3	16330	1641	18.9	10.0	94	3698	19.6	22.6	97	573	18.0	3.5	89	8089	20.1	49.5	99
	QUINTILE 4	16744	1953	22.5	11.7	109	3977	21.1	23.8	102	724	22.8	4.3	110	8540	21.2	51.0	102
	QUINTILE 5	17334	1968	22.7	11.4	106	3468	18.4	20.0	86	678	21.3	3.9	100	7867	19.5	45.4	91
RADIO-DRIVE TIME	QUINTILE 1	15911	1775	20.5	11.2	104	3990	21.1	25.1	108	701	22.0	4.4	112	8188	20.3	51.5	103
	QUINTILE 2	14837	1305	15.1	8.8	82	3007	15.9	20.3	87	575	18.1	3.9	99	7738	19.2	52.2	105
	QUINTILE 3	15339	1638	18.9	10.7	100	3665	19.4	23.9	103	588	18.5	3.8	98	7022	17.4	45.8	92
	QUINTILE 4	16723	1612	18.6	9.6	90	4108	21.8	24.6	105	562	17.7	3.4	86	8493	21.1	50.8	102
	QUINTILE 5	18176	2341	27.0	12.9	120	4095	21.7	22.5	97	753	23.7	4.1	106	8881	22.0	48.9	98
RADIO-MID- DAY	TERCILE 1	21020	2005	23.1	9.5	89	5154	27.3	24.5	105	923	29.0	4.4	112	10710	26.6	51.0	102
	TERCILE 2	21610	2498	28.8	11.6	108	5238	27.8	24.2	104	802	25.2	3.7	95	11118	27.6	51.4	103
	TERCILE 3	38355	4167	48.1	10.9	101	8473	44.9	22.1	95	1455	45.8	3.8	97	18495	45.9	48.2	97
	QUINTILE 1	15988	1746	20.1	10.9	102	3834	20.3	24.0	103	701	22.0	4.4	112	8176	20.3	51.1	103
	QUINTILE 2	15626	1343	15.5	8.6	80	3410	18.1	21.8	94	560	17.6	3.6	91	7820	19.4	50.0	101
RADIO-TOTAL	QUINTILE 3	16723	1724	19.9	10.3	96	4248	22.5	25.4	109	719	22.6	4.3	109	8538	21.2	51.1	103
	QUINTILE 4	16342	1830	21.1	11.2	105	3868	20.5	23.7	102	559	17.6	3.4	87	8112	20.1	49.6	100
	QUINTILE 5	16306	2028	23.4	12.4	116	3506	18.6	21.5	92	642	20.2	3.9	100	7676	19.0	47.1	95
	QUINTILE 1	15953	1890	21.8	11.8	111	3718	19.7	23.3	100	620	19.5	3.9	99	8172	20.3	51.2	103
	QUINTILE 2	16137	1739	20.1	10.8	101	3941	20.9	24.4	105	566	17.8	3.5	89	7979	19.8	49.4	99
TV-PRIME TIME	QUINTILE 3	16420	1455	16.8	8.9	83	3916	20.8	23.8	102	675	21.2	4.1	105	8421	20.9	51.3	103
	QUINTILE 4	16687	1955	22.5	11.7	109	3910	20.7	23.4	101	676	21.3	4.1	103	8130	20.2	48.7	98
	QUINTILE 5	15789	1632	18.8	10.3	97	3380	17.9	21.4	92	644	20.3	4.1	104	7621	18.9	48.3	97
	TERCILE 1	27736	3188	36.8	11.5	107	5391	28.6	19.4	83	1158	36.4	4.2	106	13894	34.5	50.1	101
	TERCILE 2	26489	2784	32.1	10.5	98	6591	34.9	24.9	107	892	28.1	3.4	86	12928	32.1	48.8	98
TV-DAYTIME	TERCILE 3	26761	2699	31.1	10.1	94	6884	36.5	25.7	110	1130	35.5	4.2	108	13501	33.5	50.5	101
	QUINTILE 1	16345	2036	23.5	12.5	116	3430	18.2	21.0	90	689	21.7	4.2	107	8164	20.2	49.9	100
	QUINTILE 2	16447	1716	19.8	10.4	97	3274	17.4	19.9	85	518	16.3	3.1	80	8037	19.9	48.9	98
	QUINTILE 3	15980	1522	17.6	9.5	89	4248	22.5	26.6	114	648	20.4	4.1	103	8173	20.3	51.1	103
	QUINTILE 4	15887	1628	18.8	10.2	96	3932	20.8	24.7	106	655	20.6	4.1	105	8059	20.0	50.7	102
TV-TOTAL	QUINTILE 5	16326	1769	20.4	10.8	101	3983	21.1	24.4	105	670	21.1	4.1	105	7890	19.6	48.3	97
	QUINTILE 1	20721	2544	29.3	12.3	115	5856	31.0	28.3	121	730	23.0	3.5	90	11243	27.9	54.3	109
	MAGAZINE IMPERATIVE	19186	1864	21.5	9.7	91	4341	23.0	22.6	97	756	23.8	3.9	100	10159	25.2	53.0	106
	NEWSPAPER IMPERATIVE	21899	2382	27.5	10.9	102	5563	29.5	25.4	109	911	28.6	4.2	106	10992	27.3	50.2	101
	QUINTILE 2	15451	1625	18.7	10.5	98	4280	22.7	27.7	119	733	23.1	4.7	121	8726	21.6	56.5	113
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	3002	34.6	11.6	108	6622	35.1	25.5	110	797	25.1	3.1	78	13478	33.4	51.9	104
	OUTDOOR IMPERATIVE	24400	2407	27.8	9.9	92	5364	28.4	22.0	94	861	27.1	3.5	90	11524	28.6	47.2	95
	QUINTILE 1	18049	1915	22.1	10.6	99	4397	23.3	24.4	105	602	18.9	3.3	85	9507	23.6	52.7	106
	MAGAZINE IMPERATIVE	23571	2744	31.6	11.6	109	6562	34.8	27.8	120	947	29.8	4.0	102	12870	31.9	54.6	110
	RADIO IMPERATIVE	23278	2190	25.3	9.4	88	5043	26.7	21.7	93	1004	31.6	4.3	110	11192	27.8	48.1	97
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	1696	19.6	11.0	102	3663	19.4	23.7	102	*555	17.5	3.6	91	8545	21.2	55.3	111
	TELEVISION IMPERATIVE	25829	2849	32.9	11.0	103	7369	39.1	28.5	122	926	29.1	3.6	91	13804	34.2	53.4	107
	QUINTILE 1	26039	2878	33.2	11.1	103	5103	27.0	19.6	84	1018	32.0	3.9	100	11834	29.3	45.4	91
	QUINTILE 2	16605	1846	21.3	11.1	104	4535	24.0	27.3	117	581	18.3	3.5	89	8882	22.0	53.5	107
	NEWSPAPER IMPERATIVE	26834	3143	36.2	11.7	109	7115	37.7	26.5	114	1082	34.0	4.0	103	14053	34.9	52.4	105
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	23346	2204	25.4	9.4	88	4929	26.1	21.1	91	930	29.2	4.0	101	11351	28.2	48.6	98
	QUINTILE 1	17133	1828	21.8	11.0	103	4524	24.0	26.4	113	690	21.7	4.0	103	9113	22.6	53.2	107
	NEWSPAPER IMPERATIVE	25892	3000	34.6	11.6	108	7153	37.9	27.6	119	963	30.3	3.7	95	13683	32.9	52.8	106
	RADIO IMPERATIVE	23167	1948	22.5	8.4	79	4675	24.8	20.2	87	965	30.3	4.2	106	11266	27.9	48.6	98
	QUINTILE 2	17159	2180	25.1	12.7	119	4089	21.7	23.8	102	639	20.1	3.7	95	9153	22.7	53.3	107
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	2771	32.0	10.6	99	7664	40.6	29.2	126	971	30.5	3.7	94	13815	34.3	52.7	106
	TELEVISION IMPERATIVE	23412	2350	27.1	10.0	94	4323	22.9	18.5	79	882	27.7	3.8	96	10726	26.6	45.8	92
	QUINTILE 1	15303	1506	17.4	9.8	92	3649	19.3	23.8	102	561	17.6	3.7	93	7787	19.3	50.9	102
	OUTDOOR IMPERATIVE	24901	2679	30.9	10.8	100	6230	33.0	25.0	107	984	30.9	4.0	101	12663	31.4	50.9	102
	RADIO IMPERATIVE	26492	2736	31.6	10.3	96	6047	32.1	22.8	98	1066	33.5						

	TOTAL U.S. '000	BREAST O' CHICKEN				BUMBLE BEE				CARNATION				CHICKEN OF THE SEA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	8671	100.0	10.7	100	18866	100.0	23.3	100	3180	100.0	3.9	100	40323	100.0	49.8	100
ATLANTIC MONTHLY	415	**95	1.1	22.9	214	*159	0.8	38.3	164	**3	0.1	0.7	18	*172	0.4	41.4	83
BARRON'S	453	**35	0.4	7.7	72	*161	0.9	35.5	153	**20	0.6	4.4	112	*233	0.6	51.4	103
BETTER HOMES & GARDENS	16256	2060	23.8	12.7	118	3975	21.1	24.5	105	675	21.2	4.2	106	9020	22.4	55.5	111
BON APPETIT	2535	288	3.3	11.4	106	844	4.5	33.3	143	**130	4.1	5.1	131	1499	3.7	59.1	119
BUSINESS WEEK	1278	**104	1.2	8.1	76	384	2.0	30.0	129	**14	0.4	1.1	28	613	1.5	48.0	96
CAR AND DRIVER	378	**25	0.3	6.6	62	**91	0.5	24.1	103	**11	0.3	2.9	74	*201	0.5	53.2	107
CBS MAGAZINE NETWORK (GROSS)	1498	**152	1.8	10.1	95	401	2.1	26.8	115	**44	1.4	2.9	75	918	2.3	61.3	123
CHANGING TIMES	1505	*205	2.4	13.6	127	462	2.4	30.7	132	**54	1.7	3.6	91	850	2.1	56.5	113
COLONIAL HOMES	1231	*187	2.2	15.2	142	260	1.4	21.1	91	**40	1.3	3.2	83	668	1.7	54.3	109
CONDE NAST MAG. PKG. (GROSS)	14146	1438	16.6	10.2	95	4029	21.4	28.5	122	473	14.9	3.3	85	6980	17.3	49.3	99
CONSUMERS DIGEST	1323	**101	1.2	7.6	71	405	2.1	30.6	131	**34	1.1	2.6	65	643	1.6	48.6	98
COSMOPOLITAN	7102	668	7.7	9.4	88	1870	9.9	26.3	113	278	8.7	3.9	100	3518	8.7	49.5	99
COUNTRY LIVING	2481	352	4.1	14.2	133	538	2.9	21.7	93	**64	2.0	2.6	66	1434	3.6	57.8	116
CUISINE	1472	*154	1.8	10.5	98	465	2.5	31.6	136	**76	2.4	5.2	131	954	2.4	64.8	130
CYCLE WORLD	425	**82	0.9	19.3	180	**119	0.6	28.0	120	**5	0.2	1.2	30	*276	0.7	64.9	130
DCI:CREATIVE IDEAS FOR LIV	2510	324	3.7	12.9	121	672	3.6	26.8	115	*229	7.2	9.1	232	1583	3.9	63.1	127
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1061	12.2	15.9	148	1153	6.1	17.2	74	396	12.5	5.9	151	3779	9.4	56.5	113
DISCOVER	894	**73	0.8	8.2	76	281	1.5	31.4	135	**39	1.2	4.4	111	544	1.3	60.9	122
EBONY	3507	449	5.2	12.8	120	753	4.0	21.5	92	*140	4.4	4.0	102	1636	4.1	46.6	94
ESQUIRE	1083	**85	1.0	7.8	73	318	1.7	29.4	126	**34	1.1	3.1	80	460	1.1	42.5	85
ESSENCE	1830	226	2.6	12.3	115	414	2.2	22.6	97	**69	2.2	3.8	96	927	2.3	50.7	102
FAMILY CIRCLE	15930	1935	22.3	12.1	113	4150	22.0	26.1	112	619	19.5	3.9	99	8970	22.2	56.3	113
THE FAMILY HANDYMAN	1126	*118	1.4	10.5	98	374	2.0	33.2	143	**35	1.1	3.1	79	696	1.7	61.8	124
FAMILY WEEKLY	11468	1200	13.8	10.5	98	2537	13.4	22.1	95	504	15.8	4.4	112	6183	15.3	53.9	108
FIELD & STREAM	2234	*265	3.1	11.9	111	455	2.4	20.4	87	**108	3.4	4.8	123	1165	2.9	52.1	105
FOOD & WINE	579	**76	0.9	13.1	123	216	1.1	37.3	160	**20	0.6	3.5	88	287	0.7	49.6	100
FORBES	728	**79	0.9	10.9	101	240	1.3	33.0	142	**12	0.4	1.6	42	313	0.8	43.0	86
FORTUNE	906	**75	0.9	8.3	77	276	1.5	30.5	131	**25	0.8	2.8	70	478	1.2	52.8	106
GENTLEMEN'S QUARTERLY	791	**35	0.4	4.4	41	271	1.4	34.3	147	**63	2.0	8.0	203	328	0.8	41.5	83
GLAMOUR	5265	509	5.9	9.7	90	1424	7.5	27.0	116	*187	5.9	3.6	90	2744	6.8	52.1	105
GOLF DIGEST	636	**81	0.9	12.7	119	*160	0.8	25.2	108	**59	1.9	9.3	236	370	0.9	58.2	117
GOLF DIGEST/TENNIS (GROSS)	1186	*174	2.0	14.7	137	346	1.8	29.2	125	**75	2.4	6.3	161	681	1.7	57.4	115
GOLF MAGAZINE	441	**80	0.9	18.1	169	**113	0.6	25.6	110	**26	0.8	5.9	150	*255	0.6	57.8	116
GOLF MAGAZINE/SKI (GROSS)	922	**98	1.1	10.6	99	331	1.8	35.9	154	**48	1.5	5.2	133	424	1.1	46.0	92
GOOD HOUSEKEEPING	16487	1905	22.0	11.6	108	4280	22.7	26.0	111	573	18.0	3.5	89	9217	22.9	55.9	112
HARPER'S BAZAAR	2423	*221	2.5	9.1	85	751	4.0	31.0	133	**77	2.4	3.2	81	1208	3.0	49.9	100
HEALTH	1994	*199	2.3	10.0	93	569	3.0	28.5	122	**72	2.3	3.6	92	1015	2.5	50.9	102
HEARST MAG CORP. BUY (GROSS)	44101	5198	59.9	11.8	110	11456	60.7	26.0	112	1469	46.2	3.3	85	23938	59.4	54.3	109
HEARST MAN POWER (GROSS)	1993	*269	3.1	13.5	126	490	2.6	24.6	106	**119	3.7	6.0	152	1156	2.9	58.0	116
HEARST WOMAN POWER (GROSS)	31274	3518	40.6	11.2	105	8207	43.5	26.2	113	1032	32.5	3.3	84	16977	42.1	54.3	109
HOUSE BEAUTIFUL	3623	527	6.1	14.5	136	895	4.7	24.7	106	*124	3.9	3.4	87	1945	4.8	53.7	108
INC.	283	**40	0.5	14.1	132	**91	0.5	32.2	138	**6	0.2	2.1	54	*125	0.3	44.2	89
JET	2928	307	3.5	10.5	98	566	3.0	19.3	83	*108	3.4	3.7	94	1305	3.2	44.6	90
LADIES' HOME JOURNAL	11918	1355	15.6	11.4	106	2955	15.7	24.8	106	402	12.6	3.4	86	6578	16.3	55.2	111
LHJ FAMILY GRP COMBO(GROSS)	16764	1858	21.4	11.1	104	4219	22.4	25.2	108	579	18.2	3.5	88	9207	22.8	54.9	110
LIFE	4254	438	5.1	10.3	96	1296	6.9	30.5	131	*150	4.7	3.5	90	2243	5.6	52.7	106
L.A. TIMES HOME MAGAZINE	1145	**53	0.6	4.6	43	293	1.6	25.6	110	**45	1.4	3.9	100	612	1.5	53.4	107
MADEMOISELLE	2884	329	3.8	11.4	107	757	4.0	26.2	113	*87	2.7	3.0	77	1499	3.7	52.0	104
MC CALL'S	13460	1518	17.5	11.3	105	3234	17.1	24.0	103	542	17.0	4.0	103	7544	18.7	56.0	113
MC CALL'S/WRK MOTHER (GROSS)	14606	1695	19.5	11.6	108	3642	19.3	24.9	107	588	18.5	4.0	103	8104	20.1	55.5	111
MECHANIX ILLUSTRATED	772	**130	1.5	16.8	157	*189	1.0	24.5	105	**26	0.8	3.4	86	403	1.0	52.2	105
METROPOLITAN HOME	967	*106	1.2	11.0	102	331	1.8	34.2	147	**33	1.0	3.4	87	577	1.4	59.7	120
MONEY	1588	*185	2.1	11.6	109	440	2.3	27.7	119	*22	0.7	1.4	35	881	2.2	55.5	111
MOTHER EARTH NEWS	1002	**68	0.8	6.8	63	264	1.4	26.3	113	**76	2.4	7.6	193	499	1.2	49.8	100
MS.	825	**68	0.8	8.2	77	245	1.3	29.7	127	**25	0.8	3.0	77	409	1.0	49.6	100
NATIONAL ENQUIRER	10336	1072	12.4	10.4	97	1871	9.9	18.1	78	340	10.7	3.3	84	5265	13.1	50.9	102
NATIONAL GEOGRAPHIC	9597	1067	12.3	11.1	104	2765	14.7	28.8	124	450	14.2	4.7	119	5350	13.3	55.7	112
NATIONAL SUNDAY MAGAZINE PKG	49558	5463	63.0	11.0	103	12819	67.9	25.9	111	1918	60.3	3.9	99	26082	64.7	52.6	106
NATURAL HISTORY	573	**76	0.9	13.3	124	205	1.1	35.8	154	**20	0.6	3.5	89	259	0.6	45.2	91
NEW WOMAN	1699	*198	2.3	11.7	109	517	2.7	30.4	131	**43	1.4	2.5	64	904	2.2	53.2	107
NEW YORK INCLUDING CUE	443	**17	0.2	3.8	36	219	1.2	49.4	212	**8	0.3	1.8	46	201	0.5	45.4	91
THE NEW YORKER	1270	*97	1.1	7.6	71	422	2.2	33.2	143	**32	1.0	2.5	64	638	1.6	50.2	101
NEWSWEEK	6277	567	6.5	9.0	84	1762	9.3	28.1	120	*227	7.1	3.6	92	3368	8.4	53.7	108
THE N.Y. TIMES DAILY EDITION	1205	**65	0.7	5.4	50	637	3.4	52.9	227	*31	1.0	2.6	66	695	1.7	57.7	116
THE N.Y. TIMES MAGAZINE	2081	*146	1.7	7.0	66	1012	5.4	48.6	209	**36	1.1	1.7	44	1174	2.9	56.4	113
OMNI	788	**33	0.4	4.2	39	*204	1.1	25.9	111	**26	0.8	3.3	84	367	0.9	46.6	94
ON CABLE	1158	**73	0.8	6.3	59	325	1.7	28.1	120	**41	1.3	3.5	90	472	1.2	40.8	82
1001 HOME IDEAS	2852	303	3.5	10.6	99	695	3.7	24.4	105	**105	3.3	3.7	94	1614	4.0	56.6	114
ORGANIC GARDENING	1658	*230	2.7	13.9	130	560	3.0	33.8	145	**32	1.0	1.9	49	933	2.3	56.3	113
OUTDOOR LIFE	896	**93	1.1	10.4	97	*185	1.0	20.6	89	**20	0.6	2.2	57	518	1.3	57.8	116
PARADE MAGAZINE	24275	2805	32.3	11.6	108	6706	35.5	27.6	119	1066	33.5	4.4	112	12740	31.6	52.5	105

	TOTAL U.S. '000	BREAST O' CHICKEN				BUMBLE BEE				CARNATION				CHICKEN OF THE SEA			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	8671	100.0	10.7	100	18866	100.0	23.3	100	3180	100.0	3.9	100	40323	100.0	49.8	100
PARENTS	3845	312	3.6	8.1	76	1110	5.9	28.9	124	*172	5.4	4.5	114	2038	5.1	53.0	106
PENTHOUSE	831	**32	0.4	3.9	36	*209	1.1	25.2	108	**23	0.7	2.8	70	463	1.1	55.7	112
PEOPLE	11645	1198	13.8	10.3	96	3024	16.0	26.0	111	413	13.0	3.5	90	6012	14.9	51.6	104
PLAYBOY	2006	*192	2.2	9.6	89	452	2.4	22.5	97	*775	2.4	3.7	95	981	2.4	48.9	98
POPULAR HOT RODDING	297	**32	0.4	10.8	101	**50	0.3	16.8	72	**25	0.8	8.4	214	*183	0.5	61.6	124
POPULAR MECHANICS	1018	**176	2.0	17.3	161	*259	1.4	25.4	109	**79	2.5	7.8	198	614	1.5	60.3	121
POPULAR SCIENCE	878	**133	1.5	15.1	141	*255	1.4	29.0	125	**43	1.4	4.9	125	562	1.4	64.0	129
PREVENTION	3913	532	6.1	13.6	127	1012	5.4	25.9	111	*137	4.3	3.5	89	2262	5.6	57.8	116
PSYCHOLOGY TODAY	1710	*176	2.0	10.3	96	600	3.2	35.1	151	*58	1.8	3.4	86	871	2.2	50.9	102
READER'S DIGEST	22204	2569	29.6	11.6	108	5325	28.2	24.0	103	933	29.3	4.2	107	12120	30.1	54.6	110
REDBOOK	7684	945	10.9	12.3	115	2056	10.9	26.8	115	*182	5.7	2.4	60	4241	10.5	55.2	111
ROAD & TRACK	410	**16	0.2	3.9	36	**98	0.5	23.9	103	*28	0.9	6.8	174	*238	0.6	58.0	117
ROLLING STONE	969	**44	0.5	4.5	42	329	1.7	34.0	146	*49	1.5	5.1	129	509	1.3	52.5	105
RUNNER'S WORLD	298	**16	0.2	5.4	50	*106	0.6	35.6	153	*1	0.0	0.3	9	*155	0.4	52.0	104
SATURDAY EVENING POST	1169	**101	1.2	8.6	81	267	1.4	22.8	98	*24	0.8	2.1	52	661	1.6	56.5	114
SCIENCE 84	587	**90	1.0	15.3	143	*202	1.1	34.4	148	*39	1.2	6.6	169	317	0.8	54.0	108
SCIENCE DIGEST	482	**34	0.4	7.1	66	*160	0.8	33.2	142	*27	0.8	5.6	143	240	0.6	49.8	100
SCIENTIFIC AMERICAN	594	**56	0.6	9.4	88	*201	1.1	33.8	145	*18	0.6	3.0	77	282	0.7	47.5	95
SELF	2089	*246	2.8	11.8	110	533	2.8	25.5	110	*75	2.4	3.6	91	900	2.2	43.1	87
SEVENTEEN	2411	343	4.0	14.2	133	752	4.0	31.2	134	*83	2.6	3.4	88	1254	3.1	52.0	104
SKI	480	**18	0.2	3.8	35	*218	1.2	45.4	195	*22	0.7	4.6	117	*169	0.4	35.2	71
SMITHSONIAN	2760	294	3.4	10.7	99	888	4.7	32.2	138	*184	5.8	6.7	170	1502	3.7	54.4	109
SOAP OPERA DIGEST	3013	230	2.7	7.6	71	736	3.9	24.4	105	*121	3.8	4.0	102	1664	4.1	55.2	111
SOUTHERN LIVING	4184	737	8.5	17.6	165	481	2.5	11.5	49	*167	5.3	4.0	102	2196	5.4	52.5	105
SPORT	559	**18	0.2	3.2	30	*158	0.8	28.3	121	*8	0.3	1.4	36	288	0.7	51.5	103
THE SPORTING NEWS	436	**24	0.3	5.5	51	*185	1.0	42.4	182	*40	0.0	0.0	0	*205	0.5	47.0	94
SPORTS AFIELD	493	**59	0.7	12.0	112	*71	0.4	14.4	62	*13	0.4	2.6	67	302	0.7	61.3	123
SPORTS ILLUSTRATED	2758	*175	2.0	6.3	59	783	4.2	28.4	122	*51	1.6	1.8	47	1448	3.6	52.5	105
STAR	7456	693	8.0	9.3	87	1627	8.6	21.8	94	284	8.9	3.8	97	3845	9.5	51.6	104
SUNDAY	24936	3083	35.6	12.4	115	7118	37.7	28.5	123	922	29.0	3.7	94	12866	31.9	51.6	104
SUNSET	2124	**182	2.1	8.6	80	888	4.7	41.8	179	*226	7.1	10.6	271	1101	2.7	51.8	104
TV GUIDE	21661	2065	23.8	9.5	89	5415	28.7	25.0	107	766	24.1	3.5	90	11360	28.2	52.4	105
TENNIS	550	**93	1.1	16.9	158	*187	1.0	34.0	146	*15	0.5	2.7	69	311	0.8	56.5	114
TIME	8880	834	9.6	9.4	88	2745	14.5	30.9	133	340	10.7	3.8	98	4649	11.5	52.4	105
TOWN & COUNTRY	917	**116	1.3	12.6	118	282	1.5	30.8	132	*11	0.3	1.2	31	494	1.2	53.9	108
TRAVEL & LEISURE	972	*93	1.1	9.6	89	240	1.3	24.7	106	*33	1.0	3.4	86	528	1.3	54.3	109
TRUE STORY	3356	320	3.7	9.5	89	699	3.7	20.8	89	*103	3.2	3.1	78	1656	4.1	49.3	99
U.S. NEWS & WORLD REPORT	3410	385	4.4	11.3	105	830	4.4	24.3	104	*169	5.3	5.0	126	1942	4.8	57.0	114
USA TODAY	1759	*199	2.3	11.3	106	528	2.8	30.0	129	*41	1.3	2.3	59	946	2.3	53.8	108
US	1873	*177	2.0	9.5	88	501	2.7	26.7	115	*65	2.0	3.5	88	1063	2.6	56.8	114
VOGUE	3909	354	4.1	9.1	85	1315	7.0	33.6	144	*124	3.9	3.2	81	1837	4.6	47.0	94
WALL STREET JOURNAL	1886	*206	2.4	10.9	102	651	3.5	34.5	148	*69	2.2	3.7	93	953	2.4	50.5	101
WEIGHT WATCHERS	2120	223	2.6	10.5	98	502	2.7	23.7	102	*92	2.9	4.3	111	1230	3.1	58.0	117
WOMAN'S DAY	14172	1837	21.2	13.0	121	3901	20.7	27.5	118	504	15.8	3.6	91	7888	19.6	55.7	112
WORKING MOTHER	1146	*177	2.0	15.4	144	408	2.2	35.6	153	*46	1.4	4.0	102	560	1.4	48.9	98
WORKING WOMAN	1322	*140	1.6	10.6	99	343	1.8	25.9	111	*34	1.1	2.6	65	669	1.7	50.6	102
WORLD TENNIS	*163	*28	0.3	17.2	160	*48	0.3	29.4	126	*7	0.2	4.3	109	*103	0.3	63.2	127
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*228	2.6	9.0	84	646	3.4	25.5	110	*131	4.1	5.2	132	1378	3.4	54.4	109
BLAIR INSERTS	43657	4848	55.9	11.1	104	11932	63.2	27.3	117	1698	53.4	3.9	99	22928	56.9	52.5	105
DAILY NEWSPAPERS																	
READ ANY	51633	5697	65.7	11.0	103	13410	71.1	26.0	111	1956	61.5	3.8	96	26849	66.6	52.0	104
READ ONE	43463	4771	55.0	11.0	103	10572	56.0	24.3	104	1680	52.8	3.9	98	22498	55.8	51.8	104
READ TWO OR MORE	8170	927	10.7	11.3	106	2838	15.0	34.7	149	276	8.7	3.4	86	4351	10.8	53.3	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5721	66.0	10.9	101	13645	72.3	25.9	111	2064	64.9	3.9	100	27581	68.4	52.4	105
READ ONE	46126	4732	54.6	10.3	96	11614	61.6	25.2	108	1872	58.9	4.1	103	23961	59.4	51.9	104
READ TWO OR MORE	6552	989	11.4	15.1	141	2031	10.8	31.0	133	*192	6.0	2.9	75	3620	9.0	55.3	111
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.05				28.45				27.09				28.19			
30 DAY REACH	71455	7544	87.0	10.6	99	16849	89.3	23.6	101	2774	87.2	3.9	99	35897	89.0	50.2	101
50 SHMG - 30 DAY AV FREQ	14.56	14.19				14.96				14.37				14.81			
30 DAY REACH	67742	7231	83.4	10.7	100	16060	85.1	23.7	102	2626	82.6	3.9	99	34252	84.9	50.6	102
25 SHMG - 30 DAY AV FREQ	7.94	7.80				7.98				7.74				8.00			
30 DAY REACH	62117	6577	75.9	10.6	99	15015	79.6	24.2	104	2430	76.4	3.9	100	31711	78.6	51.1	103
CABLE TV: HOME WIRED	32077	3648	42.1	11.4	106	7551	40.0	23.5	101	1086	34.2	3.4	86	16847	41.8	52.5	105
HOME NOT WIRED	48909	5023	57.9	10.3	96	11315	60.0	23.1	99	2094	65.8	4.3	109	23476	58.2	48.0	96
HAVE PAY CABLE	15935	1603	18.5	10.1	94	3996	21.2	25.1	108	*500	15.7	3.1	80	8559	21.2	53.7	108

	TOTAL U.S. '000	BREAST O' CHICKEN				BUMBLE BEE				CARNATION				CHICKEN OF THE SEA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	8671	100.0	10.7	100	18866	100.0	23.3	100	3180	100.0	3.9	100	40323	100.0	49.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4542	52.4	10.3	97	10448	55.4	23.8	102	1753	55.1	4.0	102	22314	55.3	50.8	102
10:00 AM - 3:00 PM	30659	3212	37.0	10.5	98	7496	39.7	24.4	105	1242	39.1	4.1	103	15822	39.2	51.6	104
3:00 PM - 7:00 PM	31045	3086	35.6	9.9	93	7249	38.4	23.3	100	1292	40.6	4.2	106	15777	39.1	50.8	102
7:00 PM - MIDNIGHT	15767	1671	19.3	10.6	99	3671	19.5	23.3	100	628	19.7	4.0	101	7644	19.0	48.5	97
MIDNIGHT - 6:00 AM	9120	1021	11.8	11.2	105	2170	11.5	23.8	102	396	12.5	4.3	111	4822	12.0	52.9	106
6:00 AM - MIDNIGHT	58527	6016	69.4	10.3	96	13962	74.0	23.9	102	2296	72.2	3.9	100	29848	74.0	51.0	102
ENTIRE DAY	59311	6101	70.4	10.3	96	14160	75.1	23.9	102	2328	73.2	3.9	100	30316	75.2	51.1	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1577	18.2	9.8	91	4307	22.8	26.6	114	575	18.1	3.6	91	8978	22.3	55.5	111
ALL NEWS	2256	*177	2.0	7.8	73	854	4.5	37.9	162	*267	2.1	3.0	76	1078	2.7	47.8	96
AOR/PROGRESSIVE	3874	252	2.9	6.5	61	1184	6.3	30.6	131	*251	7.9	6.5	165	1866	4.6	48.2	97
BEAUTIFUL MUSIC	5660	786	9.1	13.9	130	1337	7.1	23.6	101	*222	7.0	3.9	100	3015	7.5	53.3	107
BLACK	2204	266	3.1	12.1	113	348	1.8	15.8	68	*278	2.5	3.5	90	998	2.5	45.3	91
CLASSICAL	1418	*236	2.7	16.6	155	390	2.1	27.5	118	*258	1.8	4.1	104	744	1.8	52.5	105
CHR/ROCK	9538	797	9.2	8.4	78	2499	13.2	26.2	112	345	10.8	3.6	92	4793	11.9	50.3	101
COUNTRY	12648	1604	18.5	12.7	118	2296	12.2	18.2	78	458	14.4	3.6	92	6557	16.3	51.8	104
GOLDEN OLDIES	1191	*275	0.9	6.3	59	*227	1.2	19.1	82	*227	0.8	2.3	58	574	1.4	48.2	97
MOR/NOSTALGIA	4757	478	5.5	10.0	94	1249	6.6	26.3	113	*190	6.0	4.0	102	2182	5.4	45.9	92
NEWS/TALK	3863	279	3.2	7.2	67	1263	6.7	32.7	140	*154	4.8	4.0	102	1891	4.7	49.0	98
RELIGIOUS	3084	366	4.2	11.9	111	550	2.9	17.8	77	*132	4.2	4.3	109	1452	3.6	47.1	95
SOFT ROCK	521	*262	0.7	11.9	111	*98	0.5	18.8	81	*13	0.4	2.5	64	*296	0.7	56.8	114
URBAN CONTEMPORARY	1585	*111	1.3	7.0	65	509	2.7	32.1	138	*252	1.6	3.3	84	774	1.9	48.8	98
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	344	4.0	10.5	99	677	3.6	20.8	89	*110	3.5	3.4	86	1587	3.9	48.7	98
ABC DIRECTION	2316	321	3.7	13.9	129	786	4.2	33.9	146	*101	3.2	4.4	111	1169	2.9	50.5	101
ABC ENTERTAINMENT	4834	508	5.9	10.5	98	1164	6.2	24.1	103	*292	2.9	1.9	48	2504	6.2	51.8	104
ABC FM	2202	*202	2.3	9.2	86	482	2.6	21.9	94	*135	4.2	6.1	156	1217	3.0	55.3	111
ABC INFORMATION	5425	619	7.1	11.4	107	1556	8.2	28.7	123	279	8.8	5.1	131	2760	6.8	50.9	102
ABC ROCK	1677	*116	1.3	6.9	65	604	3.2	36.0	155	*286	2.7	5.1	131	852	2.1	50.8	102
CBS	4430	439	5.1	9.9	93	1373	7.3	31.0	133	*188	5.9	4.2	108	2393	5.9	54.0	108
MUTUAL	4992	603	7.0	12.1	113	1391	7.4	27.9	120	*177	5.6	3.5	90	2700	6.7	54.1	109
NBC	4679	730	8.4	15.6	146	1039	5.5	22.2	95	*276	2.4	1.6	41	2447	6.1	52.3	105
RADIORADIO	1994	*186	2.1	9.3	87	473	2.5	23.7	102	*286	2.7	4.3	110	960	2.4	48.1	97
RKO ONE	2298	*147	1.7	6.4	60	538	2.9	23.4	100	*37	1.2	1.6	41	1115	2.8	48.5	97
RKO TWO	3311	306	3.5	9.2	86	688	3.6	20.8	89	*80	2.5	2.4	62	1590	3.9	48.0	96
THE SOURCE	2114	*150	1.7	7.1	66	520	2.8	24.6	106	*102	3.2	4.8	123	969	2.4	45.8	92
NON-WIRED : BLAIR	8654	787	9.1	9.1	85	2168	11.5	25.1	108	374	11.8	4.3	110	4804	11.9	55.5	111
INTERNET	12025	1167	13.5	9.7	91	3326	17.6	27.7	119	498	15.7	4.1	105	6278	15.6	52.2	105
KATZ RADIO GROUP	15359	1327	15.3	8.6	81	4319	22.9	28.1	121	609	19.2	4.0	101	8036	19.9	52.3	105
SUPERNET	10628	1326	15.3	12.5	117	2534	13.4	23.8	102	350	11.0	3.3	84	5348	13.3	50.3	101
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1121	12.9	12.9	121	1925	10.2	22.2	95	383	12.0	4.4	113	4218	10.5	48.7	98
MKDAY 9:00 AM - 1:00 PM	12163	1374	15.8	11.3	106	2588	13.7	21.3	91	505	15.9	4.2	106	5935	14.7	48.8	98
MKDAY 1:00 PM - 4:30 PM	16150	1875	21.6	11.6	108	3075	16.3	19.0	82	627	19.7	3.9	99	8077	20.0	50.0	100
MKDAY 4:30 PM - 7:30 PM	22463	2423	27.9	10.8	101	5001	26.5	22.3	96	873	27.5	3.9	99	10987	27.2	48.9	98
MKDAY 7:30 PM - 8:00 PM	31795	3615	41.7	11.4	106	7323	38.8	23.0	99	1143	35.9	3.6	92	15791	39.2	49.7	100
MKDAY 11:00 PM - 11:30 PM	23977	2839	32.7	11.8	111	5337	28.3	22.3	96	900	28.3	3.8	96	12334	30.6	51.4	103
MKDAY 11:30 PM - 1:00 AM	7703	959	11.1	12.4	116	1557	8.3	20.2	87	278	8.7	3.6	92	4110	10.2	53.4	107
M-SAT 8-11 PM+SUN 7-11 PM	33800	3691	42.6	10.9	102	8022	42.5	23.7	102	1299	40.8	3.8	98	17059	42.3	50.5	101
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	577	6.7	8.8	82	1542	8.2	23.6	101	263	8.3	4.0	102	3195	7.9	48.9	98
ANOTHER WORLD	N 4620	660	7.6	14.3	133	708	3.8	15.3	66	*212	6.7	4.6	117	2277	5.6	49.3	99
AS THE WORLD TURNS	C 5614	558	6.4	9.9	93	831	4.4	14.8	64	244	7.7	4.3	111	2947	7.3	52.5	105
CAPITOL	C 3396	372	4.3	11.0	102	494	2.6	14.5	62	*129	4.1	3.8	97	1755	4.4	51.7	104
CBS MORN. NEWS 1	C 1446	161	1.9	11.1	104	199	1.1	13.8	59	*243	1.4	3.0	76	714	1.8	49.4	99
CBS MORN. NEWS 2	C 1207	114	1.3	9.4	88	180	1.0	14.9	64	*31	1.0	2.6	65	528	1.3	43.7	88
DAYS OF OUR LIVES	N 5877	749	8.6	12.7	119	1125	6.0	19.1	82	227	7.1	3.9	98	2790	6.9	47.5	95
FACTS OF LIFE - DAYTIME	N 2290	190	2.2	8.3	77	418	2.2	18.3	78	*87	2.7	3.8	97	1098	2.7	47.9	96
FAMILY FEUD	A 3023	234	2.7	7.7	72	649	3.4	21.5	92	139	4.4	4.6	117	1442	3.6	47.7	96
GENERAL HOSPITAL	A 6097	598	6.9	9.8	92	1252	6.6	20.5	88	202	6.4	3.3	84	3119	7.7	51.2	103
GOOD MORNING, AMERICA-730	A 3515	508	5.9	14.5	135	833	4.4	23.7	102	138	4.3	3.9	100	1832	4.5	52.1	105
GOOD MORNING, AMERICA-830	A 2818	359	4.1	12.7	119	737	3.9	26.2	112	119	3.7	4.2	108	1451	3.6	51.5	103
GUIDING LIGHT	C 5339	597	6.9	11.2	104	880	4.7	16.5	71	219	6.9	4.1	104	2678	6.6	50.2	101
ONE LIFE TO LIVE	A 4478	433	5.0	9.7	90	906	4.8	20.2	87	148	4.7	3.3	84	2337	5.8	52.2	105
PRESS YOUR LUCK	C 2244	292	3.4	13.0	122	474	2.5	21.1	91	*64	2.0	2.9	73	1153	2.9	51.4	103
PRICE IS RIGHT 1	C 4348	587	6.8	13.5	126	744	3.9	17.1	73	168	5.3	3.9	98	2154	5.3	49.5	99
PRICE IS RIGHT 2	C 5014	736	8.5	14.7	137	877	4.6	17.5	75	200							

	TOTAL U.S. '000	BREAST O' CHICKEN				BUMBLE BEE				CARNATION				CHICKEN OF THE SEA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	8671	100.0	10.7	100	18866	100.0	23.3	100	3180	100.0	3.9	100	40323	100.0	49.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3174	36.6	12.2	114	5356	28.4	20.6	88	884	27.8	3.4	86	12734	31.6	48.9	98
NETWORK AFFILIATES - LATE	20261	2482	28.6	12.3	114	4420	23.4	21.8	94	756	23.8	3.7	95	10272	25.5	50.7	102
INDEPENDENTS - LATE	2076	175	2.0	8.4	79	678	3.6	32.7	140	106	3.3	5.1	130	986	2.4	47.5	95
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1086	12.5	10.4	97	2065	10.9	19.8	85	439	13.8	4.2	107	4928	12.2	47.1	95
ABC MONDAY NIGHT MOVIE	A 6412	564	6.5	8.8	82	1426	7.6	22.2	95	291	9.2	4.5	116	3356	8.3	52.3	105
ABC SUNDAY NIGHT MOVIE	A 12407	1373	15.8	11.1	103	3330	17.7	26.8	115	403	12.7	3.2	83	6202	15.4	50.0	100
ABC WORLD NEWS TONIGHT	A 6176	747	8.6	12.1	113	1405	7.4	22.7	98	157	4.9	2.5	65	3142	7.8	50.9	100
AFTERMASH	A 5863	691	8.0	11.8	110	1289	6.8	22.0	94	*205	6.4	3.5	89	3154	7.8	53.8	101
ALICE	C 9594	1108	12.8	11.5	108	2030	10.8	21.2	91	279	8.8	2.9	74	5075	12.6	52.9	106
AMERICAN PARADE	C 6622	716	8.3	10.8	101	1426	7.6	21.5	92	250	7.9	3.8	96	3212	8.0	48.5	97
BENSON	A 10886	1299	15.0	11.9	111	2867	15.2	26.3	113	439	13.8	4.0	103	5769	14.3	53.0	106
BLUE THUNDER	A 5036	455	5.2	9.0	84	1271	6.7	25.2	108	*210	6.6	4.2	106	2763	6.9	54.9	110
CAGNEY & LACEY	C 9965	1092	12.6	11.0	102	2244	11.9	22.5	97	275	8.6	2.8	70	5292	13.1	53.1	107
CBS EVENING NEWS-DEAN	C 3491	384	4.4	11.0	103	898	4.8	25.7	110	**123	3.9	3.5	90	1804	4.5	51.7	104
CBS EVENING NEWS-RATHER	C 7123	740	8.5	10.4	97	1640	8.7	23.0	99	261	8.2	3.7	93	3573	8.9	50.2	101
CBS SAT. NEWS-SCHIEFFER	C 3621	308	3.6	8.5	79	941	5.0	26.0	112	102	3.2	2.8	72	1719	4.3	47.5	95
CBS SATURDAY NIGHT MOVIE	C 5436	597	6.9	11.0	103	1307	6.9	24.0	103	190	6.0	3.5	89	2729	6.8	50.2	101
CBS WEDNESDAY NIGHT MOVIE	C 6100	777	9.0	12.7	119	1227	6.5	20.1	86	235	7.4	3.9	98	3090	7.7	50.7	102
CHEERS	N 8889	901	10.4	10.1	95	2511	13.3	28.2	121	381	12.0	4.3	109	4523	11.2	50.9	102
DALLAS	C 22109	2298	26.5	10.4	97	5077	26.9	23.0	99	693	21.8	3.1	80	11147	27.6	50.4	101
DIFF'RENT STROKES	N 6940	880	10.1	12.7	118	1362	7.2	19.6	84	*200	6.3	2.9	73	3362	8.3	48.4	97
DOUBLE TROUBLE	N 7223	752	8.7	10.4	97	1615	8.6	22.4	96	302	9.5	4.2	106	3669	9.1	50.8	102
DUCK FACTORY	N 5595	617	7.1	11.0	103	1483	7.9	26.5	114	*228	7.2	4.1	104	2705	6.7	48.3	97
DUKES OF HAZZARD	C 5768	594	6.9	10.3	96	1109	5.9	19.2	83	*274	8.6	4.8	121	2750	6.8	47.7	96
DYNASTY	A 20053	2350	27.1	11.7	109	4703	24.9	23.5	101	677	21.3	3.4	86	9629	23.9	48.0	96
FACTS OF LIFE	N 8087	686	7.9	8.5	79	1826	9.7	22.6	97	320	10.1	4.0	101	4167	10.3	51.5	103
FALCON CREST	C 20046	2088	24.1	10.4	97	4347	23.0	21.7	93	632	19.9	3.2	80	10242	25.4	51.1	103
FALL GUY	A 9084	820	9.5	9.0	84	2172	11.5	23.9	103	367	11.5	4.0	103	4562	11.3	50.2	101
FAMILY TIES	N 7964	928	10.7	11.7	109	1790	9.5	22.5	96	258	8.1	3.2	83	3759	9.3	47.2	95
FANTASY ISLAND	A 7687	793	9.1	10.3	96	1803	9.6	23.5	101	306	9.6	4.0	101	3640	9.0	47.4	95
FOULUPS, BLEEPs & BLUNDERS	A 8861	823	9.5	9.3	87	2094	11.1	23.6	101	*302	9.5	3.4	87	4779	11.9	53.9	108
FOUR SEASONS	C 5095	513	5.9	10.1	94	1231	6.5	24.2	104	**157	4.9	3.1	78	2761	6.8	54.2	109
GIMME A BREAK	N 8838	1086	12.5	12.3	115	1907	10.1	21.6	93	283	8.9	3.2	82	3976	9.9	45.0	90
HART TO HART	A 8978	1074	12.4	12.0	112	1820	9.6	20.3	87	283	8.9	3.2	80	4570	11.3	50.9	102
HILL STREET BLUES	N 8590	942	10.9	11.0	102	2037	10.8	23.7	102	344	10.8	4.0	102	4347	10.8	50.6	102
HOTEL	A 14085	1855	21.4	13.2	123	3203	17.0	22.7	98	449	14.1	3.2	81	7130	17.7	50.6	102
JEFFERSONS	C 9360	1144	13.2	12.2	114	2029	10.8	21.7	93	349	11.0	3.7	95	4912	12.2	52.5	105
JENNIFER SLEPT HERE	N 5841	707	8.2	12.1	113	1245	6.6	21.3	91	*195	6.1	3.3	85	2928	7.3	50.1	101
KATE & ALLIE	C 9206	817	9.4	8.9	83	2176	11.5	23.6	101	298	9.4	3.2	82	4491	12.4	54.2	109
KNIGHT RIDER	N 7076	668	7.7	9.4	88	1736	9.2	24.5	105	295	9.3	4.2	106	3466	8.6	49.0	98
LOVE BOAT	A 12219	1464	16.9	12.0	112	2855	15.1	23.4	100	484	15.2	4.0	101	6003	14.9	49.1	99
MAGNUM PI	C 11199	1149	13.3	10.3	96	2441	12.9	21.8	94	535	16.8	4.8	122	5816	14.4	51.9	104
MAMA'S FAMILY	N 6057	699	8.1	11.5	108	1323	7.0	21.8	94	*134	4.2	2.2	56	2980	7.4	49.2	99
MASTER, THE	N 3598	396	4.6	11.0	103	851	4.5	23.7	102	*192	6.0	5.3	136	1745	4.3	48.5	97
MATT HOUSTON	A 6344	692	8.0	10.9	102	1540	8.2	24.3	104	260	8.2	4.1	104	3283	8.1	51.7	104
NBC MONDAY NIGHT MOVIE	N 11994	1220	14.1	10.2	95	2824	15.0	23.5	101	409	12.9	3.4	87	5708	14.2	47.6	96
NBC NIGHTLY NEWS	N 5132	706	8.1	13.8	128	989	5.2	19.3	83	208	6.5	4.1	103	2389	5.9	46.6	93
NBC NIGHTLY NEWS-SAT	N 3375	368	4.2	10.9	102	733	3.9	21.7	93	**101	3.2	3.0	76	1602	4.0	47.5	95
NBC NIGHTLY NEWS-SUN	N 3130	444	5.1	14.2	132	697	3.7	22.3	96	**92	2.9	2.9	75	1339	3.3	42.8	86
NBC SUNDAY NIGHT MOVIE	N 8284	1014	11.7	12.2	114	1751	9.3	21.1	91	*385	12.1	4.6	118	3982	9.9	48.1	97
NEWMART	C 9240	899	10.4	9.7	91	2246	11.9	24.3	104	337	10.6	3.6	93	5095	12.6	55.1	111
ONE DAY AT A TIME	C 7288	859	9.9	11.8	110	1498	7.9	20.6	88	*248	7.8	3.4	87	3672	9.1	50.4	101
PEOPLE ARE FUNNY	N 4855	545	6.3	11.2	105	1087	5.8	22.4	96	*129	4.1	2.7	68	2506	6.2	51.6	104
REAL PEOPLE	N 8869	988	11.4	11.1	104	1774	9.4	20.0	86	*181	5.7	2.0	52	4408	10.9	49.7	100
REMINGTON STEELE	N 7743	732	8.4	9.5	88	1833	9.7	23.7	102	323	10.2	4.2	106	3768	9.3	48.7	98
REIPLEY'S BELIEVE IT - NOT	A 5345	641	7.4	12.0	112	1440	7.6	26.9	116	*222	7.0	4.2	106	2793	6.9	52.3	105
RIPTIDE	N 6988	674	7.8	9.6	90	1434	7.6	20.5	88	312	9.8	4.5	114	3647	9.0	52.2	105
SCARECROW & MRS. KING	C 10002	923	10.6	9.2	86	2127	11.3	21.3	91	416	13.1	4.2	106	5086	12.6	50.8	102
SIMON & SIMON	C 10638	1297	15.0	12.2	114	2167	11.5	20.4	87	495	15.6	4.7	119	5430	13.5	51.0	103
60 MINUTES	C 13293	1741	20.1	13.1	122	3227	17.1	24.3	104	527	16.6	4.0	101	6648	16.5	50.0	100
ST. ELSEWHERE	N 7017	709	8.2	10.1	94	1802	9.6	25.7	110	298	9.4	4.2	108	3645	9.0	51.9	104
THREE'S COMPANY	A 10917	1273	14.7	11.7	109	2369	12.6	21.7	93	358	11.3	3.3	84	5346	13.3	49.0	98
T. J. HOOKER	A 9204	965	11.1	10.5	98	2280	12.1	24.8	106	377	1						

	TOTAL U.S. '000	DEL MONTE				GEISHA				STAR KIST				3 DIAMONDS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	3784	100.0	4.7	100	3899	100.0	4.8	100	42338	100.0	52.3	100	4801	100.0	5.9	100
18 - 24	9282	**291	7.7	3.1	67	*314	8.1	3.4	70	5191	12.3	55.9	107	*434	9.0	4.7	79
25 - 34	19072	833	22.0	4.4	93	907	23.3	4.8	99	10993	26.0	57.6	110	1247	26.0	6.5	110
35 - 44	14591	965	25.5	6.6	142	588	15.1	4.0	84	7915	18.7	54.2	104	859	17.9	5.9	99
45 - 54	11345	*595	15.7	5.2	112	*596	15.3	5.3	109	6057	14.3	53.4	102	746	15.5	6.6	111
55 - 64	11635	*505	13.3	4.3	93	715	18.3	6.1	128	5902	13.9	50.7	97	763	15.9	6.6	111
65 OR OLDER	15061	596	15.8	4.0	85	780	20.0	5.2	108	6280	14.8	41.7	80	752	15.7	5.0	84
18 - 34	28354	1123	29.7	4.0	85	1221	31.3	4.3	89	16184	38.2	57.1	109	1680	35.0	5.9	100
18 - 49	48339	2433	64.3	5.0	108	2033	52.1	4.2	87	27136	64.1	56.1	107	2791	58.1	5.8	97
25 - 54	45008	2392	63.2	5.3	114	2090	53.6	4.6	96	24965	59.0	55.5	106	2852	59.4	6.3	107
35 - 49	19985	1309	34.6	6.5	140	812	20.8	4.1	84	10952	25.9	54.8	105	1111	23.1	5.6	94
50 OR OLDER	32647	1351	35.7	4.1	89	1866	47.9	5.7	119	15203	35.9	46.6	89	2010	41.9	6.2	104
GRADUATED COLLEGE	11155	435	11.5	3.9	83	628	16.1	5.6	117	5983	14.1	53.6	103	845	17.6	7.6	128
ATTENDED COLLEGE	13682	607	16.0	4.4	95	735	18.9	5.4	112	7926	18.7	57.9	111	767	16.0	5.6	95
GRADUATED HIGH SCHOOL	33880	1588	42.0	4.7	100	1698	43.5	5.0	104	18434	43.5	54.4	104	2274	47.4	6.7	113
DID NOT GRADUATE HIGH SCHOOL	22270	1154	30.5	5.2	111	838	21.5	3.8	78	9995	23.6	44.9	86	915	19.1	4.1	69
EMPLOYED	40306	1739	46.0	4.3	92	2207	56.6	5.5	114	22585	53.3	56.0	107	2487	51.8	6.2	104
EMPLOYED FULL-TIME	32850	1464	38.7	4.5	95	1773	45.5	5.4	112	18107	42.8	55.1	105	1949	40.6	5.9	100
EMPLOYED PART-TIME	7456	*275	7.3	3.7	79	*434	11.1	5.8	121	4477	10.6	60.0	115	538	11.2	7.2	122
NOT EMPLOYED	40680	2044	54.0	5.0	108	1691	43.4	4.2	86	19754	46.7	48.6	93	2314	48.2	5.7	96
PROFESSIONAL/MANAGER	10392	*484	12.8	4.7	100	*507	13.0	4.9	101	5968	14.1	57.4	110	700	14.6	6.7	114
TECH/CLERICAL/SALES	17574	*555	14.7	3.2	68	1089	27.9	6.2	129	9983	23.6	56.8	109	1194	24.9	6.8	115
PRECISION/CRAFT	985	*265	1.7	6.6	141	*160	4.1	16.2	337	547	1.3	55.5	106	*449	1.0	5.0	84
OTHER EMPLOYED	11354	636	16.8	5.6	120	*452	11.6	4.0	83	6086	14.4	53.6	103	545	11.4	4.8	81
SINGLE	9863	*445	11.8	4.5	97	564	14.5	5.7	119	5046	11.9	51.2	98	530	11.0	5.4	91
MARRIED	51375	2386	63.1	4.6	99	2402	61.6	4.7	97	28111	66.4	54.7	105	3480	72.5	6.8	114
DIVORCED/SEPARATED/WIDOWED	19748	952	25.2	4.8	103	933	23.9	4.7	98	9181	21.7	46.5	89	791	16.5	4.0	68
PARENTS	32590	1769	46.7	5.4	116	1278	32.8	3.9	81	18342	43.3	56.3	108	2054	42.8	6.3	106
WHITE	70416	3079	81.4	4.4	94	3659	93.8	5.2	108	37247	88.0	52.9	101	4469	93.1	6.3	107
BLACK	8778	630	16.6	7.2	154	*197	5.1	2.2	47	4409	10.4	50.2	96	*291	6.1	3.3	56
OTHER	1791	*275	2.0	4.2	90	*243	1.1	2.4	50	*683	1.6	38.1	73	*240	0.8	2.2	38
NORTHEAST-CENSUS	17786	539	14.2	3.0	65	2026	52.0	11.4	237	7782	18.4	43.8	84	2819	58.7	15.8	267
NORTH CENTRAL	20741	1204	31.8	5.8	124	893	22.9	4.3	89	12649	29.9	61.0	117	1287	26.8	6.2	105
SOUTH	27775	1412	37.3	5.1	109	*544	14.0	2.0	41	14068	33.2	50.6	97	595	12.4	2.1	36
WEST	14683	629	16.6	4.3	92	*436	11.2	3.0	62	7840	18.5	53.4	102	*101	2.1	0.7	12
NORTHEAST-MKTG.	17961	635	16.8	3.5	76	2140	54.9	11.9	247	7332	17.3	40.8	78	2680	55.8	14.9	252
EAST CENTRAL	11885	*348	9.2	2.9	63	*203	5.2	1.7	35	7052	16.7	59.3	113	802	16.7	6.7	114
WEST CENTRAL	14090	1044	27.6	7.4	159	779	20.0	5.5	115	8615	20.3	61.1	117	826	17.2	5.9	99
SOUTH	24081	1303	34.4	5.4	116	*369	9.5	1.5	32	12519	29.6	52.0	99	*439	9.1	1.8	31
PACIFIC	12969	*454	12.0	3.5	75	*409	10.5	3.2	66	6821	16.1	52.6	101	*554	1.1	0.4	7
COUNTY SIZE A	32439	1342	35.5	4.1	89	1661	42.6	5.1	106	15794	37.3	48.7	93	2234	46.5	6.9	116
COUNTY SIZE B	24915	836	22.1	3.4	72	1389	35.6	5.6	116	13819	32.6	55.5	106	1714	35.7	6.9	116
COUNTY SIZE C	12930	580	15.3	4.5	96	*612	15.7	4.7	98	6979	16.5	54.0	103	639	13.3	4.9	83
COUNTY SIZE D	10703	1026	27.1	9.6	205	*237	6.1	2.2	46	5747	13.6	53.7	103	*214	4.5	2.0	34
METRO CENTRAL CITY	24518	1116	29.5	4.6	97	961	24.6	3.9	81	12764	30.1	52.1	100	1070	22.3	4.4	74
METRO SUBURBAN	35919	1189	31.4	3.3	71	2122	54.4	5.9	123	18813	44.4	52.4	100	2882	60.0	8.0	135
NON METRO	20549	1479	39.1	7.2	154	817	21.0	4.0	83	10761	25.4	52.4	100	848	17.7	4.1	70
TOP 5 ADI'S	18341	681	18.0	3.7	79	911	23.4	5.0	103	8360	19.7	45.6	87	1664	34.7	9.1	153
TOP 10 ADI'S	25378	1142	30.2	4.5	96	1740	44.6	6.9	142	11809	27.9	46.5	89	2352	49.0	9.3	156
TOP 20 ADI'S	36488	1672	44.2	4.6	98	2181	55.9	6.0	124	17699	41.8	48.5	93	2803	58.4	7.7	130
HSGLD INC. \$50,000 OR MORE	6612	*315	8.3	4.8	102	*481	12.3	7.3	151	3920	9.3	59.3	113	*469	9.8	7.1	120
\$40,000 OR MORE	12659	*555	14.7	4.4	94	923	23.7	7.3	151	7292	17.2	57.6	110	805	16.8	6.4	107
\$30,000 OR MORE	24698	1059	28.0	4.3	92	1531	39.3	6.2	129	14020	33.1	56.8	109	1688	35.2	6.8	115
\$25,000 OR MORE	32077	1344	35.5	4.2	90	1855	47.6	5.8	120	18154	42.9	56.6	108	2105	43.8	6.6	111
\$20,000 - \$24,999	9144	*447	11.8	4.9	105	*574	14.7	6.3	130	4906	11.6	53.7	103	744	15.5	8.1	137
\$15,000 - \$19,999	8728	*473	12.5	5.4	116	*411	10.5	4.7	98	4556	10.8	52.2	100	440	9.2	5.0	85
\$10,000 - \$14,999	12562	597	15.8	4.8	102	511	13.1	4.1	84	6440	15.2	51.3	98	891	18.6	7.1	120
UNDER \$10,000	18475	923	24.4	5.0	107	548	14.1	3.0	62	8282	19.6	44.8	86	621	12.9	3.4	57
HOUSEHOLD OF 1 PERSON	11987	474	12.5	4.0	85	533	13.7	4.4	92	5273	12.5	44.0	84	559	11.6	4.7	79
2 PEOPLE	26577	1145	30.3	4.3	92	1416	36.3	5.3	111	13240	31.3	49.8	95	1545	32.2	5.8	98
3 OR 4 PEOPLE	30617	1419	37.5	4.6	99	1478	37.9	4.8	100	16802	39.7	54.9	105	1892	39.4	6.2	104
5 OR MORE PEOPLE	11804	*746	19.7	6.3	135	*472	12.1	4.0	83	7023	16.6	59.5	114	805	16.8	6.8	115
NO CHILD IN HSHLD	46165	1881	49.7	4.1	87	2502	64.2	5.4	113	22680	53.6	49.1	94	2646	55.1	5.7	97
CHILD(REN) UNDER 2 YRS	5325	*236	6.2	4.4	95	*161	4.1	3.0	63	3012	7.1	56.6	108	*204	4.2	3.8	65
2 - 5 YEARS	14221	699	18.5	4.9	105	*477	12.2	3.4	70	8341	19.7	58.7	112	788	16.4	5.5	93
6 - 11 YEARS	15117	916	24.2	6.1	130	622	16.0	4.1	85	8545	20.2	56.5	108	803	16.7	5.3	90
12 - 17 YEARS	16611	1022	27.0	6.2	132	792	20.3	4.8	99	9356	22.1	56.3	108	1189	24.8	7.2	121
RESIDENCE OWNED	55884	2717	71.8	4.9	104	2768	71.0	5.0	103	30117	71.1	53.9	103	3609	75.2	6.5	109
VALUE: \$50,000 OR MORE	31744	1253	33.1	3.9	84	1940	49.8	6.1	127	17085	40.4	53.8	103	2414	50.3	7.6	128
VALUE: UNDER \$50,000	24140	1464	38.7	6.1	130	828	21.2	3.4	71	13032	30.8	54.0	103	1195	24.9	5.0	84

		TOTAL U.S. '000	DEL MONTE				GEISHA				STAR KIST				3 DIAMONDS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	3784	100.0	4.7	100	3899	100.0	4.8	100	42338	100.0	52.3	100	4801	100.0	5.9	100
MAGAZINES	QUINTILE 1	15799	714	18.9	4.5	97	807	20.7	5.1	106	9085	21.5	57.5	110	961	20.0	6.1	103
	QUINTILE 2	17259	741	19.6	4.3	92	873	22.4	5.1	105	9488	22.4	55.0	105	1185	24.7	6.9	116
	QUINTILE 3	13545	604	16.0	4.5	95	863	22.1	6.4	132	7303	17.2	53.9	103	883	18.4	6.5	110
	QUINTILE 4	15133	796	21.0	5.3	113	624	16.0	4.1	86	7556	17.8	49.9	96	837	17.4	5.5	93
	QUINTILE 5	19250	929	24.6	4.8	103	733	18.8	3.8	79	8906	21.0	46.3	88	936	19.5	4.9	82
NEWSPAPERS	QUINTILE 1	12413	*403	10.7	3.2	69	861	22.1	6.9	144	6405	15.1	51.6	99	961	20.0	7.7	131
	QUINTILE 2	24116	1243	32.8	5.2	110	1285	33.0	5.3	111	12770	30.2	53.0	101	1657	34.5	6.9	116
	QUINTILE 3	11261	496	13.1	4.4	94	516	13.2	4.6	95	6168	14.6	54.8	105	801	16.7	7.1	120
	QUINTILE 4	20255	827	21.9	4.1	87	839	21.5	4.1	86	11133	26.3	55.0	105	977	20.3	4.8	81
	QUINTILE 5	12940	814	21.5	6.3	135	*398	10.2	3.1	64	5862	13.8	45.3	87	*405	8.4	3.1	53
OUTDOOR	QUINTILE 1	14852	708	18.7	4.8	102	758	19.4	5.1	106	7951	18.8	53.5	102	1083	22.6	7.3	123
	QUINTILE 2	15725	769	20.3	4.9	105	594	15.2	3.8	78	8762	20.7	55.7	107	987	20.6	6.3	106
	QUINTILE 3	16330	696	18.4	4.3	91	853	21.9	5.2	108	8647	20.4	53.0	101	943	19.6	5.8	97
	QUINTILE 4	16744	839	22.2	5.0	107	770	19.7	4.6	96	8530	20.1	50.9	97	842	17.5	5.0	85
	QUINTILE 5	17334	771	20.4	4.4	95	924	23.7	5.3	111	8449	20.0	48.7	93	946	19.7	5.5	92
RADIO-DRIVE TIME	QUINTILE 1	15911	710	18.8	4.5	96	870	22.3	5.5	114	8274	19.5	52.0	99	998	20.8	6.3	106
	QUINTILE 2	14837	650	17.2	4.4	94	736	18.9	5.0	103	7802	18.4	52.6	101	1104	23.0	7.4	126
	QUINTILE 3	15339	839	22.2	5.5	117	825	21.2	5.4	112	8019	18.9	52.3	100	843	17.6	5.5	93
	QUINTILE 4	16723	829	21.9	5.0	106	718	18.4	4.3	89	9050	21.4	54.1	104	993	20.7	5.9	100
	QUINTILE 5	18176	756	20.0	4.2	89	750	19.2	4.1	86	9193	21.7	50.6	97	863	18.0	4.7	80
RADIO-MID- DAY	TERCILE 1	21020	916	24.2	4.4	93	1009	25.9	4.8	100	10963	25.9	52.2	100	1353	28.2	6.4	109
	TERCILE 2	21610	1092	28.9	5.1	108	1067	27.4	4.9	103	11536	27.2	53.4	102	1370	28.5	6.3	107
	TERCILE 3	38355	1775	46.9	4.6	99	1822	46.7	4.8	99	19839	46.9	51.7	99	2078	43.3	5.4	91
RADIO-TOTAL	QUINTILE 1	15988	851	22.5	5.3	114	754	19.3	4.7	98	8264	19.5	51.7	99	997	20.8	6.2	105
	QUINTILE 2	15626	634	16.8	4.1	87	896	23.0	5.7	119	8259	19.5	52.9	101	1119	23.3	7.2	121
	QUINTILE 3	16723	881	23.3	5.3	113	942	24.2	5.6	117	8995	21.2	53.8	103	1046	21.8	6.3	106
	QUINTILE 4	16342	774	20.5	4.7	101	615	15.8	3.8	78	8835	20.9	54.1	103	728	15.2	4.5	75
	QUINTILE 5	16306	643	17.0	3.9	84	693	17.8	4.2	88	7987	18.9	49.0	94	912	19.0	5.6	94
TV-PRIME TIME	QUINTILE 1	15953	704	18.6	4.4	94	724	18.6	4.5	94	8104	19.1	50.8	97	857	17.9	5.4	91
	QUINTILE 2	16137	778	20.6	4.8	103	915	23.5	5.7	118	8531	20.1	52.9	101	1110	23.1	6.9	116
	QUINTILE 3	16420	838	22.1	5.1	109	946	24.3	5.8	120	8868	20.9	54.0	103	1129	23.5	6.9	116
	QUINTILE 4	16687	820	21.7	4.9	105	715	18.3	4.3	89	8906	21.0	53.4	102	1080	22.5	6.5	109
	QUINTILE 5	15789	644	17.0	4.1	87	599	15.4	3.8	79	7930	18.7	50.2	96	625	13.0	4.0	67
TV-DAYTIME	TERCILE 1	27736	1525	40.3	5.5	118	1045	26.8	3.8	78	14281	33.7	51.5	98	1665	34.7	6.0	101
	TERCILE 2	26489	1301	34.4	4.9	105	1470	37.7	5.5	115	14427	34.1	54.5	104	1673	34.8	6.3	107
	TERCILE 3	26761	958	25.3	3.6	77	1384	35.5	5.2	107	13631	32.2	50.9	97	1464	30.5	5.5	92
TV-TOTAL	QUINTILE 1	16345	856	22.6	5.2	112	488	12.5	3.0	62	8069	19.1	49.4	94	837	17.4	5.1	86
	QUINTILE 2	16447	823	21.7	5.0	107	835	21.4	5.1	105	8822	20.8	53.6	103	982	20.5	6.0	101
	QUINTILE 3	15980	580	15.3	3.6	78	1035	26.5	6.5	135	8462	20.0	53.0	101	1094	22.8	6.8	115
	QUINTILE 4	15887	747	19.7	4.7	101	874	22.4	5.5	114	8718	20.6	54.9	105	1053	21.9	6.6	112
	QUINTILE 5	16326	778	20.6	4.8	102	667	17.1	4.1	85	8267	19.5	50.6	97	835	17.4	5.1	86
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	920	24.3	4.4	95	1205	30.9	5.8	121	11490	27.1	55.5	106	1526	31.8	7.4	124
		19186	868	22.9	4.5	97	848	21.7	4.4	92	10774	25.4	56.2	107	1620	20.0	5.0	84
		21899	1017	26.9	4.6	99	1252	32.1	5.7	119	10747	25.4	49.1	94	1518	31.6	6.9	117
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	676	17.9	4.4	94	777	19.9	5.0	104	9089	21.5	58.8	113	1043	21.7	6.8	114
		25953	1104	29.2	4.3	91	1436	36.8	5.5	115	13830	32.7	53.3	102	1545	32.2	6.0	100
		24400	1234	32.6	5.1	108	1056	27.1	4.3	90	12281	29.0	50.3	96	1471	30.6	6.0	102
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	883	23.3	4.9	105	1034	26.5	5.7	119	9958	23.5	55.2	106	1201	25.0	6.7	112
		23571	979	25.9	4.2	89	1159	29.7	4.9	102	13311	31.4	56.5	108	1501	31.3	6.4	107
		23278	1144	30.2	4.9	105	1110	28.5	4.8	99	11591	27.4	49.8	95	1470	30.6	6.3	107
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	709	18.7	4.6	98	888	22.8	5.7	119	8550	20.2	55.3	106	1133	23.6	7.3	124
		25829	1057	27.9	4.1	88	1413	36.2	5.5	114	14499	34.2	56.1	107	1614	33.6	6.2	105
		26039	1319	34.9	5.1	108	982	25.2	3.8	78	12678	29.9	48.7	93	1287	26.8	4.9	83
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	695	18.4	4.2	90	911	23.4	5.5	114	9026	21.3	54.4	104	1360	28.3	8.2	138
		26834	1269	33.5	4.7	101	1577	40.4	5.9	122	13815	32.6	51.5	98	1778	37.0	6.6	112
		23346	1123	29.7	4.8	103	780	20.0	3.3	69	12510	29.5	53.6	103	1179	24.6	5.1	85
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	808	21.4	4.7	101	1139	29.2	6.6	138	9148	21.6	53.4	102	1366	28.5	8.0	134
		25892	1120	29.6	4.3	93	1333	34.2	5.1	107	13637	32.2	52.7	101	1772	36.9	6.8	115
		23167	1156	30.5	5.0	107	886	22.7	3.8	79	11990	28.3	51.8	99	1121	23.3	4.8	82
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	782	20.7	4.6	98	674	17.3	3.9	82	8865	20.9	51.7	99	1165	24.3	6.8	115
		26214	1112	29.4	4.2	91	1700	43.6	6.5	135	14101	33.3	53.8	103	1908	39.7	7.3	123
		23412	1176	31.1	5.0	108	1002	25.7	4.3	89	12014	28.4	51.3	98	1087	22.6	4.6	78
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	800	21.1	5.2	112	664	17.0	4.3	90	8281	19.6	54.1	104	1084	22.6	7.1	119
		24901	1170	30.9	4.7	101	1163	29.8	4.7	97	13466	31.8	54.1	103	1507	31.4	6.1	102
		26492	1205	31.8	4.5	97	1475	37.8	5.6	116	13597	32.1	51.3	98	1644	34.2	6.2	105
OUTDOOR-TELEVISION: DUAL OUTDOOR IMPERATIVE TELEVISION IMPERATIVE		14794	765</															

	TOTAL U.S. '000	DEL MONTE				GEISHA				STAR KIST				3 DIAMONDS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3784	100.0	4.7	100	3899	100.0	4.8	100	42338	100.0	52.3	100	4801	100.0	5.9	100
ATLANTIC MONTHLY	415	**23	0.6	5.5	119	**31	0.8	7.5	155	*237	0.6	57.1	109	**37	0.8	8.9	150
BARRON'S	453	**13	0.3	2.9	61	**0	0.0	0.0	0	*214	0.5	47.2	90	**22	0.5	4.9	82
BETTER HOMES & GARDENS	16256	853	22.5	5.2	112	806	20.7	5.0	103	9035	21.3	55.6	106	1256	26.2	7.7	130
BON APPETIT	2535	**129	3.4	5.1	109	*169	4.3	6.7	138	1421	3.4	56.1	107	*209	4.4	8.2	139
BUSINESS WEEK	1278	**37	1.0	2.9	62	**62	1.6	4.9	101	627	1.5	49.1	94	**57	1.2	4.5	75
CAR AND DRIVER	378	**5	0.1	1.3	28	**21	0.5	5.6	115	*253	0.6	66.9	128	**39	0.8	10.3	174
CBS MAGAZINE NETWORK (GROSS)	1498	**38	1.0	2.5	54	**64	1.6	4.3	89	854	2.0	57.0	109	**151	3.1	10.1	170
CHANGING TIMES	1505	**102	2.7	6.8	145	**122	3.1	8.1	168	866	2.0	57.5	110	**128	2.7	8.5	143
COLONIAL HOMES	1231	**61	1.6	5.0	106	**32	0.8	2.6	54	717	1.7	58.2	111	**73	1.5	5.9	100
CONDE NAST MAG. PKG. (GROSS)	14146	621	16.4	4.4	94	811	20.8	5.7	119	7855	18.6	55.5	106	850	17.7	6.0	101
CONSUMERS DIGEST	1323	**26	0.7	2.0	42	**103	2.6	7.8	162	826	2.0	62.4	119	**79	1.6	6.0	101
COSMOPOLITAN	7102	350	9.2	4.9	105	463	11.9	6.5	135	3833	9.1	54.0	103	544	11.3	7.7	129
COUNTRY LIVING	2481	*121	3.2	4.9	104	**77	2.0	3.1	64	1461	3.5	58.9	113	*225	4.7	9.1	153
CUISINE	1472	**60	1.6	4.1	87	*126	3.2	8.6	178	752	1.8	51.1	98	*127	2.6	8.6	146
CYCLE WORLD	425	**19	0.5	4.5	96	**12	0.3	2.8	59	*216	0.5	50.8	97	**77	1.6	18.1	306
DCI:CREATIVE IDEAS FOR LIV	2510	*129	3.4	5.1	110	**119	3.1	4.7	98	1403	3.3	55.9	107	*145	3.0	5.8	97
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	299	7.9	4.5	96	*197	5.1	2.9	61	3900	9.2	58.3	111	*197	4.1	2.9	50
DISCOVER	894	**35	0.9	3.9	84	**54	1.4	6.0	125	542	1.3	60.6	116	**19	0.4	2.1	36
EBONY	3507	251	6.6	7.2	153	*132	3.4	3.8	78	1846	4.4	52.6	101	149	3.1	4.2	72
ESQUIRE	1083	**62	1.6	5.7	123	**52	1.3	4.8	100	552	1.3	51.0	97	**31	0.6	2.9	48
ESSENCE	1830	*110	2.9	6.0	129	**51	1.3	2.8	58	1050	2.5	57.4	110	*79	1.6	4.3	73
FAMILY CIRCLE	15930	863	22.8	5.4	116	861	22.1	5.4	112	9111	21.5	57.2	109	1221	25.4	7.7	129
THE FAMILY HANDYMAN	1126	**89	2.4	7.9	169	**101	2.6	9.0	186	650	1.5	57.7	110	**102	2.1	9.1	153
FAMILY WEEKLY	11468	484	12.8	4.2	90	531	13.6	4.6	96	6588	15.6	57.4	110	558	11.6	4.9	82
FIELD & STREAM	2234	**125	3.3	5.6	120	**103	2.6	4.6	96	1226	2.9	54.9	105	*153	3.2	6.8	116
FOOD & WINE	579	**27	0.7	4.7	100	**80	2.1	13.8	287	302	0.7	52.2	100	**21	0.4	3.6	61
FORBES	728	**50	1.3	6.9	147	**44	1.1	6.0	126	399	0.9	54.8	105	**47	1.0	6.5	109
FORTUNE	906	**49	1.3	5.4	116	**64	1.6	7.1	147	534	1.3	58.9	113	**75	1.6	8.3	140
GENTLEMEN'S QUARTERLY	791	**23	0.6	2.9	62	**31	0.8	3.9	81	431	1.0	54.5	104	**44	0.9	5.6	94
GLAMOUR	5265	*216	5.7	4.1	88	332	8.5	6.3	131	3015	7.1	57.3	110	366	7.6	7.0	117
GOLF DIGEST	636	**29	0.8	4.6	98	**21	0.5	3.3	69	436	1.0	68.6	131	**28	0.6	4.4	74
GOLF DIGEST/TENNIS (GROSS)	1186	**69	1.8	5.8	125	**27	0.7	2.3	47	703	1.7	59.3	113	**64	1.3	5.4	91
GOLF MAGAZINE	441	**4	0.1	0.9	19	*24	0.6	5.4	113	*309	0.7	70.1	134	**12	0.2	2.7	46
GOLF MAGAZINE/SKI (GROSS)	922	**20	0.5	2.2	46	**71	1.8	7.7	160	583	1.4	63.2	121	**17	0.4	1.8	31
GOOD HOUSEKEEPING	16487	742	19.6	4.5	96	928	23.8	5.6	117	9323	22.0	56.5	108	1136	23.7	6.9	116
HARPER'S BAZAAR	2423	**98	2.6	4.0	87	**106	2.7	4.4	91	1201	2.8	49.6	95	*122	2.5	5.0	85
HEALTH	1994	**74	2.0	3.7	79	**92	2.4	4.6	96	1092	2.6	54.8	105	**92	1.9	4.6	78
HEARST MAG CORP. BUY (GROSS)	44101	2048	54.1	4.6	99	2177	55.8	4.9	103	24812	58.6	56.3	108	2984	62.2	6.8	114
HEARST MAN POWER (GROSS)	1993	**90	2.4	4.5	97	**89	2.3	4.5	93	1215	2.9	61.0	117	*196	4.1	9.8	166
HEARST WOMAN POWER (GROSS)	31274	1457	38.5	4.7	100	1687	43.3	5.4	112	17629	41.6	56.4	108	2166	45.1	6.9	117
HOUSE BEAUTIFUL	3623	*176	4.7	4.9	104	*138	3.5	3.8	79	1949	4.6	53.8	103	*170	3.5	4.7	79
INC.	283	**2	0.1	0.7	15	**12	0.3	4.2	88	**90	0.2	31.8	61	**10	0.2	3.5	60
JET	2928	172	4.5	5.9	126	**93	2.4	3.2	66	1465	3.5	50.0	96	*99	2.1	3.4	57
LADIES' HOME JOURNAL	11918	522	13.8	4.4	94	662	17.0	5.6	115	6766	16.0	56.8	109	819	17.1	6.9	116
LHJ FAMILY GRP COMBO(GROSS)	16764	732	19.3	4.4	93	913	23.4	5.4	113	9565	22.6	57.1	109	1040	21.7	6.2	105
LIFE	4254	245	6.5	5.8	123	*221	5.7	5.2	108	2408	5.7	56.6	108	276	5.7	6.5	109
L.A. TIMES HOME MAGAZINE	1145	**2	0.1	0.2	4	**45	1.2	3.9	82	573	1.4	50.0	96	**4	0.1	0.3	6
MADEMOISELLE	2884	**98	2.6	3.4	73	**75	1.9	2.6	54	1639	3.9	56.8	109	*166	3.5	5.8	97
MC CALL'S	13460	710	18.8	5.3	113	721	18.5	5.4	111	7801	18.4	58.0	111	964	20.1	7.2	121
MC CALL'S/WRK MOTHER (GROSS)	14606	814	21.5	5.6	119	764	19.6	5.2	109	8527	20.1	58.4	112	1031	21.5	7.1	119
MECHANIX ILLUSTRATED	772	**64	1.7	8.3	177	**96	2.5	12.4	258	453	1.1	58.7	112	**95	2.0	12.3	208
METROPOLITAN HOME	967	**47	1.2	4.9	104	**64	1.6	6.6	137	581	1.4	60.1	115	**47	1.0	4.9	82
MONEY	1588	**99	2.6	6.2	133	**108	2.8	6.8	141	902	2.1	56.8	109	*111	2.3	7.0	118
MOTHER EARTH NEWS	1002	**50	1.3	5.0	107	**45	1.2	4.5	93	576	1.4	57.5	110	**98	2.0	9.8	165
MS.	825	**13	0.3	1.6	34	**55	1.4	6.7	138	439	1.0	53.2	102	**79	1.6	9.6	162
NATIONAL ENQUIRER	10336	563	14.9	5.4	117	382	9.8	3.7	77	5426	12.8	52.5	100	515	10.7	5.0	84
NATIONAL GEOGRAPHIC	9597	401	10.6	4.2	89	481	12.3	5.0	104	5332	12.6	55.6	106	660	13.7	6.9	116
NATIONAL SUNDAY MAGAZINE PKG	49558	1961	51.8	4.0	85	2705	69.4	5.5	113	26654	63.0	53.8	103	3327	69.3	6.7	113
NATURAL HISTORY	573	**21	0.6	3.7	78	**29	0.7	5.1	105	304	0.7	53.1	101	*224	0.5	4.2	71
NEW WOMAN	1699	**99	2.6	5.8	125	**60	1.5	3.5	73	955	2.3	56.2	108	**110	2.3	6.5	109
NEW YORK INCLUDING CUE	443	**28	0.7	6.3	135	**12	0.3	2.7	56	*172	0.4	38.8	74	**5	0.1	1.1	19
THE NEW YORKER	1270	**45	1.2	3.5	76	*163	4.2	12.8	267	638	1.5	50.2	96	**86	1.8	6.8	114
NEWSWEEK	6277	249	6.4	4.0	85	402	10.3	6.4	133	3433	8.1	54.7	105	372	7.7	5.9	100
THE N.Y. TIMES DAILY EDITION	1205	**67	1.8	5.6	119	**64	1.6	5.3	110	590	1.4	49.0	94	*127	2.6	10.5	178
THE N.Y. TIMES MAGAZINE	2081	**107	2.8	5.1	110	*182	4.7	8.7	182	925	2.2	44.4	85	*234	4.9	11.2	190
OMNI	788	**35	0.9	4.4	95	**46	1.2	5.8	121	403	1.0	51.1	98	**60	1.2	7.6	128
ON CABLE	1158	**16	0.4	1.4	30	**112	2.9	9.7	201	728	1.7	62.9	120	**49	1.0	4.2	71
1001 HOME IDEAS	2852	*136	3.6	4.8	102	**159	4.1	5.6	116	1706	4.0	59.8	114	*129	2.7	4.5	76
ORGANIC GARDENING	1658	**92	2.4	5.5	119	**48	1.2	2.9	60	891	2.1	53.7	103	**63	1.3	3.8	64
OUTDOOR LIFE	896	**55	1.5	6.1	131	**28	0.7	3.1	65	476	1.1	53.1	102	**56	1.2	6.3	105
PARADE MAGAZINE	24275	993	26.2	4.1	88	1325	34.0	5.5	113	12768	30.2	52.6	101	1515	31.6	6.2	105

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	3784	100.0	4.7	100	3899	100.0	4.8	100	42338	100.0	52.3	100	4801	100.0	5.9	100
PARENTS	3845	*159	4.2	4.1	89	*176	4.5	4.6	95	2402	5.7	62.5	119	280	5.8	7.3	123
PENTHOUSE	831	**23	0.6	2.8	59	**42	1.1	5.1	105	484	1.1	58.2	111	**39	0.8	4.7	79
PEOPLE	11645	432	11.4	3.7	79	579	14.8	5.0	103	6285	14.8	54.0	103	719	15.0	6.2	104
PLAYBOY	2006	**104	2.7	5.2	111	**115	2.9	5.7	119	1121	2.6	55.9	107	**110	2.3	5.5	92
POPULAR HOT RODDING	297	**11	0.3	3.7	79	**17	0.4	5.7	119	*196	0.5	66.0	126	**31	0.6	10.4	176
POPULAR MECHANICS	1018	**57	1.5	5.6	120	**79	2.0	7.8	161	668	1.6	65.6	126	**113	2.4	11.1	187
POPULAR SCIENCE	878	**26	0.7	3.0	63	**42	1.1	4.8	99	502	1.2	57.2	109	**96	2.0	10.9	184
PREVENTION	3913	*191	5.0	4.9	104	*211	5.4	5.4	112	1996	4.7	51.0	98	*208	4.3	5.3	90
PSYCHOLOGY TODAY	1710	**53	1.4	3.1	66	*122	3.1	7.1	148	1125	2.7	65.8	126	*129	2.7	7.5	127
READER'S DIGEST	22204	1097	29.0	4.9	106	1123	28.8	5.1	105	12172	28.7	54.8	105	1321	27.5	5.9	100
REDBOOK	7684	365	9.6	4.8	102	297	7.6	3.9	80	4473	10.6	58.2	111	487	10.1	6.3	107
ROAD & TRACK	410	**4	0.1	1.0	21	**28	0.7	6.8	142	*268	0.6	65.4	125	**57	1.2	13.9	235
ROLLING STONE	969	**36	1.0	3.7	80	**65	1.7	6.7	139	584	1.4	60.3	115	**68	1.4	7.0	118
RUNNER'S WORLD	298	**2	0.1	0.7	14	*32	0.8	10.7	223	*239	0.6	80.2	153	**25	0.5	8.4	142
SATURDAY EVENING POST	1169	**39	1.0	3.3	71	**61	1.6	5.2	108	703	1.7	60.1	115	*129	2.7	11.0	186
SCIENCE 84	587	**27	0.7	4.6	98	**18	0.5	3.1	64	372	0.9	63.4	121	**16	0.3	2.7	46
SCIENCE DIGEST	482	**14	0.4	2.9	62	**10	0.3	2.1	43	288	0.7	59.8	114	**45	0.9	9.3	157
SCIENTIFIC AMERICAN	594	**14	0.4	2.4	50	**29	0.7	4.9	101	298	0.7	50.2	96	**32	0.7	5.4	91
SELF	2089	**129	3.4	6.2	132	*146	3.7	7.0	145	1166	2.8	55.8	107	**118	2.5	5.6	95
SEVENTEEN	2411	*141	3.7	5.8	125	*54	1.4	2.2	47	1293	3.1	53.6	103	*170	3.5	7.1	119
SKI	480	**16	0.4	3.3	71	**47	1.2	9.8	203	274	0.6	57.1	109	**5	0.1	1.0	18
SMITHSONIAN	2760	*108	2.9	3.9	84	*205	5.3	7.4	154	1495	3.5	54.2	104	*225	4.7	8.2	138
SOAP OPERA DIGEST	3013	*181	4.8	6.0	129	*106	2.7	3.5	73	1651	3.9	54.8	105	*218	4.5	7.2	122
SOUTHERN LIVING	4184	*170	4.5	4.1	87	*78	2.0	1.9	39	2497	5.9	59.7	114	*51	1.1	1.2	21
SPORT	559	**16	0.4	2.9	61	**32	0.8	5.7	119	319	0.8	57.1	109	**22	0.5	3.9	66
THE SPORTING NEWS	436	**23	0.6	5.3	113	**5	0.1	1.1	24	*190	0.4	43.6	83	**28	0.6	6.4	108
SPORTS AFIELD	493	**19	0.5	3.9	82	**0	0.0	0.0	0	259	0.6	52.5	100	**38	0.8	7.7	130
SPORTS ILLUSTRATED	2758	**87	2.3	3.2	68	*194	5.0	7.0	146	1689	4.0	61.2	117	*182	3.8	6.6	111
STAR	7456	379	10.0	5.1	109	304	7.8	4.1	85	3742	8.8	50.2	96	366	7.6	4.9	83
SUNDAY	24936	1008	26.6	4.0	87	1625	41.7	6.5	135	12774	30.2	51.2	98	2133	24.4	8.6	144
SUNSET	2124	**69	1.8	3.2	70	**86	2.2	4.0	84	1251	3.0	58.9	113	**17	0.4	0.8	14
TV GUIDE	21661	894	23.6	4.1	88	1113	28.5	5.1	107	11724	27.7	54.1	104	1330	27.7	6.1	104
TENNIS	550	**41	1.1	7.5	160	**6	0.2	1.1	23	*267	0.6	48.5	93	*36	0.7	6.5	110
TIME	8880	363	9.6	4.1	87	605	15.5	6.8	142	4721	11.2	53.2	102	781	16.3	8.8	148
TOWN & COUNTRY	917	**45	1.2	4.9	105	**31	0.8	3.4	70	548	1.3	59.8	114	**23	0.5	2.5	42
TRAVEL & LEISURE	972	**26	0.7	2.7	57	**85	2.2	8.7	182	535	1.3	55.0	105	**72	1.5	7.4	125
TRUE STORY	3356	*237	6.3	7.1	151	*102	2.6	3.0	63	1881	4.4	56.0	107	*184	3.8	5.5	92
U.S. NEWS & WORLD REPORT	3410	*147	3.9	4.3	92	*224	5.7	6.6	136	2067	4.9	60.6	116	*156	3.2	4.6	77
USA TODAY	1759	**90	2.4	5.1	110	*104	2.7	5.9	123	1027	2.4	58.4	112	*108	2.2	6.1	104
US	1873	**61	1.6	3.3	70	**82	2.1	4.4	91	1038	2.5	55.4	106	*145	3.0	7.7	131
VOGUE	3909	*178	4.7	4.6	97	259	6.6	6.6	138	2034	4.8	52.0	100	200	4.2	5.1	86
WALL STREET JOURNAL	1886	**61	1.6	3.2	69	*180	4.6	9.5	198	1100	2.6	58.3	112	*171	3.6	9.1	153
WEIGHT WATCHERS	2120	**61	1.6	2.9	62	*80	2.1	3.8	78	1333	3.1	62.9	120	*148	3.1	7.0	118
WOMAN'S DAY	14172	611	16.1	4.3	92	848	21.7	6.0	124	7923	18.7	55.9	107	1087	22.6	7.7	129
WORKING MOTHER	1146	**104	2.7	9.1	194	*43	1.1	3.8	78	727	1.7	63.4	121	**67	1.4	5.8	99
WORKING WOMAN	1322	**66	1.7	5.0	107	**68	1.7	5.1	107	757	1.8	57.3	110	**64	1.3	4.8	82
WORLD TENNIS	*163	**4	0.1	2.5	53	*7	0.2	4.3	89	*90	0.2	55.2	106	**12	0.2	7.4	124
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**88	2.3	3.5	74	*184	4.7	7.3	151	1359	3.2	53.7	103	*167	3.5	6.6	111
BLAIR INSERTS	43657	1819	48.1	4.2	89	2589	66.4	5.9	123	22962	54.2	52.6	101	3158	65.8	7.2	122
DAILY NEWSPAPERS																	
READ ANY	51633	2394	63.3	4.6	99	2727	69.9	5.3	110	27529	65.0	53.3	102	3465	72.2	6.7	113
READ ONE	43463	2139	56.5	4.9	105	2098	53.8	4.8	100	23306	55.0	53.6	103	2859	59.6	6.6	111
READ TWO OR MORE	8170	255	6.7	3.1	67	629	16.1	7.7	160	4223	10.0	51.7	99	606	12.6	7.4	125
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2222	58.7	4.2	90	2914	74.7	5.5	115	28099	66.4	53.3	102	3653	76.1	6.9	117
READ ONE	46126	2007	53.0	4.4	93	2528	64.8	5.5	114	24555	58.0	53.2	102	3221	67.1	7.0	118
READ TWO OR MORE	6552	*215	5.7	3.3	70	386	9.9	5.9	122	3544	8.4	54.1	103	432	9.0	6.6	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.73				29.69				28.02				30.66			
30 DAY REACH	71455	3335	88.1	4.7	100	3286	84.3	4.6	96	37769	89.2	52.9	101	4214	87.8	5.9	99
50 SHWG - 30 DAY AV FREQ	14.56	13.34				15.79				14.78				16.24			
30 DAY REACH	67742	3236	85.5	4.8	102	3080	79.0	4.5	94	35854	84.7	52.9	101	3987	83.0	5.9	99
25 SHWG - 30 DAY AV FREQ	7.94	7.31				8.64				8.02				8.67			
30 DAY REACH	62117	2954	78.1	4.8	102	2821	72.4	4.5	94	33129	78.2	53.3	102	3740	77.9	6.0	102
CABLE TV: HOME WIRED	32077	1455	38.5	4.5	97	1543	39.6	4.8	100	18013	42.5	56.2	107	2056	42.8	6.4	108
HOME NOT WIRED	48909	2328	61.5	4.8	102	2355	60.4	4.8	100	24325	57.5	49.7	95	2745	57.2	5.6	95
HAVE PAY CABLE	15935	625	16.5	3.9	84	901	23.1	5.7	117	9235	21.8	58.0	111	1173	24.4	7.4	124

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	3784	100.0	4.7	100	3899	100.0	4.8	100	42338	100.0	52.3	100	4801	100.0	5.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2172	57.4	4.9	106	2374	60.9	5.4	112	23249	54.9	52.9	101	2881	60.0	6.6	111
10:00 AM - 3:00 PM	30659	1377	36.4	4.5	96	1438	36.9	4.7	97	16327	38.6	53.3	102	1947	40.6	6.4	107
3:00 PM - 7:00 PM	31045	1355	35.8	4.4	93	1498	38.4	4.8	100	16789	39.7	54.1	103	1984	41.3	6.4	108
7:00 PM - MIDNIGHT	15767	706	18.7	4.5	96	718	18.4	4.6	95	8396	19.8	53.3	102	829	17.3	5.3	89
MIDNIGHT - 6:00 AM	9120	364	9.6	4.0	85	454	11.6	5.0	103	4954	11.7	54.3	104	558	11.6	6.1	103
6:00 AM - MIDNIGHT	58527	2809	74.2	4.8	103	2905	74.5	5.0	103	31332	74.0	53.5	102	3671	76.5	6.3	106
ENTIRE DAY	59311	2837	75.0	4.8	102	2966	76.1	5.0	104	31833	75.2	53.7	103	3723	77.5	6.3	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	862	22.8	5.3	114	971	24.9	6.0	125	8872	21.0	54.9	105	1101	22.9	6.8	115
ALL NEWS	2256	**96	2.5	4.3	91	*135	3.5	6.0	124	987	2.3	43.8	84	*170	3.5	7.5	127
AOR/PROGRESSIVE	3874	*205	5.4	5.3	113	*188	4.8	4.9	101	2115	5.0	54.6	104	281	5.9	7.3	122
BEAUTIFUL MUSIC	5660	257	6.8	4.5	97	*247	6.3	4.4	91	2931	6.9	51.8	99	296	6.2	5.2	88
BLACK	2204	*184	4.9	8.3	179	*551	1.3	2.3	48	1233	2.9	55.9	107	*126	2.6	5.7	96
CLASSICAL	1418	**29	0.8	2.0	44	*622	1.6	4.4	91	750	1.8	52.9	101	*106	2.2	7.5	126
CHR/ROCK	9538	364	9.6	3.8	82	472	12.1	4.9	103	5180	12.2	54.3	104	668	13.9	7.0	118
COUNTRY	12648	652	17.2	5.2	110	433	11.1	3.4	71	6925	16.4	54.8	105	489	10.2	3.9	65
GOLDEN OLDIES	1191	**68	1.8	5.7	122	**29	0.7	2.4	51	675	1.6	56.7	108	*65	1.4	5.5	92
MOR/NOSTALGIA	4757	*236	6.2	5.0	106	*269	6.9	5.7	117	2564	6.1	53.9	103	358	7.5	7.5	127
NEWS/TALK	3863	*93	2.5	2.4	52	*227	5.8	5.9	122	2027	4.8	52.5	100	257	5.4	6.7	112
RELIGIOUS	3084	**81	2.1	2.6	56	*119	3.1	3.9	80	1593	3.8	51.7	99	*145	3.0	4.7	79
SOFT ROCK	521	**51	1.3	9.8	210	**45	1.2	8.6	179	320	0.8	61.4	117	*66	1.4	12.7	214
URBAN CONTEMPORARY	1585	*105	2.8	6.6	142	*42	1.1	2.6	55	666	1.6	42.0	80	*110	2.3	6.9	117
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*182	4.8	5.6	119	*175	4.5	5.4	111	1678	4.0	51.5	98	*206	4.3	6.3	107
ABC DIRECTION	2316	**187	4.9	8.1	173	*141	3.6	6.1	126	1118	2.6	48.3	92	*137	2.9	5.9	100
ABC ENTERTAINMENT	4834	*131	3.5	2.7	58	256	6.6	5.3	110	2640	6.2	54.6	104	331	6.9	6.8	116
ABC FM	2202	**93	2.5	4.2	90	*81	2.1	3.7	76	1262	3.0	57.3	110	*103	2.1	4.7	79
ABC INFORMATION	5425	295	7.8	5.4	116	*203	5.2	3.7	78	3070	7.3	56.6	108	387	8.1	7.1	120
ABC ROCK	1677	*33	0.9	2.0	42	*68	1.7	4.1	84	1045	2.5	62.3	119	*117	2.4	7.0	118
CBS	4430	252	6.7	5.7	122	*229	5.9	5.2	107	2500	5.9	56.4	108	*198	4.1	4.5	75
MUTUAL	4992	331	8.7	6.6	142	*317	8.1	6.4	132	2899	6.8	58.1	111	346	7.2	6.9	117
NBC	4679	*226	6.0	4.8	103	307	7.9	6.6	136	2506	5.9	53.6	102	386	8.0	8.2	139
RADIORADIO	1994	**91	2.4	4.6	98	*77	2.0	3.9	80	1026	2.4	51.5	98	*171	3.6	8.6	145
RKO ONE	2298	*88	2.3	3.8	82	*112	2.9	4.9	101	1148	2.7	50.0	96	*120	2.5	5.2	88
RKO TWO	3311	*115	3.0	3.5	74	*141	3.6	4.3	88	1671	3.9	50.5	97	*172	3.6	5.2	88
THE SOURCE	2114	**113	3.0	5.3	114	*98	2.5	4.6	96	1106	2.6	52.3	100	*129	2.7	6.1	103
NON-WIRED: BLAIR	8654	339	9.0	3.9	84	374	9.6	4.3	90	4955	11.7	57.3	110	412	8.6	4.8	80
INTERNET	12025	640	16.9	5.3	114	569	14.6	4.7	98	6454	15.2	53.7	103	788	16.4	6.6	111
KATZ RADIO GROUP	15359	657	17.4	4.3	92	1021	26.2	6.6	138	8243	19.5	53.7	103	1042	21.7	6.8	114
SUPERNET	10628	554	14.6	5.2	112	270	6.9	2.5	53	5868	13.9	55.2	106	608	12.7	5.7	97
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	426	11.3	4.9	105	353	9.1	4.1	85	4470	10.6	51.6	99	451	9.4	5.2	88
WKDAY 9:00 AM - 1:00 PM	12163	601	15.9	4.9	106	438	11.2	3.6	75	6225	14.7	51.2	98	636	13.2	5.2	88
WKDAY 1:00 PM - 4:30 PM	16150	830	21.9	5.1	110	616	15.8	3.8	79	8237	19.5	51.0	98	938	19.5	5.8	98
WKDAY 4:30 PM - 7:30 PM	22463	984	26.0	4.4	94	969	24.9	4.3	90	11332	26.8	50.4	96	1222	25.5	5.4	92
WKDAY 7:30 PM - 8:00 PM	31795	1385	36.6	4.4	93	1445	37.1	4.5	94	16311	38.5	51.3	98	1838	38.3	5.8	98
WKDAY 11:00 PM - 11:30 PM	23977	1281	33.9	5.3	114	1092	28.0	4.6	95	12768	30.2	53.3	102	1558	32.5	6.5	110
WKDAY 11:30 PM - 1:00 AM	7703	427	11.3	5.5	119	309	7.9	4.0	83	4150	9.8	53.9	103	440	9.2	5.7	96
M-SAT 8-11 PM-SUN 7-11 PM	33800	1596	42.2	4.7	101	1676	43.0	5.0	103	17776	42.0	52.6	101	2082	43.4	6.2	104
WKDAY DAYTIME NTKN 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	406	10.7	6.2	133	179	4.6	2.7	57	3429	8.1	52.4	100	504	10.5	7.7	130
ANOTHER WORLD	N 4620	238	6.3	5.2	110	*226	5.8	4.9	102	2334	5.5	50.5	97	301	6.3	6.5	110
AS THE WORLD TURNS	C 5614	304	8.0	5.4	116	130	3.3	2.3	48	2774	6.6	49.4	95	217	4.5	3.9	65
CAPITOL	C 3396	*150	4.0	4.4	95	*69	1.8	2.0	42	1707	4.0	50.3	96	143	3.0	4.2	71
CBS MORN. NEWS 1	C 1446	*47	1.2	3.3	70	*38	1.0	2.6	55	651	1.5	45.0	86	*41	0.9	2.8	48
CBS MORN. NEWS 2	C 1207	**48	1.3	4.0	85	*20	0.5	1.7	34	562	1.3	46.6	89	*42	0.9	3.5	59
DAYS OF OUR LIVES	N 5877	225	5.9	3.8	82	321	8.2	5.5	113	3087	7.3	52.5	100	399	8.3	6.8	115
FACTS OF LIFE - DAYTIME	N 2290	*87	2.3	3.8	81	*78	2.0	3.4	71	1204	2.8	52.6	101	*81	1.7	3.5	60
FAMILY FEUD	A 3023	195	5.2	6.5	138	*94	2.4	3.1	65	1580	3.7	52.3	100	148	3.1	4.9	83
GENERAL HOSPITAL	A 6097	288	7.6	4.7	101	215	5.5	3.5	73	3093	7.3	50.7	97	370	7.7	6.1	102
GOOD MORNING, AMERICA-730A	A 3515	158	4.2	4.5	96	150	3.8	4.3	89	1951	4.6	55.5	106	254	5.3	7.2	122
GOOD MORNING, AMERICA-830A	A 2818	141	3.7	5.0	107	127	3.3	4.5	94	1637	3.9	58.1	111	184	3.8	6.5	110
GUIDING LIGHT	C 5339	278	7.3	5.2	111	197	5.1	3.7	77	2740	6.5	51.3	98	242	5.0	4.5	76
ONE LIFE TO LIVE	A 4478	241	6.4	5.4	115	164	4.2	3.7	76	2254	5.3	50.3	96	243	5.1	5.4	92
PRESS YOUR LUCK	C 2244	*116	3.1	5.2	111	*66	1.7	2.9	61	1199	2.8	53.4	102	122	2.5	5.4	92
PRICE IS RIGHT 1	C 4348	232	6.1	5.3	114	152	3.9	3.5	73	2199	5.2	50.6	97	177	3.7	4.1	69
PRICE IS RIGHT 2	C 5014	239	6.3	4.8	102	183	4.7	3.6	76	2551	6.0	50.9	97	211	4.4	4.2	71
RYAN'S HOPE	A 3150	195	5.2	6.2	132	166	4.3	5.3	109	1704	4.0	54.1	103	293	6.1	9.3	157
SALE OF THE CENTURY	N 2695	*108	2.9	4.0	86	*113	2.9	4.2	87	1211	2.9	44.9	86	141	2.9	5.2	88
SEARCH FOR TOMORROW	N 2319	*97	2.6	4.2	90	*54	1.4	2.3	48	1209	2.9	52.1	100	*131	2.7	5.6	95
TODAY SHOW 1	N 2693	*150	4.0	5.6	119	*128	3.3	4.8	99	1331	3.1	49.4	95	*113	2.4	4.2	71
TODAY SHOW 2	N 2498	*93	2.5	3.7	80	*97	2.5	3.9	81	1197	2.8	47.9	92	94	2.0	3.8	63
\$25,000 PYRAMID	C 2753	*117	3.1	4.2	91	*62	1.6	2.3	47	1332	3.1	48.4	93	108	2.2	3.9	66
WHEEL OF FORTUNE	N 4388	274	7.2	6.2	134	184	4.7	4.2	87	2240	5.3	51.0	98	254	5.3	5.8	98
YOUNG AND THE RESTLESS	C 5695	291	7.7	5.1	109	137	3.5	2.4	50	2797	6.6	49.1	94	158	3.3	2.8	47
WEEKEND DAYTIME NTKN PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	*70	1.8	4.0	85	*91	2.3	5.2	107	829	2.0	47.1	90	*129	2.7	7.3	124
NBA PLAYOFF GAME -1	C 1136	*38	1.0	3.3	72	*31	0.8	2.7	57	535	1.3	47.1	90	*51	1.1		

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	3784	100.0	4.7	100	3899	100.0	4.8	100	42338	100.0	52.3	100	4801	100.0	5.9	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1216	32.1	4.7	100	1109	28.4	4.3	88	12911	30.5	49.5	95	1447	30.1	5.6	94
NETWORK AFFILIATES - LATE	20261	1090	28.8	5.4	115	888	22.8	4.4	91	10778	25.5	53.2	92	1297	27.0	6.4	108
INDEPENDENTS - LATE	2076	*105	2.8	5.1	108	136	3.5	6.6	136	1063	2.5	51.2	98	149	3.1	7.2	121
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	491	13.0	4.7	101	503	12.9	4.8	100	5811	13.7	55.6	106	575	12.0	5.5	93
ABC MONDAY NIGHT MOVIE	A 6412	330	8.7	5.1	110	276	7.1	4.3	89	3470	8.2	54.1	104	379	7.9	5.9	100
ABC SUNDAY NIGHT MOVIE	A 12407	542	14.3	4.4	93	649	16.6	5.2	109	6661	15.7	53.7	103	773	16.1	6.2	105
ABC WORLD NEWS TONIGHT	A 6176	242	6.4	3.9	84	240	6.2	3.9	81	3193	7.5	51.7	99	429	8.9	6.9	117
AFTERMASH	C 5863	*418	11.0	7.1	153	*313	8.0	5.3	111	2882	6.8	49.2	94	350	7.3	6.0	101
ALICE	C 9594	565	14.9	5.9	126	491	12.6	5.1	106	5067	12.0	52.8	101	592	12.3	6.2	104
AMERICAN PARADE	C 6622	326	8.6	4.9	105	335	8.6	5.1	105	3259	7.7	49.2	94	358	7.5	5.4	91
BENSON	A 10886	507	13.4	4.7	100	515	13.2	4.7	98	5548	13.1	51.0	97	674	14.0	6.2	104
BLUE THUNDER	A 5036	226	6.0	4.5	96	*188	4.8	3.7	78	2686	6.3	53.3	102	286	6.0	5.7	96
CAGNEY & LACEY	C 9965	574	15.2	5.8	123	332	8.5	3.7	69	5468	12.9	54.9	105	662	13.8	6.6	112
CBS EVENING NEWS-DEAN	C 3491	*144	3.8	4.1	88	*211	5.4	6.0	126	1654	3.9	47.4	91	*204	4.2	5.8	99
CBS EVENING NEWS-RATHER	C 7123	434	11.5	6.1	130	268	6.9	3.8	78	3641	8.6	51.1	98	379	7.9	5.3	90
CBS SAT. NEWS-SCHIEFFER	C 3621	211	5.6	5.8	125	183	4.7	5.1	105	1781	4.2	49.2	94	137	2.9	3.8	60
CBS SATURDAY NIGHT MOVIE	C 5436	243	6.4	4.5	96	314	8.1	5.8	120	2913	6.9	53.6	103	356	7.4	6.5	114
CBS WEDNESDAY NIGHT MOVIE	C 6100	277	7.3	4.5	97	208	5.3	3.4	71	3200	7.6	52.5	100	252	5.2	4.1	70
CHEERS	N 8889	366	9.7	4.1	88	496	12.7	5.6	116	4695	11.1	52.8	101	700	14.6	7.9	133
DALLAS	C 22109	1052	27.8	4.8	102	1122	28.8	5.1	105	11276	26.6	51.0	98	1252	26.1	5.7	96
DIFF'RENT STROKES	N 6940	285	7.5	4.1	88	342	8.8	4.9	102	3546	8.4	51.1	98	331	6.9	4.8	80
DOUBLE TROUBLE	N 7223	337	8.9	4.7	100	345	8.8	4.8	99	3908	9.2	54.1	103	364	7.6	5.0	85
DUCK FACTORY	N 5595	*202	5.3	3.6	77	*273	7.0	4.9	101	3023	7.1	54.0	103	434	9.0	7.8	131
DUKES OF HAZZARD	C 5768	363	9.6	6.3	135	*217	5.6	3.8	78	2843	6.7	49.3	94	301	6.3	5.2	88
DYNASTY	A 20053	1110	29.3	5.5	118	880	22.6	4.4	91	10774	25.4	53.7	103	1202	25.0	6.0	101
FACTS OF LIFE	N 8087	249	6.6	3.1	66	344	8.8	4.3	88	4400	10.4	54.4	104	365	7.6	4.5	76
FALCON CREST	C 20046	961	25.4	4.8	103	1063	27.3	5.3	110	10183	24.1	50.8	97	1149	23.9	5.7	97
FALL GUY	A 9084	499	13.2	5.5	118	465	11.9	5.1	106	4945	11.7	54.4	104	610	12.7	6.7	113
FAMILY TIES	N 7964	385	10.2	4.8	103	458	11.7	5.8	119	4232	10.0	53.1	102	467	9.7	5.9	99
FANTASY ISLAND	A 7687	423	11.2	5.5	118	330	8.5	4.3	89	3857	9.1	50.2	96	381	7.9	5.0	84
FOULUPS, BLEEPES & BLUNDERS	A 8861	346	9.1	3.9	84	388	10.0	4.4	91	4695	11.1	53.0	101	519	10.8	5.9	99
FOUR SEASONS	C 5095	*346	9.1	6.8	145	*276	7.1	5.4	113	2523	6.0	49.5	95	*353	7.4	6.9	117
GIMME A BREAK	N 8838	470	12.4	5.3	114	411	10.5	4.7	91	4530	10.7	51.3	98	505	10.5	5.7	96
HART TO HART	A 8978	352	9.3	3.9	84	379	9.7	4.2	88	4768	11.3	53.1	102	492	10.2	5.5	92
HILL STREET BLUES	N 8590	432	11.4	5.0	108	386	9.9	4.5	93	4596	10.9	53.5	102	590	12.3	6.9	116
HOTEL	A 14085	794	21.0	5.6	121	671	17.2	4.8	99	7405	17.5	52.6	101	980	20.4	7.0	117
JEFFERSONS	C 9360	688	18.2	7.4	157	363	9.3	3.9	81	4695	11.1	50.2	96	585	12.2	6.3	105
JENNIFER SLEPT HERE	N 5841	*249	6.6	4.3	91	*272	7.0	4.7	97	3074	7.3	52.6	101	309	6.4	5.3	89
KATE & ALLIE	C 9206	428	11.3	4.6	100	405	10.4	4.4	91	4829	11.4	52.5	100	614	12.8	6.7	113
KNIGHT RIDER	N 7076	283	7.5	4.0	86	*340	8.7	4.8	100	3855	9.1	54.5	104	407	8.5	5.8	97
LOVE BOAT	A 12219	523	13.8	4.3	92	492	12.6	4.0	84	6092	14.4	49.9	95	578	12.0	4.7	80
MAGNUM PI	C 11199	555	14.7	5.0	106	556	14.3	5.0	103	5832	13.8	52.1	100	616	12.8	5.5	93
MAMA'S FAMILY	N 6057	308	8.1	5.1	109	*222	5.7	3.7	76	3194	7.5	52.7	101	419	8.7	6.9	117
MASTER, THE	N 3598	*154	4.1	4.3	92	*141	3.6	3.9	81	1971	4.7	54.8	105	*153	3.2	4.3	72
MATT HOUSTON	A 6344	256	6.8	4.0	86	330	8.5	5.2	108	3604	8.5	56.8	109	412	8.6	6.5	110
NBC MONDAY NIGHT MOVIE	N 11994	560	14.8	4.7	100	644	16.5	5.4	112	6484	15.3	54.1	103	674	14.0	5.6	95
NBC NIGHTLY NEWS	N 5132	185	4.9	3.6	77	285	7.3	5.6	115	2442	5.8	47.6	91	231	4.8	4.5	76
NBC NIGHTLY NEWS-SAT	N 3375	*166	4.4	4.9	105	*89	2.3	2.6	55	1534	3.6	45.5	87	*127	2.6	3.8	63
NBC NIGHTLY NEWS-SUN	N 3130	*179	4.7	5.7	122	*140	3.6	4.5	93	1345	3.2	43.0	82	*177	3.7	5.7	95
NBC SUNDAY NIGHT MOVIE	N 8284	441	11.7	5.3	114	*348	8.9	4.2	87	4438	10.5	53.6	102	494	10.3	6.0	101
NEMHART	C 9240	448	11.8	4.8	104	419	10.7	4.5	94	4887	11.5	52.9	101	621	12.9	6.7	113
ONE DAY AT A TIME	C 7288	420	11.1	5.8	123	255	6.5	3.5	73	3791	9.0	52.0	100	396	8.2	5.4	92
PEOPLE ARE FUNNY	N 4855	*207	5.5	4.3	91	*126	3.2	2.6	54	2687	6.3	55.3	106	*226	4.7	4.7	79
REAL PEOPLE	N 8869	399	10.5	4.5	96	349	9.0	3.9	82	4530	10.7	51.1	98	419	8.7	4.7	80
REMINGTON STEELE	N 7743	390	10.3	5.0	108	313	8.0	4.0	84	3988	9.4	51.5	99	485	10.1	6.3	106
RIPLEY'S BELIEVE IT - NOT	A 5345	237	6.3	4.4	95	282	7.2	5.3	110	3106	7.3	58.1	111	302	6.3	5.7	95
RIPTIDE	N 6988	356	9.4	5.1	109	344	8.8	4.9	102	3769	8.9	53.9	103	551	11.5	7.9	133
SCARECROW & MRS. KING	C 10002	528	14.0	5.3	113	584	15.0	5.8	121	5206	12.3	52.0	100	611	12.7	6.1	103
SIMON & SIMON	C 10638	564	14.9	5.3	113	522	13.4	4.9	102	5494	13.0	51.6	99	511	10.6	4.8	81
60 MINUTES	C 13293	662	17.5	5.0	107	656	16.8	4.9	103	6540	15.4	49.2	94	842	17.5	6.3	107
ST. ELSEWHERE	N 7017	334	8.8	4.8	102	339	8.7	4.8	100	3866	9.1	55.1	105	366	7.6	5.2	88
THREE'S COMPANY	A 10917	579	15.3	5.3	114	470	12.1	4.3	89	5901	13.9	54.1	103	595	12.4	5.5	92
T.J. HOOKER	A 9204	425	11.2	4.6	99	526	13.5	5.7	119	4839	11.4	52.6	101	571	11.9	6.2	105
TONIGHT SHOW	N 2372	108	2.9	4.6	97	65	1.7	2.7	57	1282	3.0	54.0	103	161	3.4	6.8	114
TRAPPER JOHN, M.D.	C 9846	546	14.4	5.5	119	488	12.5	5.0	103	5061	12.0	51.4	98	626	13.0	6.4	107
TV BLOOPERS & PRAC. JOKES	N 9105	449	11.9	4.9	106	456	11.7	5.0	104	5056	11.9	55.5	106	482	10.0	5.3	89
20/20	A 9387	422	11.2	4.5	96	475	12.2	5.1	105	5235	12.4	55.8	107	655	13.6	7.0	118
WEBSTER	A 11067	489	12.9	4.4	95	479	12.3	4.3	90	5721	13.5	51.7	99	701	14.6	6.3	107
WORLD NEWS - SUN	A 3062	*141	3.7	4.6	99	*197	5.1	6.4	134	1549	3.7	50.6	97	*176	3.7	5.7	97
YELLOW ROSE	N 4978	248	6.6	5.0	107	*160	4.1	3.2	67	2696	6.4	54.2	104	*160	3.3	3.2	54
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	**232	6.1	2.6	56	*382	9.8	4.3	89	5089	12.0	57.3	110	608	12.7	6.8	116
BASKETBALL - COLLEGE GAMES	4080	**121	3.2	3.0	63	**96	2.5	2.4	49	2406	5.7	59.0	113	*260	5.4	6.4	107
BASKETBALL - PRO GAMES	3607	**134	3.5	3.7	80	**193	4.9	5.4	111	2017	4.8	55.9	107	*289	6.0	8.0	135
BOWLING	3883	**218	5.8	5.6	120	**154	3.9	4.0	82	2130	5.0	54.9	105	*461	9.6	11.9	200
BOXING	3928	**231	6.1	5.9													

COLD CUTS (PACKAGED OR FRESH CUT)

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-6

		'000	%	UNWEIGHTED
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	62076	76.7	7037
	NO	18910	23.3	2398

IF YES

1B. ABOUT HOW MANY POUNDS OF COLD CUTS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?

SIX OR MORE	H	7187	8.9	721
FIVE	H	2329	2.9	252
FOUR	H	6171	7.6	639
THREE	M	8497	10.5	912
TWO	M	13085	16.2	1462
ONE	L	12281	15.2	1440
1/2 POUND OR LESS	L	10291	12.7	1321
NONE	L	2236	2.8	290

COLD CUTS (PACKAGED OR FRESH CUT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A B C D				HEAVY USERS FOUR OR MORE LBS. A B C D				MEDIUM USERS TWO - THREE LBS. A B C D				LIGHT USERS ONE LB. OR LESS A B C D			
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	62076	100.0	76.7	100	15686	100.0	19.4	100	21582	100.0	26.6	100	24808	100.0	30.6	100
18 - 24	9282	6842	11.0	73.7	96	1240	7.9	13.4	69	2623	12.2	28.3	106	2979	12.0	32.1	105
25 - 34	19072	15454	24.9	81.0	106	4110	26.2	21.5	111	5476	25.4	28.7	108	5868	23.7	30.8	100
35 - 44	14591	12001	19.3	82.2	107	4372	27.9	30.0	155	4199	19.5	28.8	108	3430	13.8	23.5	77
45 - 54	11345	9084	14.6	80.1	104	2666	17.0	23.5	121	3163	14.7	27.9	105	3256	13.1	28.7	94
55 - 64	11635	9052	14.6	77.8	101	1910	12.2	16.4	85	3040	14.1	26.1	98	4102	16.5	35.3	115
65 OR OLDER	15061	9643	15.5	64.0	84	1388	8.8	9.2	48	3081	14.3	20.5	77	5174	20.9	34.4	112
18 - 34	28354	22296	35.9	78.6	103	5350	34.1	18.9	97	8099	37.5	28.6	107	8847	35.7	31.2	102
18 - 49	48339	38683	62.3	80.0	104	11092	70.7	22.9	118	13827	64.1	28.6	107	13764	55.5	28.5	93
25 - 54	45008	36539	58.9	81.2	106	11148	71.1	24.8	128	12838	59.5	28.5	107	12554	50.6	27.9	91
35 - 49	19985	16387	26.4	82.0	107	5742	36.6	28.7	148	5728	26.5	28.7	108	4917	19.8	24.6	80
50 OR OLDER	32647	23393	37.7	71.7	93	4594	29.3	14.1	73	7755	35.9	23.8	89	11044	44.5	33.8	110
GRADUATED COLLEGE	11155	8405	13.5	75.3	98	1677	10.7	15.0	78	2788	12.9	25.0	94	3940	15.9	35.3	115
ATTENDED COLLEGE	13682	11127	17.9	81.3	106	2421	15.4	17.7	91	3479	16.1	25.4	95	5227	21.1	38.2	125
GRADUATED HIGH SCHOOL	33880	27108	43.7	80.0	104	7642	48.7	22.6	116	9762	45.2	28.8	108	9704	39.1	28.6	94
DID NOT GRADUATE HIGH SCHOOL	22270	15437	24.9	69.3	90	3946	25.2	17.7	91	5554	25.7	24.9	94	5937	23.9	26.7	87
EMPLOYED	40306	32258	52.0	80.0	104	8313	53.0	20.6	106	11407	52.9	28.3	106	12538	50.5	31.1	102
EMPLOYED FULL-TIME	32850	26190	42.2	79.7	104	6783	43.2	20.6	107	9256	42.9	28.2	106	10152	40.9	30.9	101
EMPLOYED PART-TIME	7456	6067	9.8	81.4	106	1530	9.8	20.5	106	2151	10.0	28.8	108	2387	9.6	32.0	105
NOT EMPLOYED	40680	29819	48.0	73.3	96	7373	47.0	18.1	94	10176	47.2	25.0	94	12270	49.5	30.2	98
PROFESSIONAL/MANAGER	10392	8253	13.3	79.4	104	1923	12.3	18.5	96	2807	13.0	27.0	101	3523	14.2	33.9	111
TECH/CLERICAL/Sales	17574	14508	23.4	82.6	108	3909	24.9	22.2	115	4771	22.1	27.1	102	5827	23.5	33.2	108
PRECISION/CRAFT	985	760	1.2	77.2	101	**111	0.7	11.3	58	*341	1.6	34.6	130	*308	1.2	31.3	102
OTHER EMPLOYED	11354	8738	14.1	77.0	100	2370	15.1	20.9	108	3487	16.2	30.7	115	2880	11.6	25.4	83
SINGLE	9863	6809	11.0	69.0	90	1234	7.9	12.5	65	2401	11.1	24.3	91	3174	12.8	32.2	105
MARRIED	51375	41574	67.0	80.9	106	11803	75.2	23.0	119	14779	68.5	28.8	108	14991	60.4	29.2	95
DIVORCED/SEPARATED/WIDOWED	19748	13694	22.1	69.3	90	2648	16.9	13.4	69	4403	20.4	22.3	84	6643	26.8	33.6	110
PARENTS	32590	26875	43.3	82.5	108	9348	59.6	28.7	148	9154	42.4	28.1	105	8373	33.8	25.7	84
WHITE	70416	54724	88.2	77.7	101	13817	88.1	19.6	101	18823	87.2	26.7	100	22084	89.0	31.4	102
BLACK	8778	6351	10.2	72.4	94	1619	10.3	18.4	95	2413	11.2	27.5	103	2319	9.3	26.4	86
OTHER	1791	1002	1.6	55.9	73	**250	1.6	14.0	72	**346	1.6	19.3	72	**406	1.6	22.7	74
NORTHEAST-CENSUS	17786	14239	22.9	80.1	104	4474	28.5	25.2	130	5471	25.3	30.8	115	4294	17.3	24.1	79
NORTH CENTRAL	20741	16695	26.9	80.5	105	4636	29.6	22.4	115	5500	25.5	26.5	100	6559	26.4	31.6	103
SOUTH	27775	20506	33.0	73.8	96	4735	30.2	17.0	88	7153	33.1	25.8	97	8618	34.7	31.0	101
WEST	14683	10637	17.1	72.4	95	1841	11.7	12.5	65	3458	16.0	23.6	88	5338	21.5	36.4	119
NORTHEAST-MKTG.	17961	14410	23.2	80.2	105	4253	27.1	23.7	122	5519	25.6	30.7	115	4638	18.7	25.8	84
EAST CENTRAL	11885	9522	15.3	80.1	105	3175	20.2	26.7	106	3369	15.6	28.3	106	2978	12.0	25.1	82
WEST CENTRAL	14090	11226	18.1	79.7	104	2674	17.0	19.0	98	3547	16.4	25.2	94	5005	20.2	35.5	116
SOUTH	24081	17610	28.4	73.1	95	4003	25.5	16.6	86	6053	28.0	25.1	94	7555	30.5	31.4	102
PACIFIC	12969	9308	15.0	71.8	94	1581	10.1	12.2	63	3095	14.3	23.9	90	4633	18.7	35.7	117
COUNTY SIZE A	32439	24844	40.0	76.6	100	6469	41.2	19.9	103	8630	40.0	26.6	100	9745	39.3	30.0	98
COUNTY SIZE B	24915	19330	31.1	77.6	101	5122	32.7	20.6	106	6572	30.5	26.4	99	7637	30.8	30.7	100
COUNTY SIZE C	12930	9857	15.9	76.2	99	2201	14.0	17.0	88	3609	16.7	27.9	105	4047	16.3	31.3	102
COUNTY SIZE D	10703	8045	13.0	75.2	98	1894	12.1	17.7	91	2772	12.8	25.9	97	3379	13.6	31.6	103
METRO CENTRAL CITY	24518	18008	29.0	73.4	96	4304	27.4	17.6	91	6305	29.2	25.7	96	7400	29.8	30.2	99
METRO SUBURBAN	35919	28617	46.1	79.7	104	7646	48.7	21.3	110	9783	45.3	27.2	102	11188	45.1	31.1	102
NON METRO	20549	15451	24.9	75.2	98	3736	23.8	18.2	94	5494	25.5	26.7	100	6220	25.1	30.3	99
TOP 5 ADI'S	18341	14057	22.6	76.6	100	3886	24.8	21.2	109	5196	24.1	28.3	106	4975	20.1	27.1	89
TOP 10 ADI'S	25378	19752	31.8	77.8	102	4987	31.8	19.7	101	7164	33.2	28.2	106	7601	30.6	30.0	98
TOP 20 ADI'S	36488	28047	45.2	76.9	100	7033	44.8	19.3	100	9887	45.8	27.1	102	11127	44.9	30.5	100
HSGLD INC. \$50,000 OR MORE	6612	5690	9.2	86.1	112	1410	9.0	21.3	110	2190	10.1	33.1	124	2090	8.4	31.6	103
\$40,000 OR MORE	12659	10583	17.0	83.6	109	3100	19.8	24.5	126	3606	16.7	28.5	107	3877	15.6	30.6	100
\$30,000 OR MORE	24698	20346	32.8	82.4	107	6030	38.4	24.4	126	6994	32.4	28.3	106	7321	29.5	29.6	97
\$25,000 OR MORE	32077	26269	42.3	81.9	107	7873	50.2	24.5	127	8801	40.8	27.4	103	9595	38.7	29.9	98
\$20,000 - \$24,999	9144	7130	11.5	78.0	102	1960	12.5	21.4	111	2379	11.0	26.0	98	2790	11.2	30.5	100
\$15,000 - \$19,999	8728	6870	11.1	78.7	103	1392	8.9	15.9	82	2665	12.3	30.5	115	2813	11.3	32.2	105
\$10,000 - \$14,999	12562	9451	15.2	75.2	98	2130	13.6	17.0	88	3285	15.2	26.2	98	4036	16.3	32.1	105
UNDER \$10,000	18475	12357	19.9	66.9	87	2331	14.9	12.6	65	4452	20.6	24.1	90	5574	22.5	30.2	98
HOUSEHOLD OF 1 PERSON	11987	7188	11.6	60.0	78	631	4.0	5.3	27	1887	8.7	15.7	59	4670	18.8	39.0	127
2 PEOPLE	26577	20317	32.7	76.4	100	3310	21.1	12.5	64	7259	33.6	27.3	102	9748	39.3	36.7	120
3 OR 4 PEOPLE	30617	25019	40.3	81.7	107	7377	47.0	24.1	124	9236	42.8	30.2	113	8406	33.9	27.5	90
5 OR MORE PEOPLE	11804	9553	15.4	80.9	106	4369	27.9	37.0	191	3201	14.8	27.1	102	1984	8.0	16.8	55
NO CHILD IN HSHLD	46165	33356	53.7	72.3	94	5782	36.9	12.5	65	11671	54.1	25.3	95	15903	64.1	34.4	112
CHILD(REN) UNDER 2 YRS	5325	4084	6.6	76.7	100	1022	6.5	19.2	99	1421	6.6	26.7	100	1641	6.6	30.8	101
2 - 5 YEARS	14221	11422	18.4	80.3	105	3320	21.2	23.3	121	3964	18.4	27.9	105	4139	16.7	29.1	95
6 - 11 YEARS	15117	12335	19.9	81.6	106	4754	30.3	31.4	162	4202	19.5	27.8	104	3379	13.6	22.4	73
12 - 17 YEARS	16611	14016	22.6	84.4	110	5959	38.0	35.9	185	4510	20.9	27.2	102	3547	14.3	21.4	70
RESIDENCE OWNED	55884	43773	70.5	78.3	102	11421	72.8	20.4	106	15175	70.3	27.2	102	17177	69.2	30.7	100
VALUE: \$50,000 OR MORE	31744	25646	41.3	80.8	105	6898	44.0	21.7	112	8905	41.3	28.1	105	9843	39.7	31.0	101
VALUE: UNDER \$50,000	24140	18126	29.2	75.1	98	4523	28.8	18.7	97	6270	29.1	26.0	97	7333	29.6	30.4	99

COLD CUTS (PACKAGED OR FRESH CUT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAkers)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE LBS.				MEDIUM USERS TWO - THREE LBS.				LIGHT USERS ONE LB. OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOMEMAKERS		80986	62076	100.0	76.7	100	15686	100.0	19.4	100	21582	100.0	26.6	100	24808	100.0	30.6	100
MAGAZINES	QUINTILE 1	15799	12953	20.9	82.0	107	3674	23.4	23.3	120	4239	19.6	26.8	101	5040	20.3	31.9	104
	QUINTILE 2	17259	13540	21.8	78.5	102	3330	21.2	19.3	100	4774	22.1	27.7	104	5436	21.9	31.5	103
	QUINTILE 3	13545	10603	17.1	78.3	102	2792	17.8	20.6	106	3753	17.4	27.7	104	4058	16.4	30.0	98
	QUINTILE 4	15133	11657	18.8	77.0	100	3034	19.3	20.0	104	3894	18.0	25.7	97	4729	19.1	31.2	102
	QUINTILE 5	19250	13325	21.5	69.2	90	2856	18.2	14.8	77	4923	22.8	25.6	96	5546	22.4	28.8	94
NEWSPAPERS	QUINTILE 1	12413	10164	16.4	81.9	107	3029	19.3	24.4	126	3594	16.7	29.0	109	3541	14.3	28.5	93
	QUINTILE 2	24116	19078	30.7	79.1	103	4826	30.8	20.0	103	6610	30.6	27.4	103	7641	30.8	31.7	100
	QUINTILE 3	11261	8688	14.0	77.2	101	2203	14.0	19.6	101	3232	15.0	28.7	108	3253	13.1	28.9	94
	QUINTILE 4	20255	15412	24.8	76.1	99	3702	23.6	18.3	94	4971	23.0	24.5	92	6739	27.2	33.3	109
	QUINTILE 5	12940	8734	14.1	67.5	88	1925	12.3	14.9	77	3174	14.7	24.5	92	3635	14.7	28.1	92
OUTDOOR	QUINTILE 1	14852	11595	18.7	78.1	102	2853	18.2	19.2	99	4253	19.7	28.6	107	4489	18.1	30.2	99
	QUINTILE 2	15725	12361	19.9	78.6	103	3177	20.3	20.2	104	4289	19.9	27.3	102	4895	19.7	31.1	102
	QUINTILE 3	16330	12694	20.4	77.7	101	3251	20.7	19.9	103	4588	21.3	28.1	105	4856	19.6	29.7	97
	QUINTILE 4	16744	12755	20.5	76.2	99	3415	21.8	20.4	105	4162	19.3	24.9	93	5179	20.9	30.9	101
	QUINTILE 5	17334	12671	20.4	73.1	95	2991	19.1	17.3	89	4291	19.9	24.8	93	5390	21.7	31.1	102
RADIO-DRIVE TIME	QUINTILE 1	15911	12674	20.4	79.7	104	3338	21.3	21.0	108	4521	20.9	28.4	107	4814	19.4	30.3	99
	QUINTILE 2	14837	11558	18.6	77.9	102	3417	21.8	23.0	119	3823	17.7	25.8	97	4319	17.4	29.1	95
	QUINTILE 3	15339	11839	19.1	77.2	101	2858	18.2	18.6	96	4294	19.9	28.8	105	4687	18.9	30.6	100
	QUINTILE 4	16723	12616	20.3	75.4	98	3271	20.9	19.6	101	4154	19.2	24.8	93	5192	20.9	31.0	101
	QUINTILE 5	18176	13389	21.6	73.7	96	2803	17.9	15.4	80	4790	22.2	26.4	99	5797	23.4	31.9	104
RADIO-MID- DAY	TERCILE 1	21020	16681	26.9	79.4	104	4596	29.3	21.9	113	6087	28.2	29.0	109	5999	24.2	28.5	93
	TERCILE 2	21610	16590	26.7	76.8	100	4235	27.0	19.6	101	5895	27.3	27.3	102	6459	26.0	29.9	98
	TERCILE 3	38355	28805	46.4	75.1	98	6855	43.7	17.9	92	9600	44.5	25.0	94	12350	49.8	32.2	105
RADIO-TOTAL	QUINTILE 1	15988	12639	20.4	79.1	103	3427	21.8	21.4	111	4619	21.4	28.9	108	4593	18.5	28.7	94
	QUINTILE 2	15626	12153	19.6	77.8	101	3440	21.9	22.0	114	4222	19.6	27.0	101	4491	18.1	28.7	94
	QUINTILE 3	16723	13168	21.2	78.7	103	3481	22.2	20.8	107	4498	20.8	26.9	101	5190	20.9	31.0	101
	QUINTILE 4	16342	12321	19.8	75.4	98	2738	17.5	16.8	87	4123	19.1	25.2	95	5459	22.0	33.4	109
	QUINTILE 5	16306	11796	19.0	72.3	94	2599	16.6	15.9	82	4120	19.1	25.3	95	5076	20.5	31.1	102
TV-PRIME TIME	QUINTILE 1	15953	12180	19.6	76.3	100	3318	21.2	20.8	107	4301	19.9	27.0	101	4561	18.4	28.6	93
	QUINTILE 2	16137	12852	20.7	79.6	104	3200	20.4	19.8	102	4622	21.4	28.6	107	5030	20.3	31.2	102
	QUINTILE 3	16420	12713	20.5	77.4	101	3105	19.8	18.9	98	4318	20.0	26.3	99	5290	21.3	32.2	105
	QUINTILE 4	16687	12877	20.7	77.2	101	3183	20.3	19.1	98	4640	21.5	27.8	104	5054	20.4	30.3	99
	QUINTILE 5	15789	11455	18.5	72.6	95	2880	18.4	18.2	94	3702	17.2	23.4	88	4873	19.6	30.9	101
TV-DAYTIME	TERCILE 1	27736	21257	34.2	76.6	100	5741	36.6	20.7	107	7493	34.7	27.0	101	8023	32.3	28.9	94
	TERCILE 2	26489	20372	32.8	76.9	100	5104	32.5	19.3	99	6902	32.0	26.1	98	8366	33.7	31.6	103
	TERCILE 3	26761	20448	32.9	76.4	100	4841	30.9	18.1	93	7188	33.3	26.9	101	8419	33.9	31.5	103
TV-TOTAL	QUINTILE 1	16345	12143	19.6	74.3	97	3066	19.5	18.8	97	4244	19.7	26.0	97	4833	19.5	29.6	97
	QUINTILE 2	16447	12658	20.4	77.0	100	3523	22.5	21.4	111	4322	20.0	26.3	99	4814	19.4	29.3	96
	QUINTILE 3	15980	12673	20.4	79.3	103	3186	20.3	19.9	103	4445	20.6	27.8	104	5043	20.3	31.6	103
	QUINTILE 4	15887	12463	20.1	78.4	102	2978	19.0	18.7	97	4620	21.4	29.1	109	4865	19.6	30.6	100
	QUINTILE 5	16326	12140	19.6	74.4	97	2934	18.7	18.0	93	3951	18.3	24.2	91	5255	21.2	32.2	105
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	16698	26.9	80.6	105	4797	30.6	23.2	120	5596	25.9	27.0	101	6305	25.4	30.4	99
	NEWSPAPER IMPERATIVE	19186	14920	24.0	77.8	101	3695	23.6	19.3	99	5095	23.6	26.6	100	6131	24.7	32.0	104
		21899	17199	27.7	78.5	102	4254	27.1	19.4	100	6240	28.9	28.5	107	6705	27.0	30.6	100
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	12607	20.3	81.6	106	3212	20.5	20.8	107	4553	21.1	29.5	111	4842	19.5	31.3	102
	OUTDOOR IMPERATIVE	25953	20376	32.8	78.5	102	5298	33.8	20.4	105	6825	31.6	26.3	99	8253	33.3	31.8	104
		24400	18329	29.5	75.1	98	4478	28.5	18.4	95	6550	30.3	26.8	101	7300	29.4	29.9	98
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	14486	23.3	80.3	105	3992	25.4	22.1	114	5231	24.2	29.0	109	5264	21.2	29.2	95
	RADIO IMPERATIVE	23571	18761	30.2	79.6	104	4643	29.6	19.7	102	6287	29.1	26.7	100	7831	31.6	33.2	108
		23278	17855	28.8	76.7	100	4914	31.3	21.1	109	6255	29.0	26.9	101	6686	27.0	28.7	94
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	12183	19.6	78.8	103	3261	20.8	21.1	109	4108	19.0	26.6	100	4814	19.4	31.1	102
	TELEVISION IMPERATIVE	25829	20672	33.3	80.0	104	5343	34.1	20.7	107	7028	32.6	27.2	102	8301	33.5	32.1	105
		26039	19370	31.2	74.4	97	4809	30.7	18.5	95	6924	32.1	26.6	100	7637	30.8	29.3	96
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	13071	21.1	78.7	103	3505	22.3	21.1	109	4825	22.4	29.1	109	4742	19.1	28.6	93
	OUTDOOR IMPERATIVE	26834	21396	34.5	79.7	104	5696	36.3	21.2	110	7460	34.6	27.8	104	8240	33.2	30.7	100
		23346	17783	28.6	76.2	99	4198	26.8	18.0	93	6219	28.8	26.6	100	7367	29.7	31.6	103
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	13859	22.3	80.9	106	4010	25.6	23.4	121	4860	22.5	28.4	106	4989	20.1	29.1	95
	RADIO IMPERATIVE	25892	20379	32.8	78.7	103	4982	31.8	19.2	99	7180	33.3	27.7	104	8218	33.1	31.7	104
		23167	17672	28.5	76.3	100	4551	29.0	19.6	101	6225	28.8	26.9	101	6896	27.8	29.8	97
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	13474	21.7	78.5	102	3807	24.3	22.2	115	4959	23.0	28.9	108	4709	19.0	27.4	90
	TELEVISION IMPERATIVE	26214	21034	33.9	80.2	105	5253	33.5	20.0	103	7223	33.5	27.6	103	8558	34.5	32.6	107
		23412	17223	27.7	73.6	96	4263	27.2	18.2	94	5856	27.1	25.0	94	7104	28.6	30.3	99
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	12300	19.8	80.4	105	<											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE LBS.				MEDIUM USERS TWO - THREE LBS.				LIGHT USERS ONE LB. OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	62076	100.0	76.7	100	15686	100.0	19.4	100	21582	100.0	26.6	100	24808	100.0	30.6	100
ATLANTIC MONTHLY	415	282	0.5	68.0	89	**65	0.4	15.7	81	**122	0.6	29.4	110	**96	0.4	23.1	76
BARRON'S	453	354	0.6	78.1	102	**62	0.4	13.7	71	**117	0.5	25.8	97	**174	0.7	38.4	125
BETTER HOMES & GARDENS	16256	13114	21.1	80.7	105	3702	23.6	22.8	118	4368	20.2	26.9	101	5044	20.3	31.0	101
BON APPETIT	2535	1972	3.2	77.8	101	443	2.8	17.5	90	627	2.9	24.7	93	903	3.6	35.6	116
BUSINESS WEEK	1278	993	1.6	77.7	101	*185	1.2	14.5	75	366	1.7	28.6	107	442	1.8	34.6	113
CAR AND DRIVER	378	285	0.5	75.4	98	**67	0.4	17.7	92	**104	0.5	27.5	103	**114	0.5	30.2	98
CBS MAGAZINE NETWORK (GROSS)	1498	1243	2.0	83.0	108	357	2.3	23.8	123	466	2.2	31.1	117	419	1.7	28.0	91
CHANGING TIMES	1505	1131	1.8	75.1	98	*296	1.9	19.7	102	320	1.5	21.3	80	515	2.1	34.2	112
COLONIAL HOMES	1231	930	1.5	75.5	99	*213	1.4	17.3	89	270	1.3	21.9	82	447	1.8	36.3	119
CONDE NAST MAG. PKG. (GROSS)	14146	11201	18.0	79.2	103	2593	16.5	18.3	95	3720	17.2	26.3	99	4888	19.7	34.6	113
CONSUMERS DIGEST	1323	1027	1.7	77.6	101	*272	1.7	20.6	106	341	1.6	25.8	97	414	1.7	31.3	102
COSMOPOLITAN	7102	5681	9.2	80.0	104	1425	9.1	20.1	104	2024	9.4	28.5	107	2232	9.0	31.4	103
COUNTRY LIVING	2481	2050	3.3	82.6	108	514	3.3	20.7	107	730	3.4	29.4	110	807	3.3	32.5	106
CUISINE	1472	1192	1.9	81.0	106	*229	1.5	15.6	80	501	2.3	34.0	128	462	1.9	31.4	102
CYCLE WORLD	425	335	0.5	78.8	103	**122	0.8	28.7	148	**116	0.5	27.3	102	**98	0.4	23.1	75
DCI:CREATIVE IDEAS FOR LIV	2510	2159	3.5	86.0	112	557	3.6	22.2	115	821	3.8	32.7	123	782	3.2	31.2	102
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5389	8.7	80.5	105	1195	7.6	17.9	92	1825	8.5	27.3	102	2368	9.5	35.4	115
DISCOVER	894	687	1.1	76.8	100	*200	1.3	22.4	116	243	1.1	27.2	102	245	1.0	27.4	89
EBONY	3507	2703	4.4	77.1	101	690	4.4	19.7	102	968	4.5	27.6	104	1045	4.2	29.8	97
ESQUIRE	1083	740	1.2	68.3	89	*216	1.4	19.9	103	*204	0.9	18.8	71	320	1.3	29.5	96
ESSENCE	1830	1507	2.4	82.3	107	343	2.2	18.7	97	622	2.9	34.0	128	542	2.2	29.6	97
FAMILY CIRCLE	15930	13026	21.0	81.8	107	3827	24.4	24.0	124	4348	20.1	27.3	102	4851	19.6	30.5	99
THE FAMILY HANDYMAN	1126	934	1.5	82.9	108	*295	1.9	26.2	135	299	1.4	26.6	100	339	1.4	30.1	98
FAMILY WEEKLY	11468	8962	14.4	78.1	102	2327	14.8	20.3	105	3023	14.0	26.4	99	3612	14.6	31.5	103
FIELD & STREAM	2234	1855	3.0	83.0	108	553	3.5	24.8	128	627	2.9	28.1	105	675	2.7	30.2	99
FOOD & WINE	579	443	0.7	76.5	100	**86	0.5	14.9	77	*168	0.8	29.0	109	*189	0.8	32.6	107
FORBES	728	496	0.8	68.1	89	**96	0.6	13.2	68	*171	0.8	23.5	88	229	0.9	31.5	103
FORTUNE	906	666	1.1	73.5	96	**94	0.6	10.4	54	*301	1.4	33.2	125	271	1.1	29.9	98
GENTLEMAN'S QUARTERLY	791	639	1.0	80.8	105	**139	0.9	17.6	91	224	1.0	28.3	106	275	1.1	34.8	113
GLAMOUR	5265	4264	6.9	81.0	106	858	5.5	16.3	84	1555	7.2	29.5	111	1851	7.5	35.2	115
GOLF DIGEST	636	529	0.9	83.2	109	*132	0.8	20.8	107	*210	1.0	33.0	124	*187	0.8	29.4	96
GOLF DIGEST/TENNIS (GROSS)	1186	990	1.6	83.5	109	*191	1.2	16.1	83	429	2.0	36.2	136	370	1.5	31.2	102
GOLF MAGAZINE	441	381	0.6	86.4	113	**80	0.5	18.1	94	**142	0.7	32.2	121	*159	0.6	36.1	118
GOLF MAGAZINE/SKI (GROSS)	922	788	1.3	85.5	112	*167	1.1	18.1	94	*255	1.2	27.7	104	366	1.5	39.7	130
GOOD HOUSEKEEPING	16487	13481	21.7	81.8	107	3635	23.2	22.0	114	4566	21.2	27.7	104	5280	21.3	32.0	105
HARPER'S BAZAAR	2423	1858	3.0	76.7	100	379	2.4	15.6	81	576	2.7	23.8	89	903	3.6	37.3	122
HEALTH	1994	1534	2.5	76.9	100	431	2.7	21.6	112	578	2.7	29.0	109	524	2.1	26.3	86
HEARST MAG CORP. BUY (GROSS)	44101	35576	57.3	80.7	105	9142	58.3	20.7	107	12316	57.1	27.9	105	14119	56.9	32.0	105
HEARST MAN POWER (GROSS)	1993	1679	2.7	84.2	110	596	3.8	29.9	154	608	2.8	30.5	114	475	1.9	23.8	78
HEARST WOMAN POWER (GROSS)	31274	25399	40.9	81.2	106	6529	41.6	20.9	108	8960	41.5	28.6	108	9910	39.9	31.7	103
HOUSE BEAUTIFUL	3623	2804	4.5	77.4	101	785	5.0	21.7	112	905	4.2	25.0	94	1114	4.5	30.7	100
INC.	283	*206	0.3	72.8	95	**53	0.3	18.7	97	**100	0.5	35.3	133	**53	0.2	18.7	61
JET	2928	2259	3.6	77.2	101	606	3.9	20.7	107	810	3.8	27.7	104	843	3.4	28.8	94
LADIES' HOME JOURNAL	11918	9523	15.3	79.9	104	2534	16.2	21.3	110	3111	14.4	26.1	98	3878	15.6	32.5	106
LHJ FAMILY GRP COMBO(GROSS)	16764	13468	21.7	80.3	105	3588	22.9	21.4	111	4540	21.0	27.1	102	5340	21.5	31.9	104
LIFE	4254	3251	5.2	76.4	100	884	5.6	20.8	107	1097	5.1	25.8	97	1271	5.1	29.9	98
L.A. TIMES HOME MAGAZINE	1145	818	1.3	71.4	93	**110	0.7	9.6	50	287	1.3	25.1	94	422	1.7	36.9	120
MADMOISELLE	2884	2317	3.7	80.3	105	529	3.4	18.3	95	818	3.8	28.4	106	970	3.9	33.6	110
MC CALL'S	13460	10887	17.5	80.9	106	2784	17.7	20.7	107	3642	16.9	27.1	102	4461	18.0	33.1	108
MC CALL'S/WRK MOTHER (GROSS)	14606	11810	19.0	80.9	105	3065	19.5	21.0	108	3975	18.4	27.2	102	4770	19.2	32.7	107
MECHANIX ILLUSTRATED	772	595	1.0	77.1	101	*226	1.4	29.3	151	*221	1.0	28.6	107	*148	0.6	19.2	63
METROPOLITAN HOME	967	753	1.2	77.9	102	*142	0.9	14.7	76	240	1.1	24.8	93	371	1.5	38.4	125
MONEY	1588	1220	2.0	76.8	100	*287	1.8	18.1	93	407	1.9	25.6	96	526	2.1	33.1	108
MOTHER EARTH NEWS	1002	783	1.3	81.1	102	279	1.8	27.8	144	*264	1.2	26.3	99	239	1.0	23.9	78
MS.	825	664	1.1	70.5	105	**83	0.5	10.1	52	282	1.3	34.2	128	300	1.2	36.4	119
NATIONAL ENQUIRER	10336	8007	12.9	77.5	101	2306	14.7	22.3	115	2827	13.1	27.4	103	2873	11.6	27.8	91
NATIONAL GEOGRAPHIC	9597	7436	12.0	77.5	101	1621	10.3	16.9	87	2723	12.6	28.4	106	3092	12.5	32.2	105
NATIONAL SUNDAY MAGAZINE PKG	49558	39143	63.1	79.0	103	10240	65.3	20.7	107	13657	63.3	27.6	103	15247	61.5	30.8	100
NATURAL HISTORY	573	447	0.7	78.0	102	**76	0.5	13.3	68	*185	0.9	32.3	121	*186	0.7	32.5	106
NEW WOMAN	1699	1277	2.1	75.2	98	281	1.8	16.5	85	309	1.4	18.2	68	687	2.8	40.4	132
NEW YORK INCLUDING CUE	443	348	0.6	78.6	102	**82	0.5	18.5	96	*131	0.6	29.6	111	*134	0.5	30.2	99
THE NEW YORKER	1270	1014	1.6	79.8	104	*198	1.3	15.6	80	331	1.5	26.1	98	485	2.0	38.2	125
NEWSWEEK	6277	4761	7.7	75.8	99	1201	7.7	19.1	99	1593	7.4	25.4	95	1967	7.9	31.3	102
THE N.Y. TIMES DAILY EDITION	1205	935	1.5	77.6	101	270	1.7	22.4	116	356	1.6	29.5	111	310	1.2	25.7	84
THE N.Y. TIMES MAGAZINE	2081	1588	2.6	76.3	100	409	2.6	19.7	101	636	2.9	30.6	115	543	2.2	26.1	85
OMNI	788	666	1.1	84.5	110	*140	0.9	17.8	92	*204	0.9	25.9	97	323	1.3	41.0	134
ON CABLE	1158	990	1.6	85.5	112	*324	2.1	28.0	144	327	1.5	28.2	106	339	1.4	29.3	96
1001 HOME IDEAS	2852	2411	3.9	84.5	110	623	4.0	21.8	113	851	3.9	29.8	112	937	3.8	32.9	107
ORGANIC GARDENING	1658	1350	2.2	81.4	106	381	2.4	23.0	119	400	1.9	24.1	91	569	2.3	34.3	112
OUTDOOR LIFE	896	716	1.2	79.9	104	*188	1.2	21.0	108	314	1.5	35.0	132	*214	0.9	23.9	78
PARADE MAGAZINE	24275	19300	31.1	79.5	104	5137	32.7	21.2	109	6831	31.7	28.1	106	7331	29.6	30.2	99

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE LBS.				MEDIUM USERS TWO - THREE LBS.				LIGHT USERS ONE LB. OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
		DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS		
TOTAL FEMALE HOMEMAKERS	80986	62076	100.0	76.7	100	15686	100.0	19.4	100	21582	100.0	26.6	100	24808	100.0	30.6	100
PARENTS	3845	3225	5.2	83.9	109	802	5.1	20.9	108	1228	5.7	31.9	120	1196	4.8	31.1	102
PENTHOUSE	831	697	1.1	83.9	109	*149	0.9	17.9	93	*241	1.1	29.0	109	*307	1.2	36.9	121
PEOPLE	11645	9299	15.0	79.9	104	2480	15.8	21.3	110	3223	14.9	27.7	104	3596	14.5	30.9	101
PLAYBOY	2006	1608	2.6	80.2	105	429	2.7	21.4	110	516	2.4	25.7	97	662	2.7	33.0	108
POPULAR HOT RODDING	297	*208	0.3	70.0	91	*663	0.4	21.2	110	*993	0.4	31.3	118	*553	0.2	17.8	58
POPULAR MECHANICS	1018	844	1.4	82.9	108	*337	2.1	33.1	171	*292	1.4	28.7	108	*215	0.9	21.1	69
POPULAR SCIENCE	878	759	1.2	86.4	113	*175	1.1	19.9	103	*253	1.2	28.8	108	*331	1.3	37.7	123
PREVENTION	3913	2941	4.7	75.2	98	769	4.9	19.7	101	916	4.2	23.4	88	1256	5.1	32.1	105
PSYCHOLOGY TODAY	1710	1467	2.4	85.8	112	363	2.3	21.2	110	475	2.2	27.8	104	629	2.5	36.8	120
READER'S DIGEST	22204	17519	28.2	78.9	103	4571	29.1	20.6	106	5788	26.8	26.1	98	7159	28.9	32.2	105
REDBOOK	7684	6237	10.0	81.2	106	1469	9.4	19.1	99	2370	11.0	30.8	116	2398	9.7	31.2	102
ROAD & TRACK	410	365	0.6	89.0	116	*106	0.7	25.9	133	*98	0.5	23.9	90	*161	0.6	39.3	128
ROLLING STONE	969	810	1.3	83.6	109	*242	1.5	25.0	129	231	1.1	23.8	89	338	1.4	34.9	114
RUNNER'S WORLD	298	*222	0.4	74.5	97	*446	0.3	15.4	80	*667	0.3	22.5	84	*109	0.4	36.6	119
SATURDAY EVENING POST	1169	838	1.3	71.7	94	*198	1.3	16.9	87	353	1.6	30.2	113	287	1.2	24.6	80
SCIENCE 84	587	461	0.7	78.5	102	*132	0.8	22.5	116	*171	0.8	29.1	109	*159	0.6	27.1	88
SCIENCE DIGEST	482	396	0.6	82.2	107	*140	0.9	29.0	150	*154	0.7	32.0	120	*102	0.4	21.2	69
SCIENTIFIC AMERICAN	594	499	0.8	84.0	110	*96	0.6	16.2	83	*155	0.7	26.1	98	*248	1.0	41.8	136
SELF	2089	1662	2.7	79.6	104	387	2.5	18.5	96	459	2.1	22.0	82	816	3.3	39.1	130
SEVENTEEN	2411	1894	3.1	78.6	102	543	3.5	22.5	116	663	3.1	27.5	103	688	2.8	28.5	93
SKI	480	408	0.7	85.0	111	*88	0.6	18.3	95	*113	0.5	23.5	88	*207	0.8	43.1	141
SMITHSONIAN	2760	2155	3.5	78.1	102	447	2.8	16.2	84	625	2.9	22.6	85	1083	4.4	39.2	128
SOAP OPERA DIGEST	3013	2541	4.1	84.3	110	921	5.9	30.6	158	857	4.0	28.4	107	763	3.1	25.3	83
SOUTHERN LIVING	4184	3230	5.2	77.2	101	638	4.1	15.2	79	1004	4.7	24.0	90	1587	6.4	37.9	124
SPORT	559	474	0.8	84.8	111	*153	1.0	27.4	141	*156	0.7	27.9	105	*165	0.7	29.5	96
THE SPORTING NEWS	436	399	0.6	91.5	119	*184	1.2	42.2	218	*157	0.7	36.0	135	*59	0.2	13.5	44
SPORTS AFIELD	493	439	0.7	89.0	116	*119	0.8	24.1	125	*162	0.8	32.9	123	*158	0.6	32.0	105
SPORTS ILLUSTRATED	2758	2286	3.7	82.9	108	658	4.2	23.9	123	880	4.1	31.9	120	748	3.0	27.1	89
STAR	7456	5911	9.5	79.3	103	1847	11.8	24.8	128	2098	9.7	28.1	106	1965	7.9	26.4	86
SUNDAY	24936	19842	32.0	79.6	104	5237	33.4	21.0	108	7089	32.8	28.4	107	7517	30.3	30.1	98
SUNSET	2124	1593	2.6	75.0	98	*303	1.9	14.3	74	349	1.6	16.4	62	940	3.8	44.3	144
TV GUIDE	21661	17271	27.8	79.7	104	4725	30.1	21.8	113	6205	28.8	28.6	107	6340	25.6	29.3	96
TENNIS	550	461	0.7	83.8	109	*59	0.4	10.7	55	*219	1.0	39.8	149	*183	0.7	33.3	109
TIME	8880	7131	11.5	80.3	105	2018	12.9	22.7	117	2344	10.9	26.4	99	2769	11.2	31.2	102
TOWN & COUNTRY	917	718	1.2	78.3	102	*95	0.6	10.4	53	*201	0.9	21.9	82	422	1.7	46.0	150
TRAVEL & LEISURE	972	772	1.2	79.4	104	*223	1.4	22.9	118	237	1.1	24.4	91	312	1.3	32.1	105
TRUE STORY	3356	2723	4.4	81.1	106	829	5.3	24.7	128	883	4.1	26.3	99	1010	4.1	30.1	98
U.S. NEWS & WORLD REPORT	3410	2645	4.3	77.6	101	639	4.1	18.7	97	879	4.1	25.8	97	1127	4.5	33.0	108
USA TODAY	1759	1434	2.3	81.5	106	344	2.2	19.6	101	412	1.9	23.4	88	679	2.7	38.6	126
US	1873	1599	2.6	85.4	111	507	3.2	27.1	140	493	2.3	26.3	99	600	2.4	32.0	105
VOGUE	3909	2958	4.8	75.7	99	818	5.2	20.9	108	890	4.1	22.8	85	1250	5.0	32.0	104
WALL STREET JOURNAL	1886	1568	2.5	83.1	108	384	2.4	20.4	105	449	2.1	23.8	89	735	3.0	39.0	127
WEIGHT WATCHERS	2120	1808	2.9	85.3	111	421	2.7	19.9	103	562	2.6	26.5	99	825	3.3	38.9	127
WOMAN'S DAY	14172	11706	18.9	82.6	108	3378	21.5	23.8	123	4028	18.7	28.4	107	4300	17.3	30.3	99
WORKING MOTHER	1146	922	1.5	80.5	105	*280	1.8	24.4	126	334	1.5	29.1	109	309	1.2	27.0	88
WORKING WOMAN	1322	1056	1.7	79.9	104	247	1.6	18.7	96	268	1.2	20.3	76	541	2.2	40.9	134
WORLD TENNIS	*163	*128	0.2	78.5	102	*116	0.1	9.8	51	*663	0.3	38.7	145	*849	0.2	30.1	98
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2082	3.4	82.2	107	592	3.8	23.4	121	648	3.0	25.6	96	*841	3.4	33.2	108
BLAIR INSERTS	43657	34548	55.7	79.1	103	8956	57.1	20.5	106	11947	55.4	27.4	103	13645	55.0	31.3	102
DAILY NEWSPAPERS																	
READ ANY	51633	40834	65.8	79.1	103	10871	69.3	21.1	109	14085	65.3	27.3	102	15878	64.0	30.8	100
READ ONE	43463	34079	54.9	78.4	102	8960	57.1	20.6	106	11825	54.8	27.2	102	13294	53.6	30.6	100
READ TWO OR MORE	8170	6754	10.9	82.7	108	1911	12.2	23.4	121	2260	10.5	27.7	104	2584	10.4	31.6	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	41661	67.1	79.1	103	10821	69.0	20.5	106	14614	67.7	27.7	104	16226	65.4	30.8	101
READ ONE	46126	36402	58.6	78.9	103	9420	60.1	20.4	105	12642	58.6	27.4	103	14339	57.8	31.1	101
READ TWO OR MORE	6552	5259	8.5	80.3	105	1401	8.9	21.4	110	1971	9.1	30.1	113	1887	7.6	28.8	94
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.97				26.72				29.64				27.32			
30 DAY REACH	71455	54799	88.3	76.7	100	13940	88.9	19.5	101	19011	88.1	26.6	100	21848	88.1	30.6	100
50 SHWG - 30 DAY AV FREQ	14.56	14.70				13.95				15.53				14.46			
30 DAY REACH	67742	52242	84.2	77.1	101	13386	85.3	19.8	102	18132	84.0	26.8	100	20724	83.5	30.6	100
25 SHWG - 30 DAY AV FREQ	7.94	7.97				7.54				8.36				7.89			
30 DAY REACH	62117	48211	77.7	77.6	101	12366	78.8	19.9	103	16858	78.1	27.1	102	18987	76.5	30.6	100
CABLE TV: HOME WIRED	32077	25986	41.9	81.0	106	6672	42.5	20.8	107	9512	44.1	29.7	111	9802	39.5	30.6	100
HOME NOT WIRED	48909	36091	58.1	73.8	96	9014	57.5	18.4	95	12071	55.9	24.7	93	15006	60.5	30.7	100
HAVE PAY CABLE	15935	13673	22.0	85.8	112	3941	25.1	24.7	128	5166	23.9	32.4	122	4566	18.4	28.7	94

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE LBS.				MEDIUM USERS TWO - THREE LBS.				LIGHT USERS ONE LB. OR LESS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	
TOTAL FEMALE HOMEMAKERS	80986	62076	100.0	76.7	100	15686	100.0	19.4	100	21582	100.0	26.6	100	24808	100.0	30.6	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	34204	55.1	77.9	102	8954	57.1	20.4	105	11893	55.1	27.1	102	13356	53.8	30.4	99	
10:00 AM - 3:00 PM	30659	24001	38.7	78.3	102	6181	39.4	20.2	104	8915	41.3	29.1	109	8906	35.9	29.0	95	
3:00 PM - 7:00 PM	31045	24311	39.2	78.3	102	6452	41.1	20.8	107	8523	39.5	27.5	103	9336	37.6	30.1	98	
7:00 PM - MIDNIGHT	15767	12076	19.5	76.6	100	3080	19.6	19.5	101	4289	19.9	27.2	102	4708	19.0	29.9	97	
MIDNIGHT - 6:00 AM	9120	7305	11.8	80.1	104	1880	12.0	20.6	106	2412	11.2	26.4	99	3013	12.1	33.0	108	
6:00 AM - MIDNIGHT	58527	45651	73.5	78.0	102	11938	76.1	20.4	105	15976	74.0	27.3	102	17737	71.5	30.3	99	
ENTIRE DAY	59311	44302	74.6	78.1	102	12135	77.4	20.5	106	16191	75.0	27.3	102	17976	72.5	30.3	99	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	12878	20.7	79.6	104	3629	23.1	22.4	116	4414	20.5	27.3	102	4834	19.5	29.9	98	
ALL NEWS	2256	1709	2.8	75.8	99	440	2.8	19.5	101	618	2.9	27.4	103	651	2.6	28.9	94	
AOR/PROGRESSIVE	3874	2987	4.8	77.1	101	666	4.2	17.2	89	1186	5.5	30.6	115	1136	4.6	29.3	96	
BEAUTIFUL MUSIC	5660	4358	7.0	77.0	100	1122	7.2	19.8	102	1485	6.9	26.2	98	1751	7.1	30.9	101	
BLACK	2204	1608	2.6	73.0	95	546	3.5	24.8	128	576	2.7	26.1	98	487	2.0	22.1	72	
CLASSICAL	1418	1036	1.7	73.1	95	*170	1.1	12.0	62	392	1.8	27.6	104	474	1.9	33.4	109	
CHR/ROCK	9538	7581	12.2	79.5	104	2206	14.1	23.1	119	2823	13.1	29.6	111	2552	10.3	26.8	87	
COUNTRY	12648	10042	16.2	79.4	104	2574	16.4	20.4	105	3701	17.1	29.3	110	3767	15.2	29.8	97	
GOLDEN OLDIES	1191	*558	1.5	80.4	105	*219	1.4	18.4	95	324	1.5	27.2	102	415	1.7	34.8	114	
MOR/NOSTALGIA	4757	3719	6.0	78.2	102	816	5.2	17.2	89	1331	6.2	28.0	105	1572	6.3	33.0	108	
NEWS/TALK	3863	2937	4.7	76.0	99	645	4.1	16.7	86	1041	4.8	26.9	101	1251	5.0	32.4	106	
RELIGIOUS	3084	2234	3.6	72.4	95	457	2.9	14.8	77	653	3.0	21.2	79	1124	4.5	36.4	119	
SOFT ROCK	521	411	0.7	78.9	103	**91	0.6	17.5	90	*172	0.8	33.0	124	*148	0.6	28.4	93	
URBAN CONTEMPORARY	1585	1188	1.9	75.0	98	364	2.3	23.0	119	456	2.1	28.8	108	368	1.5	23.2	76	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2580	4.2	79.1	103	746	4.8	22.9	118	1020	4.7	31.3	117	813	3.3	24.9	81	
ABC DIRECTION	2316	1908	3.1	82.4	107	554	3.5	23.9	124	602	2.8	26.0	98	752	3.0	32.5	106	
ABC ENTERTAINMENT	4834	3768	6.1	77.9	102	1106	7.1	22.9	118	1292	6.0	26.7	100	1370	5.5	28.3	93	
ABC FM	2202	1751	2.8	79.5	104	525	3.3	23.8	123	557	2.6	25.3	95	669	2.7	30.4	99	
ABC INFORMATION	5425	4230	6.8	78.0	102	863	5.5	15.9	82	1545	7.2	28.5	107	1822	7.3	33.6	110	
ABC ROCK	1677	1195	1.9	71.3	93	351	2.2	20.9	108	438	2.0	26.1	98	406	1.6	24.2	79	
CBS	4430	3277	5.3	74.0	97	805	5.1	18.2	94	997	4.6	22.5	84	1474	5.9	33.3	109	
MUTUAL	4992	3943	6.4	79.0	103	1053	6.7	21.1	109	1419	6.6	28.4	107	1470	5.9	29.4	96	
NBC	4679	3611	5.8	77.2	101	976	6.2	20.9	108	1362	6.3	29.1	109	1273	5.1	27.2	89	
RADIORADIO	1994	1560	2.5	78.2	102	449	2.9	22.5	116	527	2.4	26.4	99	584	2.4	29.3	96	
RKO ONE	2298	1782	2.9	77.5	101	456	2.9	19.8	102	631	2.9	27.5	103	695	2.8	30.2	99	
RKO TWO	3311	2583	4.2	78.0	102	829	5.3	25.0	129	855	4.0	25.8	97	898	3.6	27.1	89	
THE SOURCE	2114	1662	2.7	78.6	103	446	2.8	21.1	109	722	3.3	34.2	128	495	2.0	23.4	76	
NON-WIRED : BLAIR	8654	6801	11.0	78.6	103	1697	10.8	19.6	101	2602	12.1	30.1	113	2501	10.1	28.9	94	
INTERNET	12025	9593	15.5	79.8	104	2474	15.8	20.6	106	3533	16.4	29.4	110	3587	14.5	29.8	97	
KATZ RADIO GROUP	15359	12130	19.5	79.0	103	3116	19.9	20.3	105	4316	20.0	28.1	105	4697	18.9	30.6	100	
SUPERNET	10628	8094	13.0	76.2	99	1966	12.5	18.5	96	3000	13.9	28.2	106	3129	12.6	29.4	96	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	6393	10.3	73.8	96	1441	9.2	16.6	86	2095	9.7	24.2	91	2857	11.5	33.0	108	
WKDAY 9:00 AM - 1:00 PM	12163	9206	14.8	75.7	99	2448	15.6	20.1	104	3099	14.4	25.5	96	3659	14.7	30.1	98	
WKDAY 1:00 PM - 4:30 PM	16150	12365	19.9	76.6	100	3292	21.0	20.4	105	4434	20.5	27.5	103	4639	18.7	28.7	94	
WKDAY 4:30 PM - 7:30 PM	22463	16795	27.1	74.8	98	4271	27.2	19.0	98	5853	27.1	26.1	98	6670	26.9	29.7	97	
WKDAY 7:30 PM - 8:00 PM	31795	24140	38.9	75.9	99	6040	38.5	19.0	98	8532	39.5	26.8	101	9568	38.6	30.1	98	
WKDAY 11:00 PM - 11:30 PM	23977	18457	29.7	77.0	100	4782	30.5	19.9	103	6208	28.8	25.9	97	7467	30.1	31.1	102	
WKDAY 11:30 PM - 1:00 AM	7703	5971	9.6	77.5	101	1758	11.2	22.8	118	1876	8.7	24.4	91	2337	9.4	30.3	99	
M-SAT 8-11 PM-SUN 7-11 PM	33800	26191	42.2	77.5	101	6707	42.8	19.8	102	9270	43.0	27.4	103	10214	41.2	30.2	99	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	5006	8.1	76.6	100	1395	8.9	21.3	110	1743	8.1	26.7	100	1867	7.5	28.6	93
ANOTHER WORLD	N	4620	3524	5.7	76.3	100	832	5.3	18.0	93	1277	5.9	27.6	104	1415	5.7	30.6	100
AS THE WORLD TURNS	C	5614	4320	7.0	77.0	100	1110	7.1	19.8	102	1578	7.3	28.1	105	1632	6.6	29.1	95
CAPITOL	C	3396	2581	4.2	76.0	99	739	4.7	21.8	112	884	4.1	26.0	98	959	3.9	28.2	92
CBS MORN. NEWS 1	C	1446	953	1.5	65.9	86	181	1.2	12.5	65	317	1.5	21.9	82	454	1.8	31.4	102
CBS MORN. NEWS 2	C	1207	780	1.3	64.6	84	138	0.9	11.4	59	274	1.3	22.7	85	369	1.5	30.6	100
DAYS OF OUR LIVES	N	5877	4561	7.3	77.6	101	1127	7.2	19.2	99	1639	7.6	27.9	105	1795	7.2	30.5	100
FACTS OF LIFE - DAYTIME	N	2290	1633	2.6	71.3	93	453	2.9	19.8	102	399	1.8	17.4	65	781	3.1	34.1	111
FAMILY FEUD	A	3023	2288	3.7	75.7	99	572	3.6	18.9	98	713	3.3	23.6	89	1004	4.0	33.2	108
GENERAL HOSPITAL	A	6097	4573	7.4	75.0	98	1320	8.4	21.6	112	1598	7.4	26.2	98	1655	6.7	27.1	89
GOOD MORNING, AMERICA-730	A	3515	2634	4.2	74.9	98	615	3.9	17.5	90	855	4.0	24.3	91	1164	4.7	33.1	108
GOOD MORNING, AMERICA-830	A	2818	2137	3.4	75.8	99	543	3.5	19.3	99	754	3.5	26.8	100	840	3.4	29.8	97
GUIDING LIGHT	C	5339	4106	6.6	76.9	100	1069	6.8										

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE LBS.				MEDIUM USERS TWO - THREE LBS.				LIGHT USERS ONE LB. OR LESS				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS			80986	62076	100.0	76.7	100	15686	100.0	19.4	100	21582	100.0	26.6	100	24808	100.0	30.6	100
WKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY		26063	19221	31.0	73.7	96	4456	28.4	17.1	88	6725	31.2	25.8	97	8041	32.4	30.9	101	
NETWORK AFFILIATES - LATE		20261	15545	25.0	76.7	100	3925	25.0	19.4	100	5198	24.1	25.7	96	6422	25.9	31.7	103	
INDEPENDENTS - LATE		2076	1587	2.6	76.4	100	383	2.4	18.4	95	599	2.8	28.9	108	605	2.4	29.1	95	
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM	N	10453	8214	13.2	78.6	103	2462	15.7	23.6	122	2642	12.2	25.3	95	3110	12.5	29.8	97	
ABC MONDAY NIGHT MOVIE	A	6412	5014	8.1	78.2	102	1195	7.6	18.6	96	1786	8.3	27.9	105	2032	8.2	31.7	103	
ABC SUNDAY NIGHT MOVIE	A	12407	9671	15.6	77.9	102	2181	13.9	17.6	91	3525	16.3	28.4	107	3966	16.0	32.0	104	
ABC WORLD NEWS TONIGHT	A	6176	4556	7.3	73.8	96	1108	7.1	17.9	93	1517	7.0	24.6	92	1931	7.8	31.3	102	
AFTERMASH	C	5863	4263	6.9	72.7	95	1048	6.7	17.9	92	1412	6.5	24.1	90	1802	7.3	30.7	100	
ALICE	C	9594	7216	11.6	75.2	98	1814	11.6	18.9	98	2638	12.2	27.5	103	2764	11.1	28.8	94	
AMERICAN PARADE	C	6622	4800	7.7	72.5	95	1079	6.9	16.3	84	1796	8.3	27.1	102	1926	7.8	29.1	95	
BENSON	A	10886	8351	13.5	76.7	100	2125	13.5	19.5	101	2850	13.2	26.2	98	3377	13.6	31.0	101	
BLUE THUNDER	A	5036	4000	6.4	79.4	104	1007	6.4	20.0	103	1372	6.4	27.2	102	1621	6.5	32.2	105	
CAGNEY & LACEY	C	9965	7895	12.7	79.2	103	2080	13.3	20.9	108	2601	12.1	26.1	98	3214	13.0	32.3	105	
CBS EVENING NEWS-DEAN	C	3491	2550	4.1	73.0	95	536	3.4	15.4	79	968	4.5	27.7	104	1046	4.2	30.0	98	
CBS EVENING NEWS-RATHER	C	7123	5222	8.4	73.3	96	1127	7.2	15.8	82	1828	8.5	25.7	96	2267	9.1	31.8	104	
CBS SAT. NEWS-SCHIEFFER	C	3621	2547	4.1	70.3	92	444	2.8	12.3	63	984	4.6	27.2	102	1119	4.5	30.9	101	
CBS SATURDAY NIGHT MOVIE	C	5436	4359	7.0	80.2	105	1232	7.9	22.7	117	1438	6.7	26.5	99	1690	6.8	31.1	101	
CBS WEDNESDAY NIGHT MOVIE	C	6100	4575	7.4	75.0	98	1027	6.5	16.8	87	1642	7.6	26.9	101	1905	7.7	31.2	102	
CHEERS	N	8889	6984	11.3	78.6	103	1904	12.1	21.4	111	2511	11.6	28.2	106	2568	10.4	28.9	94	
DALLAS	C	22109	17040	27.5	77.1	101	4075	26.0	18.4	95	5979	27.7	27.0	101	6985	28.2	31.6	103	
DIFF'RENT STROKES	N	6940	5090	8.2	73.3	96	1332	8.5	19.2	99	1675	7.8	24.1	91	2083	8.4	30.0	98	
DOUBLE TROUBLE	N	7223	5646	9.1	78.2	102	1532	9.8	21.2	110	1820	8.4	25.2	95	2294	9.2	31.8	104	
DUCK FACTORY	N	5595	4371	7.0	78.1	102	1169	7.5	20.9	108	1516	7.0	27.1	102	1687	6.8	30.2	98	
DUKES OF HAZZARD	C	5768	4478	7.2	77.6	101	1145	7.3	19.9	102	1565	7.3	27.1	102	1767	7.1	30.6	100	
DYNASTY	A	20053	15617	25.2	77.9	102	3875	24.7	19.3	100	5762	26.7	28.7	108	5981	24.1	29.8	97	
FACTS OF LIFE	N	8087	6270	10.1	77.5	101	1784	11.4	22.1	114	2268	10.5	28.0	105	2218	8.9	27.4	90	
FALCON CREST	C	20046	15345	24.7	76.5	100	3607	23.0	18.0	93	5715	26.5	28.5	107	6023	24.3	30.0	98	
FALL GUY	A	9084	7234	11.7	79.6	104	1930	12.3	21.2	110	2469	11.4	27.2	102	2834	11.4	31.2	102	
FAMILY TIES	N	7964	6303	10.2	79.1	103	1780	11.3	22.4	115	2184	10.1	27.4	103	2339	9.4	29.4	96	
FANTASY ISLAND	A	7687	5857	9.4	76.2	99	1450	9.2	18.9	97	2055	9.5	26.7	100	2352	9.5	30.6	100	
FOULUPS, BLEEPERS & BLUNDERS	A	8861	7042	11.3	79.5	104	1866	11.9	21.1	109	2406	11.1	27.2	102	2770	11.2	31.3	102	
FOUR SEASONS	C	5095	3732	6.0	73.2	96	906	5.8	17.8	92	1351	6.3	26.5	100	1475	5.9	28.9	95	
GIMME A BREAK	N	8838	6816	11.0	77.1	101	1843	11.7	20.9	108	2367	11.0	26.8	100	2607	10.5	29.5	96	
HART TO HART	A	8978	6899	11.1	76.8	100	1614	10.3	18.0	93	2422	11.2	27.0	101	2863	11.5	31.9	104	
HILL STREET BLUES	N	8590	6669	10.7	77.6	101	1891	12.1	22.0	114	2254	10.4	26.2	98	2524	10.2	29.4	96	
HOTEL	A	14085	10825	17.4	76.9	100	2813	17.9	20.0	103	3871	17.9	27.5	103	4140	16.7	29.4	96	
JEFFERSONS	C	9360	7023	11.3	75.0	98	1791	11.4	19.1	99	2509	11.6	26.8	101	2723	11.0	29.1	95	
JENNIFER SLEPT HERE	N	5841	4406	7.1	75.4	98	1326	8.5	22.7	117	1422	6.6	24.3	91	1659	6.7	28.4	93	
KATE & ALLIE	C	9206	7131	11.5	77.5	101	1931	12.3	21.0	108	2498	11.6	27.1	102	2702	10.9	29.4	96	
KNIGHT RIDER	N	7076	5508	8.9	77.8	102	1357	8.7	19.2	99	1992	9.2	28.2	106	2159	8.7	30.5	100	
LOVE BOAT	A	12219	9203	14.8	75.3	98	2146	13.7	17.6	91	3476	16.1	28.4	107	3580	14.4	29.3	96	
MAGNUM PI	C	11199	8855	14.3	79.1	103	2259	14.4	20.2	104	3104	14.4	27.7	104	3492	14.1	31.2	102	
MAMA'S FAMILY	N	6057	4574	7.4	75.5	99	1094	7.0	18.1	93	1651	7.6	27.3	102	1829	7.4	30.2	99	
MASTER, THE	N	3598	2783	4.5	77.3	101	835	5.3	23.2	120	1026	4.8	28.5	107	922	3.7	25.6	84	
MATT HOUSTON	A	6344	5100	8.2	80.4	105	1217	7.8	19.2	99	1926	8.9	30.4	114	1956	7.9	30.8	101	
NBC MONDAY NIGHT MOVIE	N	11994	9312	15.0	77.6	101	2623	16.7	21.9	113	3052	14.1	25.4	95	3637	14.7	30.3	99	
NBC NIGHTLY NEWS	N	5132	3828	6.2	74.6	97	827	5.3	16.1	83	1400	6.5	27.3	102	1602	6.5	31.2	102	
NBC NIGHTLY NEWS-SAT	N	3375	2353	3.8	69.7	91	544	3.5	16.1	83	835	3.9	24.7	93	974	3.9	28.9	94	
NBC NIGHTLY NEWS-SUN	N	3130	2400	3.9	76.7	100	533	3.4	17.0	88	972	4.5	31.1	117	895	3.6	28.6	93	
NBC SUNDAY NIGHT MOVIE	N	8284	6599	10.6	79.7	104	1962	12.5	23.7	122	2161	10.0	26.1	98	2476	10.0	29.9	98	
NEWHART	C	9240	7061	11.4	76.4	100	1865	11.9	20.2	104	2423	11.2	26.2	98	2774	11.2	30.0	98	
ONE DAY AT A TIME	C	7288	5582	9.0	76.6	100	1364	8.7	18.7	97	1965	9.1	27.0	101	2254	9.1	30.9	101	
PEOPLE ARE FUNNY	N	4855	3672	5.9	75.6	99	918	5.9	18.9	98	1282	5.9	26.4	99	1473	5.9	30.3	99	
REAL PEOPLE	N	8869	6646	10.7	74.9	98	1730	11.0	19.5	101	2377	11.0	26.8	101	2538	10.2	28.6	93	
REMINGTON STEELE	N	7743	5924	9.5	76.5	100	1613	10.3	20.8	108	2065	9.6	26.7	100	2246	9.1	29.0	95	
RIPLEY'S BELIEVE IT - NOT	A	5345	4271	6.9	79.9	104	1152	7.3	21.6	111	1382	6.4	25.9	97	1737	7.0	32.5	106	
RIP TIDE	N	6988	5651	9.1	80.9	106	1657	10.6	23.7	122	1900	8.8	27.2	102	2094	8.4	30.0	98	
SCARECROW & MRS. KING	C	10002	7896	12.7	78.9	103	1862	11.9	18.6	96	2723	12.6	27.2	102	3311	13.3	33.1	108	
SIMON & SIMON	C	10638	8492	13.7	79.8	104	2183	13.9	20.5	106	3115	14.4	29.3	110	3193	12.9	30.0	98	
60 MINUTES	C	13293	9739	15.7	73.3	96	2013	12.8	15.1	78	3548	16.4	26.7	100	4178	16.8	31.4	103	
ST. ELSEWHERE	N	7017	5517	8															



FRANKFURTERS & WIENERS

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-6

		'000	%	UNWEIGHTED							
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?											
YES		66377	82.0	7478							
NO		14609	18.0	1957							
		ALL		SOLE		PRIMARY		SECONDARY			
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED	
IF YES											
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?											
ALL BEEF		47967	59.2	27570	34.0	17806	22.0	2592	3.2	5360	
ALL CHICKEN		9491	11.7	1235	1.5	5637	7.0	2620	3.2	1041	
ALL TURKEY		8169	10.1	1039	1.3	4646	5.7	2484	3.1	912	
ALL MEAT		21257	26.2	8838	10.9	8548	10.6	3871	4.8	2361	
WITH CHEESE		10186	12.6	846	1.0	5131	6.3	4209	5.2	1110	
OTHER		2744	3.4	1020	1.3	831	1.0	894	1.1	337	
DO NOT KNOW		1144	1.4							138	
4C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?											
A & P		1524	1.9	152	.2	1114	1.4	257	.3	180	
ARMOUR STAR		11546	14.3	1696	2.1	7289	9.0	2561	3.2	1245	
BALL PARK		14903	18.4	2658	3.3	9277	11.5	2968	3.7	1666	
BRYAN		3635	4.5	1101	1.4	2093	2.6	441	.5	382	
CAROLINA PRIDE		2183	2.7	479	.6	1412	1.7	293	.4	207	
COLONIAL		1149	1.4	154	.2	619	.8	376	.5	131	
CUDAHY		1320	1.6	167	.2	895	1.1	258	.3	144	
DUBUQUE		2144	2.6	191	.2	1283	1.6	670	.8	251	
ECKRICH		7234	8.9	1096	1.4	4503	5.6	1636	2.0	863	
ESSKAY		851	1.1	238	.3	431	.5	182	.2	96	
FARMER JOHN		2518	3.1	574	.7	1348	1.7	596	.7	253	
HEBREW NATIONAL		3138	3.9	923	1.1	1497	1.8	719	.9	376	
HOLLY FARMS		1827	2.3	316	.4	1138	1.4	374	.5	214	
HORMEL		4835	6.0	542	.7	2737	3.4	1556	1.9	532	
HYGRADE		3361	4.2	392	.5	1961	2.4	1008	1.2	384	
KAHN'S		6024	7.4	1221	1.5	3438	4.2	1365	1.7	647	
MORRELL		2785	3.4	127	.2	1881	2.3	777	1.0	334	
MR. TURKEY		2845	3.5	240	.3	1807	2.2	799	1.0	322	
NEPCO		622	.8	64	.1	430	.5	128	.2	72	
OSCAR MAYER		25114	31.0	5989	7.4	14028	17.3	5096	6.3	2801	
RATH		1866	2.3	107	.1	934	1.2	825	1.0	187	
SAFEWAY		2401	3.0	295	.4	1537	1.9	569	.7	252	
SCHICKHAUS		519	.6	37	*	365	.5	118	.1	56	
SUNNYLAND		1431	1.8	238	.3	797	1.0	397	.5	138	
SWIFT PREMIUM		6527	8.1	547	.7	3625	4.5	2355	2.9	704	
WEAVER		1027	1.3	41	.1	667	.8	318	.4	126	
WILSON CERTIFIED		2812	3.5	365	.5	1624	2.0	822	1.0	306	
WILSON CORN KING		4595	5.7	337	.4	2840	3.5	1418	1.8	524	
YANKEES		686	.8	21	*	417	.5	248	.3	70	
OTHER BRANDS		17895	22.1	7413	9.2	7336	9.1	3146	3.9	1975	
DO NOT KNOW		2390	3.0							316	
		'000	%	UNWEIGHTED							
4D. ABOUT HOW MANY POUNDS (OR 1-POUND PACKAGES) OF FRANKFURTERS OR WIENERS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?											
SIX OR MORE		H	3258	4.0	325						
FIVE		H	1434	1.8	153						
FOUR		H	5198	6.4	534						
THREE		H	7153	8.8	788						
TWO		M	17118	21.1	1820						
ONE		M	17429	21.5	1963						
LESS THAN ONE		L	9521	11.8	1206						
NONE		L	5268	6.5	689						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE LBS.				MEDIUM USERS ONE - TWO LBS.				LIGHT USERS LESS THAN ONE LB.			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAkers	80986	66377	100.0	82.0	100	17041	100.0	21.0	100	34547	100.0	42.7	100	14788	100.0	18.3	100
18 - 24	9282	7382	11.1	79.5	97	1646	9.7	17.7	84	3909	11.3	42.1	99	1827	12.4	19.7	108
25 - 34	19072	16336	24.6	85.7	105	4278	25.1	22.4	107	8399	24.3	44.0	103	3659	24.7	19.2	105
35 - 44	14591	12540	18.9	85.9	105	4203	24.7	28.8	137	6389	18.5	43.8	103	1947	13.2	13.3	73
45 - 54	11345	9624	14.5	84.8	104	2781	16.3	24.5	116	4798	13.9	42.3	99	2045	13.8	18.0	99
55 - 64	11635	9771	14.7	84.0	102	2137	12.5	18.4	87	5371	15.5	46.2	108	2264	15.3	19.5	107
65 OR OLDER	15061	10723	16.2	71.2	87	1997	11.7	13.3	63	5680	16.4	37.7	88	3046	20.6	20.2	111
18 - 34	28354	23718	35.7	83.6	102	5923	34.8	20.9	99	12309	35.6	43.4	102	5487	37.1	19.4	106
18 - 49	48339	40871	61.6	84.6	103	11426	67.1	23.6	112	21035	60.9	43.5	102	8410	56.9	17.4	95
25 - 54	45008	38500	58.0	85.5	104	11262	66.1	25.0	119	19587	56.7	43.5	102	7651	51.7	17.0	93
35 - 49	19985	17153	25.8	85.8	105	5503	32.3	27.5	131	8726	25.3	43.7	102	2924	19.8	14.6	80
50 OR OLDER	32647	25506	38.4	78.1	95	5615	32.9	17.2	82	13513	39.1	41.4	97	6378	43.1	19.5	107
GRADUATED COLLEGE	11155	8622	13.0	77.3	94	1820	10.7	16.3	78	4413	12.8	39.6	93	2389	16.2	21.4	117
ATTENDED COLLEGE	13682	11597	17.5	84.8	103	2702	15.9	19.7	94	5971	17.3	43.6	102	2924	19.8	21.4	117
GRADUATED HIGH SCHOOL	33880	28651	43.2	84.6	103	7618	44.7	22.5	107	14907	43.1	44.0	103	6126	41.4	18.1	99
DID NOT GRADUATE HIGH SCHOOL	22270	17506	26.4	78.6	96	4901	28.8	22.0	105	9256	26.8	41.6	97	3349	22.6	15.0	82
EMPLOYED	40306	34013	51.2	84.4	103	8650	50.8	21.5	102	17388	50.3	43.1	101	7975	53.9	19.8	108
EMPLOYED FULL-TIME	32850	27403	41.3	83.4	102	7041	41.3	21.4	102	13789	39.9	42.0	98	6574	44.5	20.0	110
EMPLOYED PART-TIME	7456	6610	10.0	88.7	108	1609	9.4	21.6	103	3599	10.4	48.3	113	1402	9.5	18.8	103
NOT EMPLOYED	40680	32363	48.8	79.6	97	8391	49.2	20.6	98	17159	49.7	42.2	99	6813	46.1	16.7	92
PROFESSIONAL/MANAGER	10392	8373	12.6	80.6	98	1755	10.3	16.9	80	4330	12.5	41.7	98	2288	15.5	22.0	121
TECH/CLERICAL/SALES	17574	15166	22.8	86.3	105	3590	21.1	20.4	97	7825	22.7	44.5	104	3751	25.4	21.3	117
PRECISION/CRAFT	985	821	1.2	83.4	102	**247	1.4	25.1	119	*413	1.2	41.9	98	**161	1.1	16.3	90
OTHER EMPLOYED	11354	9654	14.5	85.0	104	3059	18.0	26.9	128	4820	14.0	42.5	100	1775	12.0	15.6	86
SINGLE	9863	7437	11.2	75.4	92	1580	9.3	16.0	76	3434	9.9	34.8	82	2423	16.4	24.6	135
MARRIED	51375	43944	66.2	85.5	104	11769	69.1	22.9	109	23669	68.5	46.1	108	8507	57.5	16.6	91
DIVORCED/SEPARATED/WIDOWED	19748	14995	22.6	75.9	93	3692	21.7	18.7	89	7444	21.5	37.7	88	3859	26.1	19.5	107
PARENTS	32590	28733	43.3	88.2	108	9844	57.8	30.2	144	14987	43.4	46.0	108	3902	26.4	12.0	66
WHITE	70416	58133	87.6	82.6	101	14283	83.8	20.3	96	30324	87.8	43.1	101	13525	91.5	19.2	105
BLACK	8778	7010	10.6	79.9	97	2442	14.3	27.8	132	3590	10.4	40.9	96	979	6.6	11.2	61
OTHER	1791	1233	1.9	68.8	84	**316	1.9	17.6	84	*633	1.8	35.3	83	**284	1.9	15.9	87
NORTHEAST-CENSUS	17786	14683	22.1	82.6	101	3736	21.9	21.0	100	7598	22.0	42.7	100	3349	22.6	18.8	103
NORTH CENTRAL	20741	17547	26.4	84.6	103	4786	28.1	23.1	110	8580	24.8	41.4	97	4180	28.3	20.2	110
SOUTH	27775	22656	34.1	81.6	100	6242	36.6	22.5	107	12450	36.0	44.8	105	3964	26.8	14.3	78
WEST	14683	11491	17.3	78.3	95	2277	13.4	15.5	74	5918	17.1	40.3	94	3295	22.3	22.4	125
NORTHEAST-MKTG.	17961	14502	21.8	80.7	99	3617	21.2	20.1	96	7694	22.3	42.8	100	3191	21.6	17.8	97
EAST CENTRAL	11885	9770	14.7	82.2	100	2811	16.5	23.7	112	5058	14.6	42.6	100	1902	12.9	16.0	88
WEST CENTRAL	14090	12066	18.2	85.6	104	3182	18.7	22.6	107	5697	16.5	40.4	95	3187	21.6	22.6	124
SOUTH	24081	19946	30.0	82.8	101	5429	31.9	22.5	107	10972	31.8	45.6	107	3546	24.0	14.7	81
PACIFIC	12969	10092	15.2	77.8	95	2003	11.8	15.4	73	5126	14.8	39.5	93	2964	20.0	22.9	125
COUNTY SIZE A	32439	25494	38.4	78.6	96	6119	35.9	18.9	90	13417	38.8	41.4	97	5958	40.3	18.4	101
COUNTY SIZE B	24915	20992	31.6	84.3	103	5499	32.3	22.1	105	10814	31.3	43.4	102	4679	31.6	18.8	103
COUNTY SIZE C	12930	11028	16.6	85.3	104	2865	16.8	22.2	105	5795	16.8	44.8	105	2369	16.0	18.3	100
COUNTY SIZE D	10703	8863	13.4	82.8	101	2558	15.0	23.9	114	4522	13.1	42.2	99	1783	12.1	16.7	91
METRO CENTRAL CITY	24518	19061	28.7	77.7	95	4745	27.8	19.4	92	9819	28.4	40.0	94	4497	30.4	18.3	100
METRO SUBURBAN	35919	30275	45.6	84.3	103	7304	42.9	20.3	97	16065	46.5	44.7	105	6907	46.7	19.2	105
NON METRO	20549	17040	25.7	82.9	101	4992	29.3	24.3	115	8664	25.1	42.2	99	3384	22.9	16.5	90
TOP 5 ADI'S	18341	14419	21.7	78.6	96	3430	20.1	18.7	89	7340	21.2	40.0	94	3650	24.7	19.9	109
TOP 10 ADI'S	25378	19806	29.8	78.0	95	4493	26.4	17.7	84	10606	30.7	41.8	98	4707	31.8	18.5	102
TOP 20 ADI'S	36488	28779	43.4	78.9	96	6826	40.1	18.7	89	15084	43.7	41.3	97	6869	46.4	18.8	103
HSGLD INC. \$50,000 OR MORE	6612	5687	8.6	86.0	105	1314	7.7	19.9	94	2883	8.3	43.6	102	1490	10.1	22.5	123
\$40,000 OR MORE	12659	10788	16.3	85.2	104	2560	15.0	20.2	96	5760	16.7	45.5	107	2468	16.7	19.5	107
\$30,000 OR MORE	24698	21136	31.8	85.6	104	5069	29.7	20.5	98	11320	32.8	45.8	107	4748	32.1	19.2	105
\$25,000 OR MORE	32077	27439	41.3	85.5	104	6713	39.4	20.9	99	14603	42.3	45.5	107	6123	41.4	19.1	105
\$20,000 - \$24,999	9144	7509	11.3	82.1	100	2026	11.9	22.2	105	3831	11.1	41.9	98	1653	11.2	18.1	99
\$15,000 - \$19,999	8728	7135	10.7	81.7	100	1683	9.9	19.3	92	3688	10.7	42.3	99	1765	11.9	20.2	111
\$10,000 - \$14,999	12562	10208	15.4	81.3	99	2712	15.9	21.6	103	5498	15.9	43.8	103	1998	13.5	15.9	87
UNDER \$10,000	18475	14086	21.2	76.2	93	3909	22.9	21.2	101	6928	20.1	37.5	88	3250	22.0	17.6	96
HOUSEHOLD OF 1 PERSON	11987	8057	12.1	67.2	82	843	4.9	7.0	33	3746	10.8	31.3	73	3468	23.5	28.9	158
2 PEOPLE	26577	21163	31.9	79.6	97	3832	22.5	14.4	69	11159	32.3	42.0	98	6173	41.7	23.2	127
3 OR 4 PEOPLE	30617	26828	40.4	87.6	107	7579	44.5	24.8	118	15114	43.7	49.4	116	4135	28.0	13.5	74
5 OR MORE PEOPLE	11804	10329	15.6	87.5	107	4788	28.1	40.6	193	4528	13.1	38.4	90	1013	6.9	8.6	47
NO CHILD IN HSHLD	46165	35658	53.7	77.2	94	6341	37.2	13.7	65	18660	54.0	40.4	95	10656	72.1	23.1	126
CHILD(REN) UNDER 2 YRS	5325	4666	7.0	87.6	107	1413	8.3	26.5	126	2379	6.9	44.7	105	874	5.9	16.4	90
2 - 5 YEARS	14221	12475	18.8	87.7	107	4646	27.3	32.7	155	6273	18.2	44.1	103	1557	10.5	10.9	60
6 - 11 YEARS	15117	13212	19.9	87.4	107	5103	29.9	33.8	160	6578	19.0	43.5	102	1531	10.4	10.1	55
12 - 17 YEARS	16611	14682	22.1	88.4	108	5600	32.9	33.7	160	7431	21.5	44.7	105	1651	11.2	9.9	54
RESIDENCE OWNED	55884	46736	70.4	83.6	102	11627	68.2	20.8	99	24957	72.2	44.7	105	10153	68.7	18.2	99
VALUE: \$50,000 OR MORE	31744	26466	39.9	83.4	102	5977	35.1	18.8	89	14681	42.5	46.2	108	5808	39.3	18.3	100
VALUE: UNDER \$50,000	24140	20271	30.5	84.0	102	5650	33.2	23.4	111	10276	29.7	42.6	100	4344	29.4	18.0	99

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE LBS.				MEDIUM USERS ONE - TWO LBS.				LIGHT USERS LESS THAN ONE LB.			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	66377	100.0	82.0	100	17041	100.0	21.0	100	34547	100.0	42.7	100	14788	100.0	18.3	100
MAGAZINES	QUINTILE 1	15799	13585	20.5	86.0	105	3573	21.0	22.6	107	6885	19.9	43.6	102	3127	21.1	19.8	108
	QUINTILE 2	17259	14460	21.8	83.8	102	3438	20.2	19.9	95	8071	23.4	46.8	110	2951	20.0	17.1	94
	QUINTILE 3	13545	11033	16.6	81.5	99	3167	18.6	23.4	111	5475	15.8	40.4	95	2391	16.2	17.7	97
	QUINTILE 4	15133	12489	18.8	82.5	101	3078	18.1	20.3	97	6522	18.9	43.1	101	2889	19.5	19.1	105
	QUINTILE 5	19250	14810	22.3	76.9	94	3785	22.2	19.7	93	7595	22.0	39.5	92	3431	23.2	17.8	98
NEWSPAPERS	QUINTILE 1	12413	10550	15.9	85.0	104	2834	16.6	22.8	109	5337	15.4	43.0	101	2380	16.1	19.2	105
	QUINTILE 2	24116	19832	29.9	82.2	100	4980	29.2	20.7	98	10696	31.0	44.4	104	4156	28.1	17.2	94
	QUINTILE 3	11261	9278	14.0	82.4	101	2612	15.3	23.2	110	4573	13.2	40.6	95	2092	14.1	18.6	101
	QUINTILE 4	20255	16574	25.0	81.8	100	4053	23.8	20.0	95	8568	24.8	42.3	99	3953	26.7	19.5	107
	QUINTILE 5	12940	10143	15.3	78.4	96	2562	15.0	19.8	94	5373	15.6	41.5	97	2208	14.9	17.1	93
OUTDOOR	QUINTILE 1	14852	12245	18.4	82.4	101	2948	17.3	19.8	94	6492	18.8	43.7	102	2805	19.0	18.9	103
	QUINTILE 2	15725	12986	19.6	82.6	101	3638	21.3	23.1	110	6393	18.5	40.7	95	2956	20.0	18.8	103
	QUINTILE 3	16330	13478	20.3	82.5	101	3201	18.8	19.6	93	7172	20.8	43.9	103	3106	21.0	19.0	104
	QUINTILE 4	16744	13784	20.8	82.3	100	3706	21.7	22.1	105	7132	20.6	42.6	100	2947	19.9	17.6	96
	QUINTILE 5	17334	13883	20.9	80.1	98	3549	20.8	20.5	97	7359	21.3	42.5	100	2975	20.1	17.2	94
RADIO-DRIVE TIME	QUINTILE 1	15911	13498	20.3	84.8	104	3666	21.5	23.0	109	6987	20.2	43.9	103	2845	19.2	17.9	98
	QUINTILE 2	14837	12418	18.7	83.7	102	3347	19.6	22.6	107	6583	19.1	44.4	104	2487	16.8	16.8	92
	QUINTILE 3	15339	12455	18.8	81.2	99	3081	18.1	20.1	95	6348	18.4	41.4	97	3026	20.5	19.7	108
	QUINTILE 4	16723	13708	20.7	82.0	100	3346	19.6	20.0	95	7270	21.0	43.5	102	3092	20.9	18.5	101
	QUINTILE 5	18176	14298	21.5	78.7	96	3601	21.1	19.8	94	7359	21.3	40.5	95	3338	22.6	18.4	101
RADIO-MID- DAY	TERCILE 1	21020	17580	26.5	83.6	102	4922	28.9	23.4	111	9163	26.5	43.6	102	3496	23.6	16.6	91
	TERCILE 2	21610	18019	27.1	83.4	102	4771	28.0	22.1	105	9230	26.7	42.7	100	4018	27.2	18.6	102
	TERCILE 3	38355	30778	46.4	80.2	98	7348	43.1	19.2	91	16155	46.8	42.1	99	7275	49.2	19.0	104
RADIO-TOTAL	QUINTILE 1	15988	13415	20.2	83.9	102	3779	22.2	23.6	112	6841	19.8	42.8	100	2796	18.9	17.5	96
	QUINTILE 2	15626	12994	19.6	83.2	101	3528	20.7	22.6	107	6763	19.6	43.3	101	2704	18.3	17.3	95
	QUINTILE 3	16723	14154	21.3	84.6	103	3529	20.7	21.1	100	7390	21.4	44.2	104	3235	21.9	19.3	106
	QUINTILE 4	16342	13057	19.7	79.9	97	2899	17.0	17.7	84	6953	20.1	42.5	100	3205	21.7	19.6	107
	QUINTILE 5	16306	12756	19.2	78.2	95	3307	19.4	20.3	96	6600	19.1	40.5	95	2849	19.3	17.5	96
TV-PRIME TIME	QUINTILE 1	15953	13223	19.9	82.9	101	3528	20.7	22.1	105	6900	20.0	43.3	101	2795	18.9	17.5	96
	QUINTILE 2	16137	13550	20.4	84.0	102	3524	20.7	21.8	104	7196	20.8	44.6	105	2830	19.1	17.5	96
	QUINTILE 3	16420	13667	20.6	83.2	102	3209	18.8	19.5	93	7303	21.1	44.5	104	3156	21.3	19.2	105
	QUINTILE 4	16687	13448	20.3	80.6	98	3274	19.2	19.6	93	7134	20.7	42.8	100	3040	20.6	18.2	100
	QUINTILE 5	15789	12487	18.8	79.1	96	3505	20.6	22.2	105	6014	17.4	38.1	89	2968	20.1	18.8	103
TV-DAYTIME	TERCILE 1	27736	22593	34.0	81.5	99	6497	38.1	23.4	111	11396	33.0	41.1	96	4700	31.8	16.9	93
	TERCILE 2	26489	21945	33.1	82.8	101	5624	33.0	21.2	101	11811	34.2	44.6	105	4510	30.5	17.0	93
	TERCILE 3	26761	21838	32.9	81.6	100	4919	28.9	18.4	87	11341	32.8	42.4	99	5578	37.7	20.8	114
TV-TOTAL	QUINTILE 1	16345	13092	19.7	80.1	98	3631	21.3	22.2	106	6864	19.9	42.0	98	2597	17.6	15.9	87
	QUINTILE 2	16447	13684	20.6	83.2	102	3507	20.6	21.3	101	7194	20.8	43.7	103	2982	20.2	18.1	99
	QUINTILE 3	15980	13440	20.2	84.1	103	3503	20.6	21.9	104	6847	19.8	42.8	100	3091	20.9	19.3	106
	QUINTILE 4	15887	13120	19.8	82.6	101	3199	18.8	20.1	96	6929	20.1	43.6	102	2991	20.2	18.8	103
	QUINTILE 5	16326	13041	19.6	79.9	97	3201	18.8	19.6	93	6713	19.4	41.1	96	3127	21.1	19.2	105
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	17518	26.4	84.5	103	4327	25.4	20.9	99	9464	27.4	45.7	107	3728	25.2	18.0	99
	NEWSPAPER IMPERATIVE	19186	16018	24.1	83.5	102	4129	24.2	21.5	102	8323	24.1	43.4	102	3567	24.1	18.6	102
		21899	17833	26.9	81.4	99	4849	28.5	22.1	105	8982	26.0	41.0	96	4003	27.1	18.3	100
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	13257	20.0	85.8	105	3125	18.3	20.2	96	7126	20.6	46.1	108	3006	20.3	19.5	107
	OUTDOOR IMPERATIVE	25953	21571	32.5	83.1	101	5788	34.0	22.3	106	11097	32.1	42.8	100	4686	31.7	18.1	99
		24400	19369	29.2	79.4	97	4970	29.2	20.4	97	9756	28.2	40.0	94	4644	31.4	19.0	104
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	15478	23.3	85.8	105	4033	23.7	22.3	106	8124	23.5	45.0	106	3321	22.5	18.4	101
	RADIO IMPERATIVE	23571	19501	29.4	82.7	101	4851	28.5	20.6	98	10343	29.9	43.9	103	4307	29.1	18.3	100
		23278	19067	28.7	81.9	100	5354	31.4	23.0	109	9583	27.7	41.2	97	4129	27.9	17.7	97
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	12986	19.6	84.0	102	3243	19.0	21.0	100	6863	19.9	44.4	104	2880	19.5	18.6	102
	TELEVISION IMPERATIVE	25829	21632	32.6	83.8	102	5491	32.2	21.3	101	11356	32.9	44.0	103	4785	32.4	18.5	101
		26039	20856	31.4	80.1	98	5553	32.6	21.3	101	10821	31.3	41.6	97	4483	30.3	17.2	94
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	13601	20.5	81.9	100	3459	20.3	20.8	99	7089	20.5	42.7	100	3053	20.6	18.4	101
	OUTDOOR IMPERATIVE	26834	22485	33.9	83.8	102	5950	34.9	22.2	105	11817	34.2	44.0	103	4718	31.9	17.6	96
		23346	19133	28.8	82.0	100	4856	28.5	20.8	99	9780	28.3	41.9	98	4497	30.4	19.3	105
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	14624	22.0	85.4	104	3965	23.3	23.1	110	7415	21.5	43.3	101	3244	21.9	18.9	104
	RADIO IMPERATIVE	25892	21092	31.8	81.5	99	5240	30.7	20.2	96	11177	32.4	43.2	101	4675	31.6	18.1	99
		23167	19090	28.8	82.4	101	5192	30.5	22.4	107	9871	28.6	42.6	100	4027	27.2	17.4	95
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	14219	21.4	82.9	101	3825	22.4	22.3	106	7550	21.9	44.0	103	2844	19.2	16.6	91
	TELEVISION IMPERATIVE	26214	21744	32.8	82.9	101	5413	31.8	20.6	98	11272	32.6	43.0	101	5059	34.2	19.3	106
		23412	18985	28.6	81.1	99	5050	29.6	21.6	103	9720	28.1	41.5	97	4215	28.5	18.0	99
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	12956	19.5	84.7	103	3545	20.8	23.2	110	6476	18.7						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE LBS.				MEDIUM USERS ONE - TWO LBS.				LIGHT USERS LESS THAN ONE LB.			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	66377	100.0	82.0	100	17041	100.0	21.0	100	34547	100.0	42.7	100	14788	100.0	18.3	100
ATLANTIC MONTHLY	415	342	0.5	82.4	101	**100	0.6	24.1	115	*167	0.5	40.2	94	**74	0.5	17.8	98
BARRON'S	453	319	0.5	70.4	86	**50	0.3	11.0	52	*184	0.5	40.6	95	**86	0.6	19.0	104
BETTER HOMES & GARDENS	16256	13821	20.8	85.0	104	3371	19.8	20.7	99	7528	21.8	46.3	109	2921	19.8	18.0	98
BON APPETIT	2535	2035	3.1	80.3	98	442	2.6	17.4	83	948	2.7	37.4	88	645	4.4	25.4	139
BUSINESS WEEK	1278	929	1.4	72.7	89	*238	1.4	18.6	89	544	1.6	42.6	100	*147	1.0	11.5	63
CAR AND DRIVER	378	*297	0.4	78.6	96	**65	0.4	17.2	82	**129	0.4	34.1	80	**104	0.7	27.5	151
CBS MAGAZINE NETWORK (GROSS)	1498	1357	2.0	90.6	111	330	1.9	22.0	105	788	2.3	52.6	123	239	1.6	16.0	87
CHANGING TIMES	1505	1234	1.9	82.0	100	*174	1.0	11.6	55	695	2.0	46.2	108	365	2.5	24.3	133
COLONIAL HOMES	1231	947	1.4	76.9	94	*178	1.0	14.5	69	579	1.7	47.0	110	*190	1.3	15.4	85
CONDE NAST MAG. PKG. (GROSS)	14146	11680	17.6	82.6	101	2925	17.2	20.7	98	5727	16.6	40.5	95	3028	20.5	21.4	117
CONSUMERS DIGEST	1323	1051	1.6	79.4	97	*134	0.8	10.1	48	754	2.2	57.0	134	*164	1.1	12.4	68
COSMOPOLITAN	7102	5990	9.0	84.3	103	1427	8.4	20.1	95	2866	8.3	40.4	95	1697	11.5	23.9	131
COUNTRY LIVING	2481	2101	3.2	84.7	103	485	2.8	19.5	93	1174	3.4	47.3	111	441	3.0	17.8	97
CUISINE	1472	1245	1.9	84.6	103	*196	1.2	13.3	63	659	1.9	44.8	105	390	2.6	26.5	145
CYCLE WORLD	425	389	0.6	91.5	112	**101	0.6	23.8	113	*239	0.7	56.2	132	**48	0.3	11.3	62
DCI:CREATIVE IDEAS FOR LIV	2510	2239	3.4	89.2	109	671	3.9	26.7	127	1179	3.4	47.0	110	390	2.6	15.5	85
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5784	8.7	86.4	105	1469	8.6	21.9	104	3104	9.0	46.4	109	1211	8.2	18.1	99
DISCOVER	894	714	1.1	79.9	97	*226	1.3	25.3	120	256	0.7	28.6	67	*231	1.6	25.8	142
EBONY	3507	2885	4.3	82.3	100	998	5.9	28.5	135	1502	4.3	42.8	100	385	2.6	11.0	60
ESQUIRE	1083	856	1.3	79.0	96	308	1.8	28.4	135	398	1.2	36.7	86	*150	1.0	13.9	76
ESSENCE	1830	1527	2.3	83.4	102	597	3.5	32.6	155	782	2.3	42.7	100	*148	1.0	8.1	44
FAMILY CIRCLE	15930	13713	20.7	86.1	105	3537	20.8	22.2	106	7518	21.8	47.2	111	2658	18.0	16.7	91
THE FAMILY HANDYMAN	1126	980	1.5	87.0	106	314	1.8	27.9	133	474	1.4	42.1	99	*192	1.3	17.1	93
FAMILY WEEKLY	11468	9815	14.8	85.6	104	2514	14.8	21.9	104	5002	14.5	43.6	102	2299	15.5	20.0	110
FIELD & STREAM	2234	1951	2.9	87.3	107	605	3.6	27.1	129	1016	2.9	45.5	107	330	2.2	14.8	81
FOOD & WINE	579	468	0.7	80.8	99	*106	0.6	18.3	87	*267	0.8	46.1	108	*95	0.6	16.4	90
FORBES	728	459	0.7	63.0	77	**95	0.6	13.0	62	233	0.7	32.0	75	*132	0.9	18.1	99
FORTUNE	906	676	1.0	74.6	91	*137	0.8	15.1	72	414	1.2	45.7	107	*125	0.8	13.8	76
GENTLEMAN'S QUARTERLY	791	623	0.9	78.8	96	*176	1.0	22.3	106	298	0.9	37.7	88	*149	1.0	18.8	103
GLAMOUR	5265	4402	6.6	83.6	102	1038	6.1	19.7	94	2174	6.3	41.3	97	1190	8.0	22.6	124
GOLF DIGEST	636	525	0.8	82.5	101	**113	0.7	17.8	84	*218	0.6	34.3	80	*194	1.3	30.5	167
GOLF DIGEST/TENNIS (GROSS)	1186	1001	1.5	84.4	103	*201	1.2	16.9	81	473	1.4	39.9	93	327	2.2	27.6	151
GOLF MAGAZINE	441	377	0.6	85.5	104	**56	0.3	12.7	60	*187	0.5	42.4	99	**135	0.9	30.6	168
GOLF MAGAZINE/SKI (GROSS)	922	817	1.2	88.6	108	*124	0.7	13.4	64	434	1.3	47.1	110	*259	1.8	28.1	154
GOOD HOUSEKEEPING	16487	14245	21.5	86.4	105	3555	20.9	21.6	102	7424	21.5	45.0	106	3266	22.1	19.8	108
HARPER'S BAZAAR	2423	1989	3.0	82.1	100	459	2.7	18.9	90	1021	3.0	42.1	99	509	3.4	21.0	115
HEALTH	1994	1655	2.5	83.0	101	420	2.5	21.1	100	932	2.7	46.7	110	303	2.0	15.2	83
HEARST MAG CORP. BUY (GROSS)	44101	37510	56.5	85.1	104	9305	54.6	21.1	100	19279	55.8	43.7	102	8926	60.4	20.2	111
HEARST MAN POWER (GROSS)	1993	1778	2.7	89.2	109	606	3.6	30.4	145	854	2.5	42.8	100	318	2.2	16.0	87
HEARST WOMAN POWER (GROSS)	31274	26873	40.5	85.9	105	6638	39.0	21.2	101	13711	39.7	43.8	103	6523	44.1	20.9	114
HOUSE BEAUTIFUL	3623	2950	4.4	81.4	99	741	4.3	20.5	97	1550	4.5	42.8	100	659	4.5	18.2	100
INC.	283	*208	0.3	73.5	90	**80	0.5	28.3	134	*776	0.2	26.9	63	**51	0.3	18.0	99
JET	2928	2442	3.7	83.4	102	902	5.3	30.8	146	1256	3.6	42.9	101	285	1.9	9.7	53
LADIES' HOME JOURNAL	11918	10186	15.3	85.5	104	2586	15.2	21.7	103	5323	15.4	44.7	105	2277	15.4	19.1	105
LHJ FAMILY GRP COMBO(GROSS)	16764	14300	21.5	85.3	104	3590	21.1	21.4	102	7672	22.2	45.8	107	3037	20.5	18.1	99
LIFE	4254	3436	5.2	80.8	99	758	4.4	17.8	85	1956	5.7	46.0	108	722	4.9	17.0	93
L.A. TIMES HOME MAGAZINE	1145	770	1.2	67.2	82	**140	0.8	12.2	58	408	1.2	35.6	84	*223	1.5	19.5	107
MADMOISELLE	2884	2466	3.7	85.5	104	617	3.6	21.4	102	1231	3.6	42.7	100	618	4.2	21.4	117
MC CALL'S	13460	11584	17.5	86.1	105	2862	16.8	21.3	101	6083	17.6	45.2	106	2639	17.8	19.6	107
MC CALL'S/WRK MOTHER (GROSS)	14606	12638	19.0	86.5	106	3178	18.6	21.8	103	6613	19.1	45.3	106	2847	19.3	19.5	107
MECHANIX ILLUSTRATED	772	683	1.0	88.5	108	*175	1.0	22.7	108	375	1.1	48.6	114	**133	0.9	17.2	94
METROPOLITAN HOME	967	758	1.1	78.4	96	*133	0.8	13.8	65	398	1.2	41.2	96	228	1.5	23.6	129
MONEY	1588	1259	1.9	79.3	97	376	2.2	23.7	113	564	1.6	35.5	83	319	2.2	20.1	110
MOTHER EARTH NEWS	1002	857	1.3	85.5	104	251	1.5	25.0	119	360	1.0	35.9	84	*246	1.7	24.6	134
MS.	825	690	1.0	83.6	102	*174	1.0	21.1	100	315	0.9	38.2	90	*202	1.4	24.5	134
NATIONAL ENQUIRER	10336	8933	13.5	86.4	105	2638	15.5	25.5	121	4825	14.0	46.7	109	1470	9.9	14.2	78
NATIONAL GEOGRAPHIC	9597	7659	11.5	79.8	97	1853	10.9	19.3	92	3978	11.5	41.5	97	1827	12.4	19.0	104
NATIONAL SUNDAY MAGAZINE PKG	49558	41200	62.1	83.1	101	10491	61.6	21.2	101	21727	62.9	43.8	103	8981	60.7	18.1	99
NATURAL HISTORY	573	425	0.6	74.2	90	*144	0.8	25.1	119	*198	0.6	34.6	81	**83	0.6	14.5	79
NEW WOMAN	1699	1361	2.1	80.1	98	316	1.9	18.6	88	646	1.9	38.0	89	398	2.7	23.4	128
NEW YORK INCLUDING CUE	443	348	0.5	78.6	96	**41	0.2	9.3	44	*204	0.6	46.0	108	**103	0.7	23.3	127
THE NEW YORKER	1270	954	1.4	75.1	92	*196	1.2	15.4	73	448	1.3	35.3	83	310	2.1	24.4	134
NEWSWEEK	6277	4986	7.5	79.4	97	1226	7.2	19.5	93	2521	7.3	40.2	94	1239	8.4	19.7	108
THE N.Y. TIMES DAILY EDITION	1205	945	1.4	78.4	96	*154	0.9	12.8	61	506	1.5	42.0	98	285	1.9	23.7	130
THE N.Y. TIMES MAGAZINE	2081	1623	2.4	78.0	95	295	1.7	14.2	67	780	2.3	37.5	88	549	3.7	26.4	144
OMNI	788	544	0.8	69.0	84	*170	1.0	21.6	103	*211	0.6	26.8	63	*163	1.1	20.7	113
ON CABLE	1158	1005	1.5	86.8	106	361	2.1	31.2	148	480	1.4	41.5	97	*164	1.1	14.2	78
1001 HOME IDEAS	2852	2459	3.7	86.2	105	585	3.4	20.5	97	1417	4.1	49.7	116	457	3.1	16.0	88
ORGANIC GARDENING	1658	1453	2.2	87.6	107	388	2.3	23.4	111	690	2.0	41.6	98	375	2.5	22.6	124
OUTDOOR LIFE	896	780	1.2	87.1	106	*183	1.1	20.4	97	491	1.4	54.8	128	**106	0.7	11.8	65
PARADE MAGAZINE	24275	20171	30.4	83.1	101	5432	31.9	22.4	106	10462	30.3	43.1	101	4276	28.9	17.6	96

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE LBS.				MEDIUM USERS ONE - TWO LBS.				LIGHT USERS LESS THAN ONE LB.			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	80986	66377	100.0	82.0	100	17041	100.0	21.0	100	34547	100.0	42.7	100	14788	100.0	18.3	100
PARENTS	3845	3431	5.2	89.2	109	904	5.3	23.5	112	1948	5.6	50.7	119	580	3.9	15.1	83
PENTHOUSE	831	718	1.1	86.4	105	*186	1.1	22.4	106	447	1.3	53.8	126	**85	0.6	10.2	56
PEOPLE	11645	9767	14.7	83.9	102	2513	14.7	21.6	103	5027	14.6	43.2	101	2226	15.1	19.1	105
PLAYBOY	2006	1637	2.5	81.6	100	469	2.8	23.4	111	862	2.5	43.0	101	306	2.1	15.3	84
POPULAR HOT RODDING	297	267	0.4	89.9	110	**117	0.7	39.4	187	**103	0.3	34.7	81	**47	0.3	15.8	87
POPULAR MECHANICS	1018	948	1.4	93.1	114	*313	1.8	30.7	146	461	1.3	45.3	106	*174	1.2	17.1	94
POPULAR SCIENCE	878	756	1.1	86.1	105	*234	1.4	26.7	127	322	0.9	36.7	86	*199	1.3	22.7	124
PREVENTION	3913	3197	4.8	81.7	100	954	5.6	24.4	116	1434	4.2	36.6	86	809	5.5	20.7	113
PSYCHOLOGY TODAY	1710	1489	2.2	87.1	106	415	2.4	24.3	115	684	2.0	40.0	94	390	2.6	22.8	125
READER'S DIGEST	22204	18631	28.1	83.9	102	4753	27.9	21.4	102	9722	28.1	43.8	103	4155	28.1	18.7	102
REDBOOK	7684	6638	10.0	86.4	105	1656	9.7	21.6	102	3422	9.9	44.5	104	1560	10.5	20.3	111
ROAD & TRACK	410	381	0.6	92.9	113	**80	0.5	19.5	93	*203	0.6	49.5	116	**98	0.7	23.9	131
ROLLING STONE	969	826	1.2	85.2	104	*223	1.3	23.0	109	386	1.1	39.8	93	*217	1.5	22.4	123
RUNNER'S WORLD	298	*246	0.4	82.6	101	*554	0.3	18.1	86	*120	0.3	40.3	94	**72	0.5	24.2	132
SATURDAY EVENING POST	1169	943	1.4	80.7	98	206	1.2	17.6	84	529	1.5	45.3	106	208	1.4	15.8	97
SCIENCE 84	587	454	0.7	77.3	94	*243	1.4	41.4	197	*169	0.5	28.8	67	**42	0.3	7.2	39
SCIENCE DIGEST	482	412	0.6	85.5	104	*162	1.0	33.6	160	*172	0.5	35.7	84	**78	0.5	16.2	89
SCIENTIFIC AMERICAN	594	424	0.6	71.4	87	**103	0.6	17.3	82	*201	0.6	33.8	79	**121	0.8	20.4	112
SELF	2089	1723	2.6	82.5	101	428	2.5	20.5	97	865	2.5	41.4	97	430	2.9	20.6	113
SEVENTEEN	2411	1974	3.0	81.9	100	636	3.7	26.4	125	1005	2.9	41.7	98	332	2.2	13.8	75
SKI	480	440	0.7	91.7	112	**69	0.4	14.4	68	*247	0.7	51.5	121	**124	0.8	25.8	141
SMITHSONIAN	2760	2011	3.0	72.9	89	421	2.5	15.3	72	1019	2.9	36.9	87	571	3.9	20.7	113
SOAP OPERA DIGEST	3013	2652	4.0	88.0	107	1056	6.2	35.0	167	1200	3.5	39.8	93	396	2.7	13.1	72
SOUTHERN LIVING	4184	3544	5.3	84.7	103	798	4.7	19.1	91	1925	5.6	46.0	108	821	5.6	19.6	107
SPORT	559	495	0.7	88.6	108	**127	0.7	22.7	108	275	0.8	49.2	115	**93	0.6	16.6	91
THE SPORTING NEWS	436	415	0.6	95.2	116	**132	0.8	30.3	144	*242	0.7	55.5	130	**42	0.3	9.6	53
SPORTS AFIELD	493	418	0.6	84.8	103	*131	0.8	26.6	126	*221	0.6	44.8	105	**66	0.4	13.4	73
SPORTS ILLUSTRATED	2758	2346	3.5	85.1	104	541	3.2	19.6	93	1257	3.6	45.6	107	547	3.7	19.8	109
STAR	7456	6521	9.8	87.5	107	2013	11.8	27.0	128	3209	9.3	43.0	101	1299	8.8	17.4	95
SUNDAY	24936	20547	31.0	82.4	101	5024	29.5	20.1	96	11262	32.6	45.2	106	4261	28.8	17.1	94
SUNSET	2124	1672	2.5	78.7	96	*241	1.4	11.3	54	886	2.6	41.7	98	545	3.7	25.7	141
TV GUIDE	21661	18461	27.8	85.2	104	5012	29.4	23.1	110	9751	28.2	45.0	106	3697	25.0	17.1	93
TENNIS	550	475	0.7	86.4	105	**87	0.5	15.8	75	*255	0.7	46.4	109	**133	0.9	24.2	132
TIME	8880	7453	11.2	83.9	102	1814	10.6	20.4	97	3781	10.9	42.6	100	1858	12.6	20.9	115
TOWN & COUNTRY	917	721	1.1	78.6	96	*158	0.9	17.2	82	302	0.9	32.9	77	*261	1.8	28.5	156
TRAVEL & LEISURE	972	760	1.1	78.2	95	*170	1.0	17.5	83	413	1.2	42.5	100	*177	1.2	18.2	100
TRUE STORY	3356	2955	4.5	88.1	107	1058	6.2	31.5	150	1505	4.4	44.8	105	392	2.7	11.7	64
U.S. NEWS & WORLD REPORT	3410	2853	4.3	83.7	102	662	3.9	19.4	92	1501	4.3	44.0	103	691	4.7	20.3	111
USA TODAY	1759	1364	2.1	77.5	95	296	1.7	16.8	80	747	2.2	42.5	100	321	2.2	18.2	100
US	1873	1619	2.4	86.4	105	411	2.4	21.9	104	806	2.3	43.0	101	401	2.7	21.4	117
VOGUE	3909	3089	4.7	79.0	96	843	4.9	21.6	102	1457	4.2	37.3	87	789	5.3	20.2	111
WALL STREET JOURNAL	1886	1511	2.3	80.1	98	326	1.9	17.3	82	707	2.0	37.5	88	478	3.2	25.3	139
WEIGHT WATCHERS	2120	1803	2.7	85.0	104	513	3.0	24.2	115	932	2.7	44.0	103	358	2.4	16.9	92
WOMAN'S DAY	14172	12321	18.6	86.9	106	3372	19.8	23.8	113	6507	18.8	45.9	108	2442	16.5	17.2	94
WORKING MOTHER	1146	1054	1.6	92.0	112	315	1.8	27.5	131	531	1.5	46.3	109	*208	1.4	18.2	99
WORKING WOMAN	1322	1096	1.7	82.9	101	331	1.9	25.0	119	504	1.5	38.1	89	262	1.8	19.8	109
WORLD TENNIS	*163	*157	0.2	96.3	118	**34	0.2	20.9	99	**92	0.3	56.4	132	**31	0.2	19.0	104
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2094	3.2	82.7	101	573	3.4	22.6	108	1078	3.1	42.6	100	443	3.0	17.5	96
BLAIR INSERTS	43657	36112	54.4	82.7	101	8963	52.6	20.5	98	19128	55.4	43.8	103	8021	54.2	18.4	101
DAILY NEWSPAPERS																	
READ ANY	51633	42862	64.6	83.0	101	11267	66.1	21.8	104	22257	64.4	43.1	101	9337	63.1	18.1	99
READ ONE	43463	35946	54.2	82.7	101	9506	55.8	21.9	104	18704	54.1	43.0	101	7736	52.3	17.8	97
READ TWO OR MORE	8170	6916	10.4	84.7	103	1761	10.3	21.6	102	3553	10.3	43.5	102	1602	10.8	19.6	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	43616	65.7	82.8	101	11106	65.2	21.1	100	22820	66.1	43.3	102	9691	65.5	18.4	101
READ ONE	46126	38062	57.3	82.5	101	9660	56.7	20.9	100	19958	57.8	43.3	101	8444	57.1	18.3	100
READ TWO OR MORE	6552	5554	8.4	84.8	103	1446	8.5	22.1	105	2862	8.3	43.7	102	1246	8.4	19.0	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.81				26.67				28.28				28.03			
30 DAY REACH	71455	58535	88.2	81.9	100	15107	88.7	21.1	100	30235	87.5	42.3	99	13193	89.2	18.5	101
50 SHWG - 30 DAY AV FREQ	14.56	14.66				14.11				14.85				14.85			
30 DAY REACH	67742	55639	83.8	82.1	100	14302	83.9	21.1	100	28853	83.5	42.6	100	12483	84.4	18.4	101
25 SHWG - 30 DAY AV FREQ	7.94	7.95				7.73				8.04				7.99			
30 DAY REACH	62117	51253	77.2	82.5	101	13077	76.7	21.1	100	26582	76.9	42.8	100	11595	78.4	18.7	102
CABLE TV: HOME WIRED	32077	27709	41.7	86.4	105	6876	40.3	21.4	102	14760	42.7	46.0	108	6073	41.1	18.9	104
HOME NOT WIRED	48909	38668	58.3	79.1	96	10165	59.7	20.8	99	19787	57.3	40.5	95	8715	58.9	17.8	98
HAVE PAY CABLE	15935	14250	21.5	89.4	109	3695	21.7	23.2	110	7718	22.3	48.4	114	2837	19.2	17.8	98

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE LBS.				MEDIUM USERS ONE - TWO LBS.				LIGHT USERS LESS THAN ONE LB.				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOME MAKERS	80986	66377	100.0	82.0	100	17041	100.0	21.0	100	34547	100.0	42.7	100	14788	100.0	18.3	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	36696	55.3	83.6	102	9134	53.6	20.8	99	19330	56.0	44.0	103	8231	55.7	18.7	103	
10:00 AM - 3:00 PM	30659	25679	38.7	83.8	102	6958	40.8	22.7	108	13251	38.4	43.2	101	5470	37.0	17.8	98	
3:00 PM - 7:00 PM	31045	25874	39.0	83.3	102	6905	40.5	22.2	106	13385	38.7	43.1	101	5584	37.8	18.0	99	
7:00 PM - MIDNIGHT	15767	12926	19.5	82.0	100	3298	19.4	20.9	99	6607	19.1	41.9	98	3021	20.4	19.2	105	
MIDNIGHT - 6:00 AM	9120	7685	11.6	84.3	103	2003	11.8	22.0	104	3746	10.8	41.1	96	1936	13.1	21.2	116	
6:00 AM - MIDNIGHT	58527	48752	73.4	83.3	102	12495	73.3	21.3	101	25498	73.8	43.6	102	10759	72.8	18.4	101	
ENTIRE DAY	59311	49396	74.4	83.3	102	12665	74.3	21.4	101	25807	74.7	43.5	102	10925	73.9	18.4	101	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	13868	20.9	85.8	105	3607	21.2	22.3	106	7129	20.6	44.1	103	3132	21.2	19.4	106	
ALL NEWS	2256	1720	2.6	76.2	93	352	2.1	15.6	74	874	2.5	38.7	91	494	3.3	21.9	120	
AOR/PROGRESSIVE	3874	3165	4.8	81.7	100	667	3.9	17.2	82	1614	4.7	41.7	98	885	6.0	22.8	125	
BEAUTIFUL MUSIC	5660	4673	7.0	82.6	101	1180	6.9	20.8	99	2458	7.1	43.4	102	1035	7.0	18.3	100	
BLACK	2204	1772	2.7	80.4	98	579	3.4	26.3	125	989	2.9	44.9	105	204	1.4	9.3	51	
CLASSICAL	1418	1152	1.7	81.2	99	*308	1.8	21.7	103	548	1.6	38.6	91	295	2.0	20.8	114	
CHR/ROCK	9538	8070	12.2	84.6	103	1994	11.7	20.9	99	4310	12.5	45.2	106	1766	11.9	18.5	101	
COUNTRY	12648	10765	16.2	85.1	104	2975	17.5	23.5	112	5676	16.4	44.9	105	2114	14.3	16.7	92	
GOLDEN OLDIES	1191	922	1.4	77.4	94	*285	1.7	23.9	114	485	1.4	40.7	95	*152	1.0	12.8	70	
MOR/NOSTALGIA	4757	3950	6.0	83.0	101	822	4.8	17.3	82	2073	6.0	43.6	102	1054	7.1	22.2	121	
NEWS/TALK	3863	3033	4.6	78.5	96	638	3.7	16.5	78	1558	4.5	40.3	95	838	5.7	21.7	119	
RELIGIOUS	3084	2389	3.6	77.5	95	636	3.7	20.6	98	1224	3.5	39.7	93	529	3.6	17.2	94	
SOFT ROCK	521	449	0.7	86.2	105	**98	0.6	18.8	89	*276	0.8	53.0	124	**75	0.5	14.4	79	
URBAN CONTEMPORARY	1585	1341	2.0	84.6	103	504	3.0	31.8	151	632	1.8	39.9	93	*205	1.4	12.9	71	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2676	4.0	82.1	100	797	4.7	24.4	116	1400	4.1	42.9	101	479	3.2	14.7	80	
ABC DIRECTION	2316	1941	2.9	83.8	102	626	3.7	27.0	128	915	2.6	39.5	93	400	2.7	17.3	95	
ABC ENTERTAINMENT	4834	4131	6.2	85.5	104	891	5.2	18.4	88	2254	6.5	46.6	109	987	6.7	20.4	112	
ABC FM	2202	1924	2.9	87.4	107	583	3.4	26.5	126	893	2.6	40.6	95	448	3.0	20.3	111	
ABC INFORMATION	5425	4575	6.9	84.3	103	1027	6.0	18.9	90	2441	7.1	45.0	105	1107	7.5	20.4	112	
ABC ROCK	1677	1364	2.1	81.3	99	395	2.3	23.6	112	687	2.0	41.0	96	782	1.9	16.8	92	
CBS	4430	3574	5.4	80.7	98	840	4.9	19.0	90	1720	5.0	38.8	91	1014	6.9	22.9	125	
MUTUAL	4992	4259	6.4	85.3	104	1150	6.7	23.0	109	2054	5.9	41.1	96	1055	7.1	21.1	116	
NBC	4679	3994	6.0	85.4	104	902	5.3	19.3	92	2202	6.4	47.1	110	890	6.0	19.0	104	
RADIORADIO	1994	1631	2.5	81.8	100	555	3.3	27.8	132	790	2.3	39.6	93	286	1.9	14.3	79	
RKO ONE	2298	1917	2.9	83.4	102	514	3.0	22.4	106	950	2.7	41.3	97	453	3.1	19.7	108	
RKO TWO	3311	2769	4.2	83.6	102	753	4.4	22.7	108	1500	4.3	45.3	106	516	3.5	15.6	85	
THE SOURCE	2114	1766	2.7	83.5	102	404	2.4	19.1	91	889	2.6	42.1	99	473	3.2	22.4	123	
NON-WIRED: BLAIR	8654	7507	11.3	86.7	106	2097	12.3	24.2	115	3863	11.2	44.6	105	1546	10.5	17.9	98	
INTERNET	12025	10109	15.2	84.1	103	2602	15.3	21.6	103	5246	15.2	43.6	102	2261	15.3	18.8	103	
KATZ RADIO GROUP	15359	12855	19.4	83.7	102	2914	17.1	19.0	90	6864	19.9	44.7	105	3077	20.8	20.0	110	
SUPERNET	10628	8663	13.1	81.5	99	2217	13.0	20.9	99	4511	13.1	42.4	99	1935	13.1	18.2	100	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	7014	10.6	81.0	99	1876	11.0	21.7	103	3518	10.2	40.6	95	1619	10.9	18.7	102	
WKDAY 9:00 AM - 1:00 PM	12163	9887	14.9	81.3	99	2914	17.1	24.0	114	5020	14.5	41.3	97	1953	13.2	16.1	88	
WKDAY 1:00 PM - 4:30 PM	16150	13168	19.8	81.5	99	3905	22.9	24.2	115	6569	19.0	40.7	95	2695	18.2	16.7	91	
WKDAY 4:30 PM - 7:30 PM	22463	18064	27.2	80.4	98	4700	27.6	20.9	99	9309	26.9	41.4	97	4055	27.4	18.1	99	
WKDAY 7:30 PM - 8:00 PM	31795	25809	38.9	81.2	99	6555	38.5	20.6	98	13472	39.0	42.4	99	5782	39.1	18.2	100	
WKDAY 11:00 PM - 11:30 PM	23977	19838	29.9	82.7	101	5355	31.4	22.3	106	9989	28.9	41.7	98	4494	30.4	18.7	103	
WKDAY 11:30 PM - 1:00 AM	7703	6411	9.7	83.2	102	1820	10.7	23.6	112	3182	9.2	41.3	97	1409	9.5	18.3	100	
M-SAT 8-11 PM-SUN 7-11 PM	33800	27984	42.2	82.8	101	7176	42.1	21.2	101	14736	42.7	43.6	102	6073	41.1	18.0	98	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	5293	8.0	81.0	99	1781	10.5	27.2	129	2505	7.3	38.3	90	1007	6.8	15.4	84
ANOTHER WORLD	N	4620	3735	5.6	80.8	99	1027	6.0	22.2	106	1911	5.5	41.4	97	797	5.4	17.3	94
AS THE WORLD TURNS	C	5614	4584	6.9	81.7	100	1307	7.7	23.3	111	2385	6.9	42.5	100	892	6.0	15.9	87
CAPITOL	C	3396	2795	4.2	82.3	100	752	4.4	22.1	105	1417	4.1	41.7	98	626	4.2	18.4	101
CBS MORN. NEWS 1	C	1446	1060	1.6	73.3	89	282	1.7	19.5	93	510	1.5	35.3	83	268	1.8	18.5	102
CBS MORN. NEWS 2	C	1207	872	1.3	72.2	88	210	1.2	17.4	83	460	1.3	38.1	89	202	1.4	16.7	92
DAYS OF OUR LIVES	N	5877	4891	7.4	83.2	102	1341	7.9	22.8	108	2466	7.1	42.0	98	1084	7.3	18.4	101
FACTS OF LIFE - DAYTIME	N	2290	1763	2.7	77.0	94	581	3.4	25.4	121	843	2.4	36.8	86	339	2.3	14.8	81
FAMILY FEUD	A	3023	2522	3.8	83.4	102	749	4.4	24.8	118	1245	3.6	41.2	97	528	3.6	17.5	96
GENERAL HOSPITAL	A	6097	4999	7.5	82.0	100	1581	9.3	25.9	123	2431	7.0	39.9	93	987	6.7	16.2	89
GOOD MORNING, AMERICA-730	A	3515	3034	4.6	86.3	105	747	4.4	21.3	101	1558	4.5	44.3	104	730	4.9	20.8	114
GOOD MORNING, AMERICA-830	A	2818	2436	3.7	86.4	105	676	4.0	24.0	114	1257	3.6	44.6	105	503	3.4	17.8	98
GUIDING LIGHT	C	5339	4336	6.5	81.2	99	1154	6.8	21.6	103	2261	6.5	42.3	99	921	6.2	17.3	94
ONE LIFE TO LIVE	A	4478	3688	5.6	82.4	100	1235	7.2	27.6	131	1777	5.1	39.7	93	677	4.6	15.1	83
PRESS YOUR LUCK	C	2244	1893	2.9														

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	TOTAL U.S. '000	ALL USERS				ALL BEEF				ALL CHICKEN				ALL TURKEY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	66377	100.0	82.0	100	47967	100.0	59.2	100	9491	100.0	11.7	100	8169	100.0	10.1	100
18 - 24	9282	7382	11.1	79.5	97	4980	10.4	53.7	91	968	10.2	10.4	89	939	11.5	10.1	100
25 - 34	19072	16336	24.6	85.7	105	12331	25.7	64.7	109	2638	27.8	13.8	118	2333	28.6	12.2	121
35 - 44	14591	12540	18.9	85.9	105	9263	19.3	63.5	107	1844	19.4	12.6	108	1696	20.8	11.6	115
45 - 54	11345	9624	14.5	84.8	104	6747	14.1	59.5	100	1276	13.4	11.2	96	914	11.2	8.1	80
55 - 64	11635	9771	14.7	84.0	102	7340	15.3	63.1	107	1244	13.1	10.7	91	1101	13.5	9.5	94
65 OR OLDER	15061	10723	16.2	71.2	87	7307	15.2	48.5	82	1522	16.0	10.1	86	1185	14.5	7.9	78
18 - 34	28354	23718	35.7	83.6	102	17310	36.1	61.0	103	3606	38.0	12.7	109	3272	40.1	11.5	114
18 - 49	48339	40871	61.6	84.6	103	29823	62.2	61.7	104	5978	63.0	12.4	106	5430	66.5	11.2	111
25 - 54	45008	38500	58.0	85.5	104	28340	59.1	63.0	106	5757	60.7	12.8	109	4944	60.5	11.0	109
35 - 49	19985	17153	25.8	85.8	105	12512	26.1	62.6	106	2373	25.0	11.9	101	2159	26.4	10.8	107
50 OR OLDER	32647	25506	38.4	78.1	95	18145	37.8	55.6	94	3513	37.0	10.8	92	2738	33.5	8.4	83
GRADUATED COLLEGE	11155	8622	13.0	77.3	94	6411	13.4	57.5	97	1109	11.7	9.9	85	1213	14.8	10.9	108
ATTENDED COLLEGE	13682	11597	17.5	84.8	103	8711	18.2	63.7	107	1902	20.0	13.9	119	1648	20.2	12.0	119
GRADUATED HIGH SCHOOL	33880	28651	43.2	84.6	103	21072	43.9	62.2	105	3608	38.0	10.6	91	3380	41.4	10.0	99
DID NOT GRADUATE HIGH SCHOOL	22270	17506	26.4	78.6	96	11774	24.5	52.9	89	2873	30.3	12.9	110	1928	23.6	8.7	86
EMPLOYED	40306	34013	51.2	84.4	103	25297	52.7	62.8	106	4806	50.6	11.9	102	4066	49.8	10.1	100
EMPLOYED FULL-TIME	32850	27403	41.3	83.4	102	20694	43.1	63.0	106	3725	39.2	11.3	97	3225	39.5	9.8	97
EMPLOYED PART-TIME	7456	6610	10.0	88.7	108	4603	9.6	61.7	104	1081	11.4	14.5	124	841	10.3	11.3	112
NOT EMPLOYED	40680	32363	48.8	79.6	97	22670	47.3	55.7	94	4685	49.4	11.5	98	4103	50.2	10.1	100
PROFESSIONAL/MANAGER	10392	8373	12.6	80.6	98	6600	13.8	63.5	107	1186	12.5	11.4	97	995	12.2	9.6	95
TECH/CLERICAL/SALES	17574	15166	22.8	86.3	105	11393	23.8	64.8	109	2044	21.5	11.6	99	1672	20.5	9.5	94
PRECISION/CRAFT	985	821	1.2	83.4	102	584	1.2	59.3	100	**123	1.3	12.5	107	**74	0.9	7.5	74
OTHER EMPLOYED	11354	9654	14.5	85.0	104	6720	14.0	59.2	100	1453	15.3	12.8	109	1325	16.2	11.7	116
SINGLE	9863	7437	11.2	75.4	92	5361	11.2	54.4	92	1043	11.0	10.6	90	1034	12.7	10.5	104
MARRIED	51375	43944	66.2	85.5	104	32078	66.9	62.4	105	6065	63.9	11.8	101	5389	66.0	10.5	104
DIVORCED/SEPARATED/WIDOWED	19748	14995	22.6	75.9	93	10528	21.9	53.3	90	2383	25.1	12.1	103	1746	21.4	8.8	88
PARENTS	32590	28733	43.3	88.2	108	20942	43.7	64.3	108	4701	49.5	14.4	123	3899	47.7	12.0	119
WHITE	70416	58133	87.6	82.6	101	42254	88.1	60.0	101	7584	79.9	10.8	92	6955	85.1	9.9	98
BLACK	8778	7010	10.6	79.9	97	4764	9.9	54.3	92	1632	17.2	18.6	159	1006	12.3	11.5	114
OTHER	1791	1233	1.9	68.8	84	*949	2.0	53.0	89	**276	2.9	15.4	131	**207	2.5	11.6	115
NORTHEAST-CENSUS	17786	14683	22.1	82.6	101	11572	24.1	65.1	110	2096	22.1	11.8	101	1006	12.3	5.7	56
NORTH CENTRAL	20741	17547	26.4	84.6	103	12634	26.3	60.9	103	1421	15.0	6.9	58	2353	28.8	11.3	112
SOUTH	27775	22656	34.1	81.6	100	15302	31.9	55.1	93	3828	40.3	13.8	118	2208	27.0	7.9	79
WEST	14683	11491	17.3	78.3	95	8460	17.6	57.6	97	2147	22.6	14.6	125	2601	31.8	17.7	176
NORTHEAST-MKTG.	17961	14502	21.8	80.7	99	11315	23.6	63.0	106	2199	23.2	12.2	104	1058	13.0	5.9	58
EAST CENTRAL	11885	9770	14.7	82.2	100	6822	14.2	57.4	97	1066	11.2	9.0	77	1296	15.9	10.9	108
WEST CENTRAL	14090	12066	18.2	85.6	104	8779	18.3	62.3	105	903	9.5	6.4	55	1606	19.7	11.4	113
SOUTH	24081	19946	30.0	82.8	101	13617	28.4	56.5	95	3332	35.1	13.8	118	1842	22.5	7.6	76
PACIFIC	12969	10092	15.2	77.8	95	7435	15.5	57.3	97	1991	21.0	15.4	131	2367	29.0	18.3	181
COUNTY SIZE A	32439	25494	38.4	78.6	96	18915	39.4	58.3	98	3682	38.8	11.4	97	3103	38.0	9.6	95
COUNTY SIZE B	24915	20992	31.6	84.3	103	15335	32.0	61.5	104	2715	28.6	10.9	93	2558	31.3	10.3	102
COUNTY SIZE C	12930	11028	16.6	85.3	104	7683	16.0	59.4	100	1793	18.9	13.9	118	1426	17.5	11.0	109
COUNTY SIZE D	10703	8863	13.4	82.8	101	6034	12.6	56.4	95	1301	13.7	12.2	104	1082	13.2	10.1	100
METRO CENTRAL CITY	24518	19061	28.7	77.7	95	14081	29.4	57.4	97	2722	28.7	11.1	95	2203	27.0	9.0	89
METRO SUBURBAN	35919	30275	45.6	84.3	103	22107	46.1	61.5	104	4374	46.1	12.2	104	3868	47.3	10.8	107
NON METRO	20549	17040	25.7	82.9	101	11778	24.6	57.3	97	2395	25.2	11.7	99	2097	25.7	10.2	101
TOP 5 ADI'S	18341	14419	21.7	78.6	96	11273	23.5	61.5	104	2167	22.8	11.8	101	1515	18.5	8.3	82
TOP 10 ADI'S	25378	19806	29.8	78.0	95	14900	31.1	58.7	99	2981	31.4	11.7	100	2192	26.8	8.6	86
TOP 20 ADI'S	36488	28779	43.4	78.9	96	21425	44.7	58.7	99	4388	46.2	12.0	103	3688	45.1	10.1	100
MSHLD INC. \$50,000 OR MORE	6612	5687	8.6	86.0	105	4633	9.7	70.1	118	758	8.0	11.5	98	*576	7.1	8.7	86
\$40,000 OR MORE	12659	10788	16.3	85.2	104	8643	18.0	68.3	115	1400	14.8	11.1	94	1207	14.8	9.5	95
\$30,000 OR MORE	24698	21136	31.8	85.6	104	16533	34.5	66.9	113	2523	26.6	10.2	87	2508	30.7	10.2	101
\$25,000 OR MORE	32077	27439	41.3	85.5	104	21016	43.8	65.5	111	3321	35.0	10.4	88	3072	37.6	9.6	95
\$20,000 - \$24,999	9144	7509	11.3	82.1	100	5458	11.4	59.7	101	857	9.0	9.4	80	869	10.6	9.5	94
\$15,000 - \$19,999	8728	7135	10.7	81.7	100	5169	10.8	59.2	100	938	9.9	10.7	92	782	9.6	9.0	89
\$10,000 - \$14,999	12562	10208	15.4	81.3	99	7180	15.0	57.2	97	1650	17.4	13.1	112	1291	15.8	10.3	102
UNDER \$10,000	18475	14086	21.2	76.2	93	9144	19.1	49.5	84	2726	28.7	14.8	126	2154	26.4	11.7	116
HOUSEHOLD OF 1 PERSON	11987	8057	12.1	67.2	82	5451	11.4	45.5	77	1087	11.5	9.1	77	944	11.6	7.9	78
2 PEOPLE	26577	21163	31.9	79.6	97	15140	31.6	57.0	96	2764	29.1	10.4	89	2352	28.8	8.8	88
3 OR 4 PEOPLE	30617	26828	40.4	87.6	107	19682	41.0	64.3	109	3679	38.8	12.0	103	3316	40.6	10.8	107
5 OR MORE PEOPLE	11804	10329	15.6	87.5	107	7694	16.0	65.2	110	1962	20.7	16.6	142	1557	19.1	13.2	131
NO CHILD IN MSHLD	46165	35658	53.7	77.2	94	25474	53.1	55.2	93	4557	48.0	9.9	84	4105	50.3	8.9	88
CHILD(REN) UNDER 2 YRS	5325	4666	7.0	87.6	107	3401	7.1	63.9	108	886	9.3	16.6	142	706	8.6	13.3	131
2 - 5 YEARS	14221	12475	18.8	87.7	107	9316	19.4	65.5	111	2134	22.5	15.0	128	1940	23.7	13.6	135
6 - 11 YEARS	15117	13212	19.9	87.4	107	9822	20.5	65.0	110	2357	24.8	15.6	133	1856	22.7	12.3	122
12 - 17 YEARS	16611	14682	22.1	88.4	108	10617	22.1	63.9	108	2220	23.4	13.4	114	1852	22.7	11.1	111
RESIDENCE OWNED	55884	46736	70.4	83.6	102	34162	71.2	61.1	103	6309	66.5	11.3	96	5672	69.4	10.1	101
VALUE: \$50,000 OR MORE	31744	26466	39.9	83.4	102	20172	42.1	63.5	107	3592	37.8	11.3	97	3394	41.5	10.7	106
VALUE: UNDER \$50,000	24140	20271	30.5	84.0	102	13990	29.2	58.0	98	2717	28.6	11.3	96	2278	27.9	9.4	94

		TOTAL U.S. '000	ALL USERS				ALL BEEF				ALL CHICKEN				ALL TURKEY				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS			80986	66377	100.0	82.0	100	47967	100.0	59.2	100	9491	100.0	11.7	100	8169	100.0	10.1	100
MAGAZINES	QUINTILE 1	15799	13585	20.5	86.0	105	10375	21.6	65.7	111	2127	22.4	13.5	115	1876	23.0	11.9	118	
	QUINTILE 2	17259	14460	21.8	83.8	102	10867	22.7	63.0	106	2007	21.1	11.6	99	1724	21.1	10.0	99	
	QUINTILE 3	13545	11033	16.6	81.5	99	8054	16.8	59.5	100	1436	15.1	10.6	90	1326	16.2	9.8	97	
	QUINTILE 4	15133	12489	18.8	82.5	101	8779	18.3	58.0	98	1837	19.4	12.1	104	1531	18.7	10.1	100	
	QUINTILE 5	19250	14810	22.3	76.9	94	9893	20.6	51.4	87	2084	22.0	10.8	92	1711	20.9	8.9	88	
NEWSPAPERS	QUINTILE 1	12413	10550	15.9	85.0	104	8113	16.9	65.4	110	1089	11.5	8.8	75	1091	13.4	8.8	87	
	QUINTILE 2	24116	19832	29.9	82.2	100	14728	30.7	61.1	103	2726	28.7	11.3	96	2438	29.8	10.1	100	
	QUINTILE 3	11261	9278	14.0	82.4	101	6629	13.8	58.9	99	1458	15.4	12.9	110	1228	15.0	10.9	108	
	QUINTILE 4	20255	16574	25.0	81.8	100	11898	24.8	58.7	99	2567	27.0	12.7	108	2021	24.7	10.0	99	
	QUINTILE 5	12940	10143	15.3	78.4	96	6600	13.8	51.0	86	1652	17.4	12.8	109	1391	17.0	10.7	107	
OUTDOOR	QUINTILE 1	14852	12245	18.4	82.4	101	9234	19.3	62.2	105	1994	21.0	13.4	115	1520	18.6	10.2	101	
	QUINTILE 2	15725	12986	19.6	82.6	101	9478	19.8	60.3	102	1715	18.1	10.9	93	1449	17.7	9.2	91	
	QUINTILE 3	16330	13478	20.3	82.5	101	9904	20.6	60.6	102	1877	19.8	11.5	98	1685	20.6	10.3	102	
	QUINTILE 4	16744	13784	20.8	82.3	100	9853	20.5	58.8	99	1954	20.6	11.7	100	1689	20.7	10.1	100	
	QUINTILE 5	17334	13883	20.9	80.1	98	9498	19.8	54.8	93	1952	20.6	11.3	96	1826	22.4	10.5	104	
RADIO-DRIVE TIME	QUINTILE 1	15911	13498	20.3	84.8	104	9698	20.2	61.0	103	2245	23.7	14.1	120	1700	20.8	10.7	106	
	QUINTILE 2	14837	12418	18.7	83.7	102	8966	18.7	60.4	102	1674	17.6	11.3	96	1616	19.8	10.9	108	
	QUINTILE 3	15339	12455	18.8	81.2	99	9315	19.4	60.7	103	1730	18.2	11.3	96	1347	16.5	8.8	87	
	QUINTILE 4	16723	13708	20.7	82.0	100	9902	20.6	59.2	100	1867	19.7	11.2	95	1686	20.6	10.1	100	
	QUINTILE 5	18176	14298	21.5	78.7	96	10086	21.0	55.5	94	1976	20.8	10.9	93	1819	22.3	10.0	99	
RADIO-MID- DAY	TERCILE 1	21020	17580	26.5	83.6	102	12624	26.3	60.1	101	2881	30.4	13.7	117	2187	26.8	10.4	103	
	TERCILE 2	21610	18019	27.1	83.4	102	12913	26.9	59.8	101	2663	28.1	12.3	105	2470	30.2	11.4	113	
	TERCILE 3	38355	30778	46.4	80.2	98	22430	46.8	58.5	99	3947	41.6	10.3	88	3511	43.0	9.2	91	
	QUINTILE 1	15988	13415	20.2	83.9	102	9666	20.2	60.5	102	2189	23.1	13.7	117	1663	20.4	10.4	103	
	QUINTILE 2	15626	12994	19.6	83.2	101	9443	19.7	60.4	102	1794	18.9	11.5	98	1624	19.9	10.4	103	
RADIO-TOTAL	QUINTILE 3	16723	14154	21.3	84.6	103	10061	21.0	60.2	102	2027	21.4	12.1	103	1950	23.9	11.7	116	
	QUINTILE 4	16342	13057	19.7	79.9	97	9497	19.8	58.1	98	1964	20.7	12.0	103	1528	18.7	9.4	93	
	QUINTILE 5	16306	12756	19.2	78.2	95	9301	19.4	57.0	96	1517	16.0	9.3	79	1403	17.2	8.6	85	
	QUINTILE 1	15953	13223	19.9	82.9	101	9288	19.4	58.2	98	2119	22.3	13.3	113	2028	24.8	12.7	126	
	QUINTILE 2	16137	13550	20.4	84.0	102	10198	21.3	63.2	107	1713	18.0	10.6	91	1517	18.6	9.4	93	
TV-PRIME TIME	QUINTILE 3	16420	13667	20.6	83.2	102	9981	20.8	60.8	103	2027	21.4	12.3	105	1531	18.7	9.3	92	
	QUINTILE 4	16687	13448	20.3	80.6	98	9674	20.2	58.0	98	1811	19.1	10.9	93	1527	18.7	9.2	91	
	QUINTILE 5	15789	12487	18.8	79.1	96	8827	18.4	55.9	94	1822	19.2	11.5	98	1566	19.2	9.9	98	
	TERCILE 1	27736	22593	34.0	81.5	99	16339	34.1	58.9	99	3324	35.0	12.0	102	2892	35.4	10.4	103	
	TERCILE 2	26489	21945	33.1	82.8	101	16050	33.5	60.6	102	2967	31.3	12.2	96	2576	31.5	9.7	96	
TV-DAYTIME	TERCILE 3	26761	21838	32.9	81.6	100	15577	32.5	58.2	98	3200	33.7	12.0	102	2702	33.1	10.1	100	
	QUINTILE 1	16345	13092	19.7	80.1	98	9284	19.4	56.8	96	2025	21.3	12.4	106	2131	26.1	13.0	129	
	QUINTILE 2	16447	13684	20.6	83.2	102	9829	20.5	59.8	101	1894	20.0	11.5	98	1322	16.2	8.0	80	
	QUINTILE 3	15980	13440	20.2	84.1	103	9916	20.7	62.1	105	2030	21.4	12.7	108	1700	20.8	10.6	105	
	QUINTILE 4	15887	13120	19.8	82.6	101	9742	20.3	61.3	104	1800	19.0	11.3	97	1443	17.7	9.1	90	
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	16326	13041	19.6	79.9	97	9196	19.2	56.3	95	1741	18.3	10.7	91	1573	19.3	9.6	96	
	MAGAZINE IMPERATIVE	20721	17518	26.4	84.5	103	13253	27.6	64.0	108	2241	23.6	10.8	92	2226	27.2	10.7	107	
	NEWSPAPER IMPERATIVE	19186	16018	24.1	83.5	102	11852	24.7	61.8	104	2623	27.6	13.7	117	2085	25.5	10.9	108	
		21899	17833	26.9	81.4	99	13053	27.2	59.6	101	2264	23.9	10.3	88	1978	24.2	9.0	90	
		15451	13257	20.0	85.8	105	10333	21.5	66.9	113	2011	21.2	13.0	111	1452	17.8	9.4	93	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	21571	32.5	83.1	101	15765	32.9	60.7	103	3007	31.7	11.6	99	2907	35.6	11.2	111	
	OUTDOOR IMPERATIVE	24400	19369	29.2	79.4	97	13600	28.4	55.7	94	2752	29.0	11.3	96	2404	29.4	9.9	98	
		18049	15478	23.3	85.8	105	11512	24.0	63.8	108	2423	25.5	13.4	115	1979	24.2	11.0	109	
	MAGAZINE IMPERATIVE	23571	19501	29.4	82.7	101	14827	30.9	62.9	106	2568	27.1	10.9	93	2423	29.7	10.3	102	
	RADIO IMPERATIVE	23278	19067	28.7	81.9	100	13226	27.6	56.8	96	2704	28.5	11.6	99	2315	28.3	9.9	99	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	25829	21632	32.6	83.8	102	16373	34.1	63.4	107	2984	31.4	11.6	99	2566	31.4	9.9	98	
	TELEVISION IMPERATIVE	26039	20856	31.4	80.1	98	14374	30.0	55.2	93	3051	32.1	11.7	100	2703	33.1	10.4	103	
		15459	12986	19.6	84.0	102	9738	20.3	63.0	106	1911	20.1	12.4	105	1710	20.9	11.1	110	
	MAGAZINE IMPERATIVE	25829	21632	32.6	83.8	102	16373	34.1	63.4	107	2984	31.4	11.6	99	2566	31.4	9.9	98	
	TELEVISION IMPERATIVE	26039	20856	31.4	80.1	98	14374	30.0	55.2	93	3051	32.1	11.7	100	2703	33.1	10.4	103	
NEWSPAPERS-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	16605	13601	20.5	81.9	100	10601	22.1	63.8	108	1653	17.4	10.0	85	1572	19.2	9.5	94	
	OUTDOOR IMPERATIVE	26834	22485	33.9	83.8	102	16329	34.0	60.9	103	3004	31.7	11.2	96	2789	34.1	10.4	103	
		23346	19133	28.8	82.0	100	13575	28.3	58.1	98	3133	33.0	13.4	115	2452	30.0	10.5	104	
	MAGAZINE IMPERATIVE	17133	14624	22.0	85.4	104	10778	22.5	62.9	106	1898	20.0	11.1	95	1656	20.3	9.7	96	
	RADIO IMPERATIVE	25892	21092	31.8	81.5	99	15905	32.2	61.4	104	2685	28.3	10.4	88	2483	30.4	9.6	95	
NEWSPAPERS-RADIO: DUAL	MAGAZINE IMPERATIVE	23167	19090	28.8	82.4	101	13339	27.8	57.6	97	3213	33.9	13.9	118	2655	32.5	11.5	114	
	TELEVISION IMPERATIVE	17159	14219	21.4	82.9	101	10509	21.9	61.2	103	2100	22.1	12.2	104	1914	23.4	11.2	111	
	MAGAZINE IMPERATIVE	26214	21744	32.8	82.9	101	16317	34.0	62.2	105	2635	27.8	10.1	86	2373	29.0	9.1	90	
	TELEVISION IMPERATIVE	23412	18985	28.6	81.1	99	13136	27.4	56.1	95	299								

	TOTAL U.S. '000	ALL USERS				ALL BEEF				ALL CHICKEN				ALL TURKEY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	66377	100.0	82.0	100	47967	100.0	59.2	100	9491	100.0	11.7	100	8169	100.0	10.1	100
ATLANTIC MONTHLY	415	342	0.5	82.4	101	292	0.6	70.4	119	**32	0.3	7.7	66	**28	0.3	6.7	67
BARRON'S	453	319	0.5	70.4	86	*232	0.5	51.2	86	**53	0.6	11.7	100	**46	0.6	10.2	101
BETTER HOMES & GARDENS	16256	13821	20.8	85.0	104	10438	21.8	64.2	108	1898	20.0	11.7	100	1684	20.6	10.4	103
BON APPETIT	2535	2035	3.1	80.3	98	1573	3.3	62.1	105	336	3.5	13.3	113	*416	5.1	16.4	163
BUSINESS WEEK	1278	929	1.4	72.7	89	733	1.5	57.4	97	*140	1.5	11.0	93	**106	1.3	8.3	82
CAR AND DRIVER	378	*297	0.4	78.6	96	*227	0.5	60.1	101	**46	0.5	12.2	104	**40	0.5	10.6	105
CBS MAGAZINE NETWORK (GROSS)	1498	1357	2.0	90.6	111	1076	2.2	71.8	121	*204	2.1	13.6	116	*183	2.2	12.2	121
CHANGING TIMES	1505	1234	1.9	82.0	100	964	2.0	64.1	108	*208	2.2	13.8	118	*197	2.4	13.1	130
COLONIAL HOMES	1231	947	1.4	76.9	94	713	1.5	57.9	98	*184	1.9	14.9	128	*123	1.5	10.2	101
CONDE NAST MAG. PKG. (GROSS)	14146	11680	17.6	82.6	101	8755	18.3	61.9	104	1532	16.1	10.8	92	*1275	15.6	9.0	89
CONSUMERS DIGEST	1323	1051	1.6	79.4	97	830	1.7	62.7	106	*214	2.3	16.2	138	*209	2.6	15.8	157
COSMOPOLITAN	7102	5990	9.0	84.3	103	4645	9.7	65.4	110	693	7.3	9.8	83	674	8.3	9.5	94
COUNTRY LIVING	2481	2101	3.2	84.7	103	1609	3.4	64.9	109	*206	2.2	8.3	71	*201	2.5	8.1	80
CUISINE	1472	1245	1.9	84.6	103	1011	2.1	68.7	116	*176	1.9	12.0	102	*279	3.4	19.0	188
CYCLE WORLD	425	389	0.6	91.5	112	*324	0.7	76.2	129	**66	0.7	15.5	133	**58	0.7	13.6	135
DCI:CREATIVE IDEAS FOR LIV	2510	2239	3.4	89.2	109	1722	3.6	68.6	116	310	3.3	12.4	105	*268	3.3	10.7	106
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5784	8.7	86.4	105	4335	9.0	64.8	109	809	8.5	12.1	103	482	5.9	7.2	71
DISCOVER	894	714	1.1	79.9	97	547	1.1	61.2	103	*169	1.8	18.9	161	*153	1.9	17.1	170
EBONY	3507	2885	4.3	82.3	100	1947	4.1	55.5	94	632	6.7	18.0	154	383	4.7	10.9	108
ESQUIRE	1083	856	1.3	79.0	96	624	1.3	57.6	97	*82	0.9	7.6	65	**80	1.0	7.4	73
ESSENCE	1830	1527	2.3	83.4	102	1076	2.2	58.8	99	343	3.6	18.7	160	227	2.8	12.4	123
FAMILY CIRCLE	15930	13713	20.7	86.1	105	10450	21.8	65.6	111	1814	19.1	11.4	97	1842	22.5	11.6	115
THE FAMILY HANDYMAN	1126	980	1.5	87.0	106	781	1.6	69.4	117	*134	1.4	11.9	102	**107	1.3	9.5	94
FAMILY WEEKLY	11468	9815	14.8	85.6	104	7271	15.2	63.4	107	1400	14.8	12.2	104	1152	14.1	10.0	100
FIELD & STREAM	2234	1951	2.9	87.3	107	1525	3.2	68.3	115	*250	2.6	11.2	95	*193	2.4	8.6	86
FOOD & WINE	579	468	0.7	80.8	99	325	0.7	56.1	95	**98	1.0	16.9	144	**124	1.5	21.4	212
FORBES	728	459	0.7	63.0	77	347	0.7	47.7	80	*71	0.7	9.8	83	**89	1.1	12.2	121
FORTUNE	906	676	1.0	74.6	91	532	1.1	58.7	99	*80	0.8	8.8	75	**54	0.7	6.0	59
GENTLEMEN'S QUARTERLY	791	623	0.9	78.8	96	421	0.9	53.2	90	**125	1.3	15.8	135	**82	1.0	10.4	103
GLAMOUR	5265	4402	6.6	83.6	102	3316	6.9	63.0	106	562	5.9	10.7	91	541	6.6	10.3	102
GOLF DIGEST	636	525	0.8	82.5	101	370	0.8	58.2	98	**90	0.9	14.2	121	**49	0.6	7.7	76
GOLF DIGEST/TENNIS (GROSS)	1186	1001	1.5	84.4	103	744	1.6	62.7	106	**155	1.6	13.1	112	**106	1.3	8.9	89
GOLF MAGAZINE	441	377	0.6	85.5	104	*268	0.6	60.8	103	**65	0.7	14.7	126	**74	0.9	16.8	166
GOLF MAGAZINE/SKI (GROSS)	922	817	1.2	88.6	108	633	1.3	67.7	116	*91	1.0	9.9	84	**159	1.9	17.2	171
GOOD HOUSEKEEPING	16487	14245	21.5	86.4	105	10740	22.4	65.1	110	1800	19.0	10.9	93	1943	23.8	11.8	117
HARPER'S BAZAAR	2423	1989	3.0	82.1	100	1491	3.1	61.5	104	*180	1.9	7.4	63	*225	2.8	9.3	92
HEALTH	1994	1655	2.5	83.0	101	1281	2.7	64.2	108	269	2.8	13.5	115	*240	2.9	12.0	119
HEARST MAG CORP. BUY (GROSS)	44101	37510	56.5	85.1	104	28375	59.2	64.3	109	4639	48.9	10.5	90	4507	55.2	10.2	101
HEARST MAN POWER (GROSS)	1993	1778	2.7	89.2	109	1287	2.7	64.6	109	299	3.2	15.0	128	274	3.4	13.7	136
HEARST WOMAN POWER (GROSS)	31274	26873	40.5	85.9	105	20342	42.4	65.0	110	3315	34.9	10.6	90	3269	40.0	10.5	104
HOUSE BEAUTIFUL	3623	2950	4.4	81.4	99	2230	4.6	61.6	104	350	3.7	9.7	82	320	3.9	8.8	88
INC.	283	*208	0.3	73.5	90	*182	0.4	64.3	109	*23	0.2	8.1	69	**28	0.3	9.9	98
JET	2928	2442	3.7	83.4	102	1677	3.5	57.3	97	498	5.2	17.0	145	404	4.9	13.8	137
LADIES' HOME JOURNAL	11918	10186	15.3	85.5	104	7559	15.8	63.4	107	1308	13.8	11.0	94	1265	15.5	10.6	105
LHJ FAMILY GRP COMBO (GROSS)	16764	14300	21.5	85.3	104	10633	22.2	63.4	107	1978	20.8	11.8	101	1791	21.9	10.7	106
LIFE	4254	3436	5.2	80.8	99	2500	5.2	58.8	99	601	6.3	14.1	121	526	6.4	12.4	123
L.A. TIMES HOME MAGAZINE	1145	770	1.2	67.2	82	640	1.3	55.9	94	**132	1.4	11.5	98	**82	1.0	7.2	71
MADEMOISELLE	2884	2466	3.7	85.5	104	1807	3.8	62.7	106	293	3.1	10.2	87	295	3.6	10.2	101
MC CALL'S	13460	11584	17.5	86.1	105	8758	18.3	65.1	110	1433	15.1	10.6	91	1258	15.4	9.3	93
MC CALL'S/WRK MOTHER (GROSS)	14606	12638	19.0	86.5	106	9544	19.9	65.3	110	1596	16.8	10.9	93	1397	17.1	9.6	95
MECHANIX ILLUSTRATED	772	683	1.0	88.5	108	458	1.0	59.3	100	**89	0.9	11.5	98	**75	0.9	9.7	96
METROPOLITAN HOME	967	758	1.1	78.4	96	589	1.2	60.9	103	**97	1.0	10.0	86	**101	1.2	10.4	104
MONEY	1588	1259	1.9	79.3	97	991	2.1	62.4	105	251	2.6	15.8	135	*220	2.7	13.9	137
MOTHER EARTH NEWS	1002	857	1.3	85.5	104	614	1.3	61.3	103	*155	1.6	15.5	132	*185	2.3	18.5	183
MS.	825	690	1.0	83.6	102	499	1.0	60.5	102	**111	1.2	13.5	115	**96	1.2	11.6	115
NATIONAL ENQUIRER	10336	8933	13.5	86.4	105	6459	13.5	62.5	106	1398	14.7	13.5	115	1075	13.2	10.4	103
NATIONAL GEOGRAPHIC	9597	7659	11.5	79.8	97	5787	12.1	60.3	102	1222	12.9	12.7	109	1188	14.5	12.4	123
NATIONAL SUNDAY MAGAZINE PKG	49558	41200	62.1	83.1	101	30501	63.6	61.5	104	5453	57.5	11.0	94	4945	60.5	10.0	99
NATURAL HISTORY	573	425	0.6	74.2	90	377	0.8	65.8	111	*55	0.6	9.6	82	*50	0.6	8.7	87
NEW WOMAN	1699	1361	2.1	80.1	98	1058	2.2	62.3	105	*229	2.4	13.5	115	*181	2.2	10.7	106
NEW YORK INCLUDING CUE	443	348	0.5	78.6	96	295	0.6	66.6	112	**31	0.3	7.0	60	**23	0.3	5.2	51
THE NEW YORKER	1270	954	1.4	75.1	92	743	1.5	58.5	99	*181	1.9	14.3	122	*166	2.0	13.1	130
NEWSWEEK	6277	4986	7.5	79.4	97	3820	8.0	60.9	103	762	8.0	12.1	104	680	8.3	10.8	107
THE N.Y. TIMES DAILY EDITION	1205	945	1.4	78.4	96	809	1.7	67.1	113	*127	1.3	10.5	90	*78	1.0	6.5	64
THE N.Y. TIMES MAGAZINE	2081	1623	2.4	78.0	95	1424	3.0	68.4	116	*170	1.8	8.2	70	**133	1.6	6.4	63
OMNI	788	544	0.8	69.0	84	374	0.8	47.5	80	*161	1.7	20.4	174	*132	1.6	16.8	166
ON CABLE	1158	1005	1.5	86.8	106	717	1.5	61.9	105	**90	0.9	7.8	66	**104	1.3	9.0	89
1001 HOME IDEAS	2852	2459	3.7	86.2	105	1793	3.7	62.9	106	401	4.2	14.1	120	286	3.5	10.0	99
ORGANIC GARDENING	1658	1453	2.2	87.6	107	1151	2.4	69.4	117	*245	2.6	14.8	126	328	4.0	19.8	196
OUTDOOR LIFE	896	780	1.2	87.1	106	584	1.2	65.2	110	**107	1.1	11.9	102	**83	1.0	9.3	92
PARADE MAGAZINE	24275	20171	30.4	83.1	101	14933	31.1	61.5	104	2696	28.4	11.1	95	2552	31.2	10.5	104

	TOTAL U.S. '000	ALL USERS				ALL BEEF				ALL CHICKEN				ALL TURKEY			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	66377	100.0	82.0	100	47967	100.0	59.2	100	9491	100.0	11.7	100	8169	100.0	10.1	100
PARENTS	3845	3431	5.2	89.2	109	2616	5.5	68.0	115	541	5.7	14.1	120	541	6.6	14.1	139
PENTHOUSE	831	718	1.1	86.4	105	565	1.2	68.0	115	*164	1.7	19.7	168	*185	2.3	22.3	221
PEOPLE	11645	9767	14.7	83.9	102	7164	14.9	61.5	104	1457	15.4	12.5	107	1267	15.5	10.9	108
PLAYBOY	2006	1637	2.5	81.6	100	1097	2.3	54.7	92	298	3.1	14.9	127	250	3.1	12.5	124
POPULAR HOT RODDING	297	267	0.4	89.9	110	*212	0.4	71.4	121	**220	0.2	6.7	57	**24	0.3	8.1	80
POPULAR MECHANICS	1018	948	1.4	93.1	114	687	1.4	67.5	114	**156	1.6	15.3	131	**149	1.8	14.6	145
POPULAR SCIENCE	878	756	1.1	86.1	105	609	1.3	69.4	117	**102	1.1	11.6	99	**107	1.3	12.2	121
PREVENTION	3913	3197	4.8	81.7	100	2364	4.9	60.4	102	544	5.7	13.9	119	545	6.7	13.9	138
PSYCHOLOGY TODAY	1710	1489	2.2	87.1	106	1137	2.4	66.5	112	*258	2.7	15.1	129	*256	3.1	15.0	148
READER'S DIGEST	22204	18631	28.1	83.9	102	13697	28.6	61.7	104	2717	28.6	12.2	104	2617	32.0	11.8	117
REDBOOK	7684	6638	10.0	86.4	105	4957	10.3	64.5	109	822	8.7	10.7	91	653	8.0	8.5	84
ROAD & TRACK	410	381	0.6	92.9	113	*255	0.5	62.2	105	**82	0.9	20.0	171	**57	0.7	13.9	138
ROLLING STONE	969	826	1.2	85.2	104	650	1.4	67.1	113	*149	1.6	15.4	131	*165	2.0	17.0	169
RUNNER'S WORLD	298	*246	0.4	82.6	101	*152	0.3	51.0	86	*335	0.4	11.7	100	**50	0.6	16.8	166
SATURDAY EVENING POST	1169	943	1.4	80.7	98	735	1.5	62.9	106	*665	0.7	5.6	47	**77	0.9	6.6	65
SCIENCE 84	587	454	0.7	77.3	94	381	0.8	64.9	110	**84	0.9	14.3	122	**74	0.9	12.6	125
SCIENCE DIGEST	482	412	0.6	85.5	104	318	0.7	66.0	111	**83	0.9	17.2	147	**72	0.9	14.9	148
SCIENTIFIC AMERICAN	594	424	0.6	71.4	87	333	0.7	56.1	95	**136	1.4	22.9	195	**84	1.0	14.1	140
SELF	2089	1723	2.6	82.5	101	1317	2.7	63.0	106	*238	2.5	11.4	97	*146	1.8	7.0	69
SEVENTEEN	2411	1974	3.0	81.9	100	1376	2.9	57.1	96	*279	2.9	11.6	99	*226	2.8	9.4	93
SKI	480	440	0.7	91.7	112	365	0.8	76.0	128	**26	0.3	5.4	46	**85	1.0	17.7	176
SMITHSONIAN	2760	2011	3.0	72.9	89	1571	3.3	56.9	96	306	3.2	11.1	95	224	2.7	8.1	80
SOAP OPERA DIGEST	3013	2652	4.0	88.0	107	1841	3.8	61.1	103	433	4.6	14.4	123	342	4.2	11.4	113
SOUTHERN LIVING	4184	3544	5.3	84.7	103	2613	5.4	62.5	105	499	5.3	11.9	102	214	2.6	5.1	51
SPORT	559	495	0.7	88.6	108	341	0.7	61.0	103	**110	1.2	19.7	168	**56	0.7	10.0	99
THE SPORTING NEWS	436	415	0.6	95.2	116	*304	0.6	69.7	118	**47	0.5	10.8	92	**11	0.1	2.5	25
SPORTS AFIELD	493	418	0.6	84.8	103	282	0.6	57.2	97	**60	0.6	12.2	104	**53	0.6	10.8	107
SPORTS ILLUSTRATED	2758	2346	3.5	85.1	104	1748	3.6	63.4	107	317	3.3	11.5	98	283	3.5	10.3	102
STAR	7456	6521	9.8	87.5	107	4777	10.0	64.1	108	1240	13.1	16.6	142	738	9.0	9.9	98
SUNDAY	24936	20547	31.0	82.4	101	15330	32.0	61.5	104	2628	27.7	10.5	90	2625	32.1	10.5	104
SUNSET	2124	1672	2.5	78.7	96	1295	2.7	61.0	103	*298	3.1	14.0	120	435	5.3	20.5	203
TV GUIDE	21661	18461	27.8	85.2	104	13408	28.0	61.9	105	2855	30.1	13.2	112	2213	27.1	10.2	101
TENNIS	550	475	0.7	86.4	105	375	0.8	68.2	115	**66	0.7	12.0	102	**57	0.7	10.4	103
TIME	8880	7453	11.2	83.9	102	5712	11.9	64.3	109	1082	11.4	12.2	104	1033	12.6	11.6	115
TOWN & COUNTRY	917	721	1.1	78.6	96	578	1.2	63.0	106	**78	0.8	8.5	73	**73	0.9	8.0	79
TRAVEL & LEISURE	972	760	1.1	78.2	95	547	1.1	56.3	95	**107	1.1	11.0	94	**120	1.5	12.3	122
TRUE STORY	3356	2955	4.5	88.1	107	2158	4.5	64.3	109	448	4.7	13.3	114	406	5.0	12.1	120
U.S. NEWS & WORLD REPORT	3410	2853	4.3	83.7	102	2232	4.7	65.5	111	432	4.6	12.7	108	418	5.1	12.3	122
USA TODAY	1759	1364	2.1	77.5	95	1108	2.3	63.0	106	*161	1.7	9.2	78	*183	2.2	10.4	103
US	1873	1619	2.4	86.4	105	1219	2.5	65.1	110	*202	2.1	10.8	92	206	2.5	11.0	109
VOGUE	3909	3089	4.7	79.0	96	2315	4.8	59.2	100	439	4.6	11.2	96	292	3.6	7.5	74
WALL STREET JOURNAL	1886	1511	2.3	80.1	98	1196	2.5	63.4	107	*188	2.0	10.0	85	*129	1.6	6.8	68
WEIGHT WATCHERS	2120	1803	2.7	85.0	104	1439	3.0	67.9	115	287	3.0	13.5	116	312	3.8	14.7	146
WOMAN'S DAY	14172	12321	18.6	86.9	106	9322	19.4	65.8	111	1709	18.0	12.1	103	1660	20.3	11.7	116
WORKING MOTHER	1146	1054	1.6	92.0	112	786	1.6	68.6	116	*162	1.7	14.1	121	*139	1.7	12.1	120
WORKING WOMAN	1322	1096	1.7	82.9	101	856	1.8	64.8	109	*143	1.5	10.8	92	**87	1.1	6.6	65
WORLD TENNIS	*163	*157	0.2	96.3	118	*131	0.3	80.4	136	**20	0.2	12.3	105	**35	0.4	21.5	213
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2094	3.2	82.7	101	1620	3.4	64.0	108	282	3.0	11.1	95	255	3.1	10.1	100
BLAIR INSERTS	43657	36112	54.4	82.7	101	27007	56.3	61.9	104	4775	50.3	10.9	93	4244	52.0	9.7	96
DAILY NEWSPAPERS																	
READ ANY	51633	42862	64.6	83.0	101	31613	65.9	61.2	103	5801	61.1	11.2	96	5064	62.0	9.8	97
READ ONE	43463	35946	54.2	82.7	101	26359	55.0	60.6	102	5020	52.9	11.6	99	4333	53.0	10.0	99
READ TWO OR MORE	8170	6916	10.4	84.7	103	5254	11.0	64.3	109	781	8.2	9.6	82	731	8.9	8.9	89
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	43616	65.7	82.8	101	32393	67.5	61.5	104	5786	61.0	11.0	94	5159	63.2	9.8	97
READ ONE	46126	38062	57.3	82.5	101	28037	58.5	60.8	103	5276	55.6	11.4	98	4443	54.4	9.6	95
READ TWO OR MORE	6552	5554	8.4	84.8	103	4356	9.1	66.5	112	511	5.4	7.8	67	715	8.8	10.9	108
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.81				28.61				28.43				26.39			
30 DAY REACH	71455	58535	88.2	81.9	100	42658	88.9	59.7	101	8500	89.6	11.9	102	7220	88.4	10.1	100
50 SHWG - 30 DAY AV FREQ	14.56	14.66			15.01					15.08				14.02			
30 DAY REACH	67742	55639	83.8	82.1	100	40752	85.0	60.2	102	8021	84.5	11.8	101	6786	83.1	10.0	99
25 SHWG - 30 DAY AV FREQ	7.94	7.95			8.17					8.24				7.66			
30 DAY REACH	62117	51253	77.2	82.5	101	37431	78.0	60.3	102	7357	77.5	11.8	101	6170	75.5	9.9	98
CABLE TV: HOME WIRED	32077	27709	41.7	86.4	105	20212	42.1	63.0	106	3538	37.3	11.0	94	3053	37.4	9.5	94
HOME NOT WIRED	48909	38668	58.3	79.1	96	27755	57.9	56.7	96	5953	62.7	12.2	104	5116	62.6	10.5	104
HAVE PAY CABLE	15935	14250	21.5	89.4	109	10620	22.1	66.6	113	1876	19.8	11.8	100	1520	18.6	9.5	95

	TOTAL U.S. '000	A '000	ALL USERS % DOWN C % ACROSS D % INDX	A '000	B % DOWN C % ACROSS D % INDX	A '000	B % DOWN C % ACROSS D % INDX	A '000	B % DOWN C % ACROSS D % INDX	A '000	B % DOWN C % ACROSS D % INDX							
TOTAL FEMALE HOMEMAKERS	80986	66377	100.0	82.0	100	47967	100.0	59.2	100	9491	100.0	11.7	100	8169	100.0	10.1	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	36696	55.3	83.6	102	26828	55.9	61.1	103	5188	54.7	11.8	101	4509	55.2	10.3	102	
10:00 AM - 3:00 PM	30659	25679	38.7	83.8	102	18439	38.4	60.1	102	3846	40.5	12.5	107	3305	40.5	10.8	107	
3:00 PM - 7:00 PM	31045	25874	39.0	83.3	102	18718	39.0	60.3	102	3973	41.9	12.8	109	3195	39.1	10.3	102	
7:00 PM - MIDNIGHT	15767	12926	19.5	82.0	100	9473	19.7	60.1	101	1935	20.4	12.3	105	1768	21.6	11.2	111	
MIDNIGHT - 6:00 AM	9120	7685	11.6	84.3	103	5647	11.8	61.9	105	1172	12.3	12.9	110	869	10.6	9.5	94	
6:00 AM - MIDNIGHT	58527	48752	73.4	83.3	102	35211	73.4	60.2	102	7091	74.7	12.1	103	6092	74.6	10.4	103	
ENTIRE DAY	59311	49396	74.4	83.3	102	35694	74.4	60.2	102	7192	75.8	12.1	103	6208	76.0	10.5	104	
AVG DAILY M-F CUME: 6AM-MONT																		
FORMATS: ADULT CONTEMPORARY	16172	13868	20.9	85.8	105	10083	21.0	62.3	105	1972	20.8	12.2	104	1979	24.2	12.2	121	
ALL NEWS	2256	1720	2.6	76.2	93	1372	2.9	60.8	103	*276	2.9	12.2	104	*156	1.9	6.9	69	
AOR/PROGRESSIVE	3874	3165	4.8	81.7	100	2391	5.0	61.7	104	507	5.3	13.1	112	518	6.3	13.4	133	
BEAUTIFUL MUSIC	5660	4673	7.0	82.6	101	3356	7.0	59.3	100	598	6.3	10.6	90	561	6.9	9.9	98	
BLACK	2204	1772	2.7	80.4	98	1148	2.4	52.1	88	331	3.5	15.0	128	*159	1.9	7.2	72	
CLASSICAL	1418	1152	1.7	81.2	99	852	1.8	60.1	101	**172	1.8	12.1	104	*146	1.8	10.3	102	
CHR/ROCK	9538	8070	12.2	84.6	103	5884	12.3	61.7	104	1201	12.7	12.6	107	950	11.6	10.0	99	
COUNTRY	12648	10765	16.2	85.1	104	7418	15.5	58.6	99	1388	14.6	11.0	94	1085	13.3	8.6	85	
GOLDEN OLDIES	1191	922	1.4	77.4	94	619	1.3	52.0	88	*116	1.2	9.7	83	**556	0.7	4.7	47	
MOR/NOSTALGIA	4757	3950	6.0	83.0	101	2909	6.1	61.2	103	600	6.3	12.6	108	656	8.0	13.8	137	
NEWS/TALK	3863	3033	4.6	78.5	96	2306	4.8	59.7	101	478	5.0	12.4	106	337	4.1	8.7	86	
RELIGIOUS	3084	2389	3.6	77.5	95	1517	3.2	49.2	83	441	4.6	14.3	122	339	4.1	11.0	109	
SOFT ROCK	521	449	0.7	86.2	105	307	0.6	58.9	99	**43	0.5	8.3	70	**26	0.3	5.0	49	
URBAN CONTEMPORARY	1585	1341	2.0	84.6	103	1039	2.2	65.6	111	278	2.9	17.5	150	**117	1.4	7.4	73	
HIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2676	4.0	82.1	100	1769	3.7	54.2	92	352	3.7	10.8	92	*263	3.2	8.1	80	
ABC DIRECTION	2316	1941	2.9	83.8	102	1352	2.8	58.4	99	292	3.1	12.6	108	*247	3.0	10.7	106	
ABC ENTERTAINMENT	4834	4131	6.2	85.5	104	2911	6.1	60.2	102	550	5.8	11.4	97	406	5.0	8.4	83	
ABC FM	2202	1924	2.9	87.4	107	1388	2.9	63.0	106	259	2.7	11.8	100	*152	1.9	6.9	68	
ABC INFORMATION	5425	4575	6.9	84.3	103	3162	6.6	58.3	98	718	7.6	13.2	113	687	8.4	12.7	126	
ABC ROCK	1677	1364	2.1	81.3	99	1066	2.2	63.6	107	*229	2.4	13.7	117	*207	2.5	12.3	122	
CBS	4430	3574	5.4	80.7	98	2524	5.3	57.0	96	551	5.8	12.4	106	472	5.8	10.7	106	
MUTUAL	4992	4259	6.4	85.3	104	3024	6.3	60.6	102	657	6.9	13.2	112	649	7.9	13.0	129	
NBC	4679	3994	6.0	85.4	104	2846	5.9	60.8	103	443	4.7	9.5	81	496	6.1	10.6	105	
RADIO RADIO	1994	1631	2.5	81.8	100	1138	2.4	57.1	96	239	2.5	12.0	102	*168	2.1	8.4	84	
RKO ONE	2298	1917	2.9	83.4	102	1366	2.8	59.4	100	*286	3.0	12.4	106	*239	2.9	10.4	103	
RKO TWO	3311	2769	4.2	83.6	102	2007	4.2	60.6	102	431	4.5	13.0	111	265	3.2	8.0	79	
THE SOURCE	2114	1766	2.7	83.5	102	1308	2.7	61.9	104	327	3.4	15.5	132	*190	2.3	9.0	89	
NON-HIRED: BLAIR	8654	7507	11.3	86.7	106	5444	11.3	62.9	106	1129	11.9	13.0	111	840	10.3	9.7	96	
INTERNET	12025	10109	15.2	84.1	103	7236	15.1	60.2	102	1667	17.6	13.9	118	1261	15.4	10.5	104	
KATZ RADIO GROUP	15359	12855	19.4	83.7	102	9376	19.5	61.0	103	1801	19.0	11.7	100	1486	18.2	9.7	96	
SUPERNET	10628	8663	13.1	81.5	99	6140	12.8	57.8	98	1188	12.5	11.2	95	1204	14.7	11.3	112	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	7014	10.6	81.0	99	5110	10.7	59.0	100	1086	11.4	12.5	107	955	11.7	11.0	109	
WKDAY 9:00 AM - 1:00 PM	12163	9887	14.9	81.3	99	7028	14.7	57.8	98	1528	16.1	12.6	107	1305	16.0	10.7	106	
WKDAY 1:00 PM - 4:30 PM	16150	13168	19.8	81.5	99	9447	19.7	58.5	99	1864	19.6	11.5	98	1645	20.1	10.2	101	
WKDAY 4:30 PM - 7:30 PM	22463	18064	27.2	80.4	98	12828	26.7	57.1	96	2706	28.5	12.0	103	2490	30.5	11.1	110	
WKDAY 7:30 PM - 8:00 PM	31795	25809	38.9	81.2	99	18297	38.1	57.5	97	3766	39.7	11.8	101	3406	41.7	10.7	106	
WKDAY 11:00 PM - 11:30 PM	23977	19838	29.9	82.7	101	14448	30.1	60.3	102	2637	27.8	11.0	94	2461	30.1	10.3	102	
WKDAY 11:30 PM - 1:00 AM	7703	6411	9.7	83.2	102	4635	9.7	60.2	102	876	9.2	11.4	97	872	10.7	11.3	112	
M-SAT 8-11 PM+SUN 7-11 PM	33800	27984	42.2	82.8	101	20258	42.2	59.9	101	4081	43.0	12.1	103	3594	44.0	10.6	105	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	5293	8.0	81.0	99	3925	8.2	60.0	101	870	9.2	13.3	114	584	7.1	8.9	89
ANOTHER WORLD	N	4620	3735	5.6	80.8	99	2592	5.4	56.1	95	530	5.6	11.5	98	354	4.3	7.7	76
AS THE WORLD TURNS	C	5614	4584	6.9	81.7	100	3317	6.9	59.1	100	574	6.0	10.2	87	557	6.8	9.7	98
CAPITOL	C	3396	2795	4.2	82.3	100	1991	4.2	58.6	99	384	4.0	11.3	96	256	3.1	7.5	75
CBS MORN. NEWS 1	C	1446	1060	1.6	73.3	89	800	1.7	55.3	93	116	1.2	8.0	68	*90	1.1	6.2	62
CBS MORN. NEWS 2	C	1207	872	1.3	72.2	88	644	1.3	53.4	90	77	0.8	6.4	54	*64	0.8	5.3	53
DAYS OF OUR LIVES	N	5877	4891	7.4	83.2	102	3377	7.0	57.5	97	735	7.7	12.5	107	596	7.3	10.1	101
FACTS OF LIFE - DAYTIME	N	2290	1763	2.7	77.0	94	1177	2.5	51.4	87	380	4.0	16.6	142	192	2.4	8.4	83
FAMILY FEUD	A	3023	2522	3.8	83.4	102	1689	3.5	55.9	94	395	4.2	13.1	111	366	4.5	12.1	120
GENERAL HOSPITAL	A	6097	4999	7.5	82.0	100	3716	7.7	60.9	103	776	8.2	12.7	109	785	9.6	12.9	128
GOOD MORNING, AMERICA-730 A	A	3515	3034	4.6	86.3	105	2246	4.7	63.9	108	382	4.0	10.9	93	388	4.7	11.0	109
GOOD MORNING, AMERICA-830 A	A	2818	2436	3.7	86.4	105	1816	3.8	64.4	109	330	3.5	11.7	100	323	4.0	11.5	114
GUIDING LIGHT	C	5339	4336	6.5	81.2	99	3037	6.3	56.9	96	545	5.7	10.2	87	511	6.3	9.6	95
ONE LIFE TO LIVE	A	4478	3688	5.6	82.4	100	2702	5.6	60.3	102	512	5.4	11.4	98	573	7.0	12.8	127
PRESS YOUR LUCK	C	2244	1893	2.9	84.4	103	1430	3.0	63.7	108	274	2.9	12.2	104	253	3.1	11.3	112
PRICE IS RIGHT 1	C	4348	3460	5.2	79.6	97	2534	5.3	58.3	98	402	4.2	9.2	79	358	4.4	8.2	82
PRICE IS RIGHT 2	C	5014	4028	6.1	80.3	98	2867	6.0	57.2	97	476	5.0	9.5	81	445	5.4	8.9	88
RYAN'S HOPE	A	3150	2541	3.8	80.7	98	1871	3.9	59.4	100	370	3.9	11.7	100	240	2.9	7.6	76
SALE OF THE CENTURY	N	2695	2010	3.0	74.6	91	1340	2.8	49.7	84	307	3.2	11.4	97	238	2.9	8.8	88
SEARCH FOR TOMORROW	N	2319	1894	2.9	81.7	100	1440	3.0	62.1	105	234	2.5	10.1	86	234	2.9	10.1	100
TODAY SHOW 1	N	2693	2096	3.2	77.8	95	1442	3.0	53.5	90	308	3.2	11.4	98	247	3.0	9.2	91
TODAY SHOW 2	N	2498	1898	2.9	76.0	93	1338	2.8	53.6	90	241	2.5	9.6	82	203	2.5	8.1	81
\$25,000 PYRAMID	C	2753	2246	3.4	81.6	100	1658	3.5	60.2	102	273	2.9	9.9	85	286	3.5	10.4	103
WHEEL OF FORTUNE	N	4388	3503	5.3	79.8	97	2350	4.9	53.6	90	503	5.3	11.5	98	444	5.4	10.1	100
YOUNG AND THE RESTLESS	C	5695	4687	7.1	82.3	100	3185											

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	66377	100.0	82.0	100	47967	100.0	59.2	100	9491	100.0	11.7	100	8169	100.0	10.1	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	20801	31.3	79.8	97	14782	30.8	56.7	96	2829	29.8	10.9	93	2483	30.4	9.5	94
NETWORK AFFILIATES - LATE	20261	16780	25.3	82.8	101	12221	25.5	60.3	102	2253	23.7	11.1	95	2115	25.9	10.4	103
INDEPENDENTS - LATE	2076	1648	2.5	79.4	97	1327	2.8	63.9	108	249	2.6	12.0	102	198	2.4	9.5	95
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 10453	8685	13.1	83.1	101	5926	12.4	56.7	96	1448	15.3	13.9	118	1123	13.7	10.7	107
ABC MONDAY NIGHT MOVIE	A 6412	5364	8.1	83.7	102	3916	8.2	61.1	103	822	8.7	12.8	109	607	7.4	9.5	94
ABC SUNDAY NIGHT MOVIE	A 12407	10354	15.6	83.5	102	7566	15.8	61.0	103	1557	16.4	12.5	107	1384	16.9	11.2	111
ABC WORLD NEWS TONIGHT	A 6176	5050	7.6	81.8	100	3570	7.4	57.8	98	633	6.7	10.2	87	562	6.9	9.1	90
AFTERMASH	C 5863	4662	7.0	79.5	97	3566	7.4	60.8	103	561	5.9	9.6	82	546	6.7	9.3	90
ALICE	C 9594	7853	11.8	81.9	100	5746	12.0	59.9	101	1086	11.4	11.3	97	999	12.2	10.4	103
AMERICAN PARADE	C 6622	5289	8.0	79.9	97	3845	8.0	58.1	98	659	6.9	10.0	85	712	8.7	10.8	107
BENSON	A 10886	8805	13.3	80.9	99	6302	13.1	57.9	98	1387	14.6	12.7	109	1392	17.0	12.8	127
BLUE THUNDER	A 5036	4263	6.4	84.7	103	2928	6.1	58.1	98	719	7.6	14.3	122	685	8.4	13.6	135
CAGNEY & LACEY	C 9965	8355	12.6	83.8	102	6093	12.7	61.1	103	1181	12.4	11.9	101	1089	13.3	10.9	108
CBS EVENING NEWS-DEAN	C 3491	2756	4.2	78.9	96	2024	4.2	58.0	98	418	4.4	12.0	102	424	5.2	12.1	120
CBS EVENING NEWS-RATHER	C 7123	5782	8.7	81.2	99	4173	8.7	58.6	99	825	8.7	11.6	99	795	9.7	11.2	111
CBS SAT. NEWS-SCHIEFFER	C 3621	2892	4.4	79.9	97	2107	4.4	58.2	98	423	4.5	11.7	100	350	4.3	9.7	96
CBS SATURDAY NIGHT MOVIE	C 5436	4554	6.9	83.8	102	3268	6.8	60.1	102	613	6.5	11.3	96	621	7.6	11.4	113
CBS WEDNESDAY NIGHT MOVIE	C 6100	5039	7.6	82.6	101	3767	7.9	61.8	104	747	7.9	12.2	104	747	9.1	12.2	121
CHEERS	N 8889	7371	11.1	82.9	101	5521	11.5	62.1	105	1124	11.8	12.6	108	1036	12.7	11.7	116
DALLAS	C 22109	18438	27.8	83.4	102	13461	28.1	60.9	103	2391	25.2	10.8	92	2024	24.8	9.2	91
DIFF'RENT STROKES	N 6940	5540	8.3	79.8	97	4053	8.4	58.4	99	740	7.8	10.7	91	637	7.8	9.2	91
DOUBLE TROUBLE	N 7223	6096	9.2	84.4	103	4419	9.2	61.2	103	812	8.6	11.2	96	796	9.7	11.0	109
DUCK FACTORY	N 5595	4779	7.2	85.4	104	3527	7.4	63.0	106	791	8.3	14.1	121	712	8.7	12.7	126
DUKES OF HAZZARD	C 5768	4781	7.2	82.9	101	3270	6.8	56.7	96	647	6.8	11.2	96	541	6.6	9.4	93
DYNASTY	A 20053	16644	25.1	83.0	101	11991	25.0	59.8	101	2375	25.0	11.8	101	2152	26.3	10.7	106
FACTS OF LIFE	N 8087	6833	10.3	84.5	103	4812	10.0	59.5	100	940	9.9	11.6	99	791	9.7	9.8	97
FALCON CREST	C 20046	16669	25.1	83.2	101	12178	25.4	60.8	103	2304	24.3	11.5	98	1812	22.2	9.0	90
FALL GUY	A 9084	7624	11.5	83.9	102	5170	10.8	56.9	96	1171	12.3	12.9	110	1019	12.5	11.2	111
FAMILY TIES	N 7964	6596	9.9	82.8	101	4674	9.7	58.7	99	936	9.9	11.8	100	832	10.2	10.4	104
FANTASY ISLAND	A 7687	6237	9.4	81.1	99	4445	9.3	57.8	98	1055	11.1	13.7	117	841	10.3	10.9	108
FOULUPS, BLEEPS & BLUNDERS	A 8861	7336	11.1	82.8	101	5350	11.2	60.4	102	931	9.8	10.5	90	901	11.0	10.2	101
FOUR SEASONS	C 5095	4121	6.2	80.9	99	3151	6.6	61.8	104	574	6.0	11.3	96	495	6.1	9.7	96
GIMME A BREAK	N 8838	7113	10.7	80.5	98	5095	10.6	57.6	97	1055	11.1	11.9	102	913	11.2	10.3	102
HART TO HART	A 8978	7348	11.1	81.8	100	5313	11.1	59.2	100	1083	11.4	12.1	103	919	11.2	10.2	101
HILL STREET BLUES	N 8590	7056	10.6	82.1	100	5142	10.7	59.9	101	1094	11.5	12.7	109	888	10.9	10.3	102
HOTEL	A 14085	11732	17.7	83.3	102	8379	17.5	59.5	100	1690	17.8	12.0	102	1524	18.7	10.8	107
JEFFERSONS	C 9360	7637	11.5	81.6	100	5655	11.8	60.4	102	1141	12.0	12.2	104	963	11.8	10.3	102
JENNIFER SLEPT HERE	N 5841	4805	7.2	82.3	100	3555	7.4	60.9	103	703	7.4	12.0	103	575	7.0	9.8	98
KATE & ALLIE	C 9206	7613	11.5	82.7	101	5680	11.8	61.7	104	1079	11.4	11.7	100	890	10.9	9.7	96
KNIGHT RIDER	N 7076	5964	9.0	84.3	103	4210	8.8	59.5	100	892	9.4	12.6	108	777	9.5	11.0	109
LOVE BOAT	A 12219	9971	15.0	81.6	100	7096	14.8	58.1	98	1644	17.3	13.5	115	1211	14.8	9.9	98
MAGNUM PI	C 11199	9398	14.2	83.9	102	6651	13.9	59.4	100	1461	15.4	13.0	111	1308	16.0	11.7	116
MAMA'S FAMILY	N 6057	4945	7.4	81.6	100	3598	7.5	59.4	100	641	6.8	10.6	90	546	6.7	9.0	89
MASTER, THE	N 3598	2968	4.5	82.5	101	2058	4.3	57.2	97	554	5.8	15.4	131	432	5.3	12.0	119
MATT HOUSTON	A 6344	5416	8.2	85.4	104	3871	8.1	61.0	103	877	9.2	13.8	118	773	9.5	12.2	121
NBC MONDAY NIGHT MOVIE	N 11994	10030	15.1	83.6	102	7121	14.8	59.4	100	1272	13.4	10.6	90	1248	15.3	10.4	103
NBC NIGHTLY NEWS	N 5132	4030	6.1	78.5	96	2751	5.7	53.6	91	591	6.2	11.5	98	568	7.0	11.1	110
NBC NIGHTLY NEWS-SAT	N 3375	2627	4.0	77.8	95	1791	3.7	53.1	90	388	4.1	11.5	98	219	2.7	6.5	64
NBC NIGHTLY NEWS-SUN	N 3130	2295	3.5	73.3	89	1542	3.2	49.3	83	300	3.2	9.6	82	301	3.7	9.6	95
NBC SUNDAY NIGHT MOVIE	N 8284	7014	10.6	84.7	103	5141	10.7	62.1	105	1001	10.5	12.1	103	1001	12.3	12.1	120
NEWMART	C 9240	7683	11.6	83.1	101	5666	11.8	61.3	104	1114	11.7	12.1	103	935	11.4	10.1	100
ONE DAY AT A TIME	C 7288	5891	8.9	80.8	99	4288	8.9	58.8	99	773	8.1	10.6	91	712	8.7	9.8	97
PEOPLE ARE FUNNY	N 4855	3924	5.9	80.8	99	2847	5.9	58.6	99	448	4.7	9.2	79	419	5.1	8.6	86
REAL PEOPLE	N 8869	7407	11.2	83.5	102	5183	10.8	58.4	99	934	9.8	10.5	90	984	12.0	11.1	110
REMINGTON STEELE	N 7743	6309	9.5	81.5	99	4550	9.5	58.8	99	842	8.9	10.9	93	700	8.6	9.0	90
RIPLEY'S BELIEVE IT - NOT	A 5345	4573	6.9	85.6	104	3267	6.8	61.1	103	669	7.0	12.5	107	732	9.0	13.7	136
RIPTIDE	N 6988	5879	8.9	84.1	103	4089	8.5	58.5	99	898	9.5	12.9	110	750	9.2	10.7	106
SCARECROW & MRS. KING	C 10002	8130	12.2	81.3	99	5779	12.0	57.8	98	1270	13.4	12.7	108	1142	14.0	11.4	113
SIMON & SIMON	C 10638	8987	13.5	84.5	103	6463	13.5	60.8	103	1443	15.2	13.6	116	1297	15.9	12.2	121
60 MINUTES	C 13293	10466	15.8	78.7	96	7648	15.9	57.5	97	1519	16.0	11.4	98	1499	18.3	11.3	112
ST. ELSEWHERE	N 7017	5984	9.0	85.3	104	4371	9.1	62.3	105	908	9.6	12.9	110	747	9.1	10.6	106
THREE'S COMPANY	A 10917	8982	13.5	82.3	100	6407	13.4	58.7	99	1173	12.4	10.7	92	1015	12.4	9.3	92
T.J. HOOKER	A 9204	7517	11.3	81.7													

	TOTAL U.S. '000	ALL MEAT				WITH CHEESE				OTHER				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	21257	100.0	26.2	100	10186	100.0	12.6	100	2744	100.0	3.4	100				
18 - 24	9282	2259	10.6	24.3	93	1469	14.4	15.8	126	*289	10.5	3.1	92				
25 - 34	19072	5400	25.4	28.3	108	2948	28.9	15.5	123	728	26.5	3.8	113				
35 - 44	14591	4028	18.9	27.6	105	2076	20.4	14.2	113	487	17.7	3.3	99				
45 - 54	11345	3259	15.3	28.7	109	1209	11.9	10.7	85	*341	12.4	3.0	89				
55 - 64	11635	3130	14.7	26.9	102	1260	12.4	10.8	86	*386	14.1	3.3	98				
65 OR OLDER	15061	3181	15.0	21.1	80	1224	12.0	8.1	65	514	18.7	3.4	101				
18 - 34	28354	7659	36.0	27.0	103	4418	43.4	15.6	124	1017	37.1	3.6	106				
18 - 49	48339	13395	63.0	27.7	106	7198	70.7	14.9	118	1762	64.2	3.6	108				
25 - 54	45008	12687	59.7	28.2	107	6233	61.2	13.8	110	1555	56.7	3.5	102				
35 - 49	19985	5736	27.0	28.7	109	2780	27.3	13.9	111	745	27.2	3.7	110				
50 OR OLDER	32647	7863	37.0	24.1	92	2988	29.3	9.2	73	982	35.8	3.0	89				
GRADUATED COLLEGE	11155	2849	13.4	25.5	97	1228	12.1	11.0	88	*346	12.6	3.1	92				
ATTENDED COLLEGE	13682	3636	17.1	26.6	101	1659	16.3	12.1	96	518	18.9	3.8	112				
GRADUATED HIGH SCHOOL	33880	8797	41.4	26.0	99	4640	45.6	13.7	109	909	33.1	2.7	79				
DID NOT GRADUATE HIGH SCHOOL	22270	5976	28.1	26.8	102	2659	26.1	11.9	95	972	35.4	4.4	129				
EMPLOYED	40306	10903	51.3	27.1	103	5150	50.6	12.8	102	1244	45.3	3.1	91				
EMPLOYED FULL-TIME	32850	8421	39.6	25.6	98	4155	40.8	12.6	101	892	32.5	2.7	80				
EMPLOYED PART-TIME	7456	2483	11.7	33.3	127	995	9.8	13.3	106	*353	12.9	4.7	140				
NOT EMPLOYED	40680	10354	48.7	25.5	97	5036	49.4	12.4	98	1500	54.7	3.7	109				
PROFESSIONAL/MANAGER	10392	2654	12.5	25.5	97	1023	10.0	9.8	78	**326	11.9	3.1	93				
TECH/CLERICAL/SALES	17574	4403	20.7	25.1	95	2441	24.0	13.9	110	*439	16.0	2.5	74				
PRECISION/CRAFT	985	*320	1.5	32.5	124	**127	1.2	12.9	103	*445	1.6	4.6	135				
OTHER EMPLOYED	11354	3526	16.6	31.1	118	1559	15.3	13.7	109	*434	15.8	3.8	113				
SINGLE	9863	2218	10.4	22.5	86	1191	11.7	12.1	96	*208	7.6	2.1	62				
MARRIED	51375	14404	67.8	28.0	107	6795	66.7	13.2	105	1854	67.6	3.6	107				
DIVORCED/SEPARATED/WIDOWED	19748	4635	21.8	23.5	89	2200	21.6	11.1	89	683	24.9	3.5	102				
PARENTS	32590	10089	47.5	31.0	118	5372	52.7	16.5	131	1335	48.7	4.1	121				
WHITE	70416	17923	84.3	25.5	97	8874	87.1	12.6	100	2348	85.6	3.3	98				
BLACK	8778	2712	12.8	30.9	118	1119	11.0	12.7	101	*357	13.0	4.1	120				
OTHER	1791	*622	2.9	34.7	132	**193	1.9	10.8	86	*339	1.4	2.2	64				
NORTHEAST-CENSUS	17786	3619	17.0	20.3	78	1497	14.7	8.4	67	747	27.2	4.2	124				
NORTH CENTRAL	20741	6393	30.1	30.8	117	3819	37.5	18.4	146	819	29.8	3.9	117				
SOUTH	27775	8432	39.7	30.4	116	3523	34.6	12.7	101	827	30.1	3.0	88				
WEST	14683	2813	13.2	19.2	73	1346	13.2	9.2	73	*351	12.8	2.4	71				
NORTHEAST-MKTG.	17961	3390	15.9	18.9	72	1569	15.4	8.7	69	668	24.3	3.7	110				
EAST CENTRAL	11885	3749	17.6	31.5	120	1829	18.0	15.4	122	474	17.3	4.0	118				
WEST CENTRAL	14090	4439	20.9	31.5	120	2629	25.8	18.7	148	575	21.0	4.1	120				
SOUTH	24081	7359	34.6	30.6	116	3056	30.0	12.7	101	728	26.5	3.0	89				
PACIFIC	12969	2320	10.9	17.9	68	1104	10.8	8.5	68	*300	10.9	2.3	68				
COUNTY SIZE A	32439	7222	34.0	22.3	85	3588	35.2	11.1	88	957	34.9	3.0	87				
COUNTY SIZE B	24915	6657	31.3	26.7	102	3457	33.9	13.9	110	765	27.9	3.1	91				
COUNTY SIZE C	12930	3706	17.4	28.7	109	1418	13.9	11.0	87	632	23.0	4.9	144				
COUNTY SIZE D	10703	3671	17.3	34.3	131	1724	16.9	16.1	128	*390	14.2	3.6	108				
METRO CENTRAL CITY	24518	5565	26.2	22.7	86	2969	29.1	12.1	96	804	29.3	3.3	97				
METRO SUBURBAN	35919	9083	42.7	25.3	96	4453	43.7	12.4	99	1142	41.6	3.2	94				
NON METRO	20549	6610	31.1	32.2	123	2764	27.1	13.5	107	798	29.1	3.2	91				
TOP 5 ADI'S	18341	3511	16.5	19.1	73	1934	19.0	10.5	84	536	19.5	2.9	86				
TOP 10 ADI'S	25378	5058	23.8	19.9	76	2665	26.2	10.5	83	713	26.0	2.8	83				
TOP 20 ADI'S	36488	7807	36.7	21.4	82	3856	37.9	10.6	84	1062	38.7	2.9	86				
HSHLD INC. \$50,000 OR MORE	6612	1533	7.2	23.2	88	740	7.3	11.2	89	**133	4.8	2.0	59				
\$40,000 OR MORE	12659	2910	13.7	23.0	88	1527	15.0	12.1	96	**342	12.5	2.7	80				
\$30,000 OR MORE	24698	6130	28.8	24.8	95	2974	29.2	12.0	96	768	28.0	3.1	92				
\$25,000 OR MORE	32077	8277	38.9	25.8	98	3838	37.7	12.0	95	971	35.4	3.0	89				
\$20,000 - \$24,999	9144	2601	12.2	28.4	108	1174	11.5	12.8	102	*291	10.6	3.2	94				
\$15,000 - \$19,999	8728	2231	10.5	25.6	97	1343	13.2	15.4	122	**261	9.5	3.0	88				
\$10,000 - \$14,999	12562	3511	16.5	27.9	106	1586	15.6	12.6	100	*432	15.7	3.4	101				
UNDER \$10,000	18475	4637	21.8	25.1	96	2245	22.0	12.2	97	790	28.8	4.3	126				
HOUSEHOLD OF 1 PERSON	11987	2340	11.0	19.5	74	901	8.8	7.5	60	354	12.9	3.0	87				
2 PEOPLE	26577	6200	29.2	23.3	89	2886	28.3	10.9	86	850	31.0	3.2	94				
3 OR 4 PEOPLE	30617	9139	43.0	29.8	114	4433	43.5	14.5	115	968	35.3	3.2	93				
5 OR MORE PEOPLE	11804	3577	16.8	30.3	115	1967	19.3	16.7	132	*572	20.8	4.8	143				
NO CHILD IN HSHLD	46165	10463	49.2	22.7	86	4476	43.9	9.7	77	1337	48.7	2.9	85				
CHILD(REN) UNDER 2 YRS	5325	1665	7.8	31.3	119	948	9.3	17.8	142	**230	8.4	4.3	127				
2 - 5 YEARS	14221	4449	20.9	31.3	119	2475	24.3	17.4	138	569	20.7	4.0	118				
6 - 11 YEARS	15117	4598	21.6	30.4	116	2409	23.7	15.9	127	601	21.9	4.0	117				
12 - 17 YEARS	16611	5245	24.7	31.6	120	2681	26.3	16.1	128	653	23.8	3.9	116				
RESIDENCE OWNED	55884	15386	72.4	27.5	105	7054	69.3	12.6	100	1936	70.6	3.5	102				
VALUE: \$50,000 OR MORE	31744	7789	36.6	24.5	93	3759	36.9	11.8	94	877	32.0	2.8	82				
VALUE: UNDER \$50,000	24140	7597	35.7	31.5	120	3296	32.4	13.7	109	1059	38.6	4.4	129				

FRANKFURTERS & WIENERS - TYPES
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A '000	ALL MEAT B % DOWN	C ACROSS % INDX	D 100	A '000	WITH CHEESE B % DOWN	C ACROSS % INDX	D 100	A '000	OTHER B % DOWN	C ACROSS % INDX	D 100	A '000	B % DOWN	C ACROSS % INDX	D 100
TOTAL FEMALE HOMEMAKERS		80986	21257	100.0	26.2	100	10186	100.0	12.6	100	2744	100.0	3.4	100				
MAGAZINES	QUINTILE 1	15799	4158	19.6	26.3	100	2323	22.8	14.7	117	485	17.7	3.1	91				
	QUINTILE 2	17259	4710	22.2	27.3	104	2248	22.1	13.0	104	581	21.2	3.4	99				
	QUINTILE 3	13545	3678	17.3	27.2	103	1711	16.8	12.6	100	*299	10.9	2.2	65				
	QUINTILE 4	15133	3951	18.6	26.1	99	1835	18.0	12.1	96	501	18.3	3.3	98				
	QUINTILE 5	19250	4760	22.4	24.7	94	2069	20.3	10.7	85	878	32.0	4.6	135				
NEWSPAPERS	QUINTILE 1	12413	3102	14.6	25.0	95	1564	15.4	12.6	100	*339	12.4	2.7	81				
	QUINTILE 2	24116	6011	28.3	24.9	95	2885	28.3	12.0	95	641	23.4	2.7	78				
	QUINTILE 3	11261	3042	14.3	27.0	103	1455	14.3	12.9	103	*324	11.8	2.9	85				
	QUINTILE 4	20255	5397	25.4	26.6	102	2695	26.5	13.3	106	867	31.6	4.3	126				
	QUINTILE 5	12940	3705	17.4	28.6	109	1587	15.6	12.3	98	574	20.9	4.4	131				
OUTDOOR	QUINTILE 1	14852	3754	17.7	25.3	96	1776	17.4	12.0	95	*338	12.3	2.3	67				
	QUINTILE 2	15725	4255	20.0	27.1	103	2259	22.2	14.4	114	487	17.7	3.1	91				
	QUINTILE 3	16330	4317	20.3	26.4	101	2206	21.7	13.5	107	*510	18.6	3.1	92				
	QUINTILE 4	16744	4378	20.6	26.1	100	1971	19.4	11.8	94	724	26.4	4.3	128				
	QUINTILE 5	17334	4553	21.4	26.3	100	1975	19.4	11.4	91	686	25.0	4.6	117				
RADIO-DRIVE TIME	QUINTILE 1	15911	4583	21.6	28.8	110	2262	22.2	14.2	113	560	20.4	3.5	104				
	QUINTILE 2	14837	4172	19.6	28.1	107	1928	18.9	13.0	103	*494	18.0	3.3	98				
	QUINTILE 3	15339	3866	18.2	25.2	96	1919	18.8	12.5	99	496	18.1	3.2	95				
	QUINTILE 4	16723	4167	19.6	24.9	95	2180	21.4	13.0	104	*567	20.7	3.4	100				
	QUINTILE 5	18176	4470	21.0	24.6	94	1897	18.6	10.4	83	628	22.9	3.5	102				
RADIO-MID- DAY	TERCILE 1	21020	5847	27.5	27.8	106	2718	26.7	12.9	103	648	23.6	3.1	91				
	TERCILE 2	21610	5716	26.9	26.5	101	2674	26.3	12.4	98	936	34.1	4.3	128				
	TERCILE 3	38355	9694	45.6	25.3	96	4795	47.1	12.5	99	1160	42.3	3.0	89				
RADIO-TOTAL	QUINTILE 1	15988	4537	21.3	28.4	108	2138	21.0	13.4	106	503	18.3	3.1	93				
	QUINTILE 2	15626	4168	19.6	26.7	102	1995	19.6	12.8	102	543	19.8	3.5	103				
	QUINTILE 3	16723	4752	22.4	28.4	108	2209	21.7	13.2	105	628	22.9	3.8	111				
	QUINTILE 4	16342	4027	18.9	24.6	94	2198	21.6	13.5	107	*417	15.2	2.6	75				
	QUINTILE 5	16306	3773	17.7	23.1	88	1647	16.2	10.1	80	654	23.8	4.0	118				
TV-PRIME TIME	QUINTILE 1	15953	3962	18.6	24.8	95	1841	18.1	11.5	92	*473	17.2	3.0	88				
	QUINTILE 2	16137	3866	18.2	24.0	91	1897	18.6	11.8	93	562	20.5	3.5	103				
	QUINTILE 3	16420	4873	22.9	29.7	113	2217	21.8	13.5	107	667	24.3	4.1	120				
	QUINTILE 4	16687	4498	21.2	27.0	103	2407	23.6	14.4	115	378	13.8	2.3	67				
	QUINTILE 5	15789	4058	19.1	25.7	98	1825	17.9	11.6	92	666	24.3	4.2	124				
TV-DAYTIME	TERCILE 1	27736	7540	35.5	27.2	104	3774	37.1	13.6	108	1037	37.8	3.7	110				
	TERCILE 2	26489	7016	33.0	26.5	101	3257	32.0	12.3	98	809	29.5	3.1	90				
	TERCILE 3	26761	6702	31.5	25.0	95	3155	31.0	11.8	94	898	32.7	3.4	99				
TV-TOTAL	QUINTILE 1	16345	4310	20.3	26.4	100	1850	18.2	11.3	90	552	20.1	3.4	100				
	QUINTILE 2	16447	4491	21.1	27.3	104	2194	21.5	13.3	106	630	23.0	3.8	113				
	QUINTILE 3	15980	4215	19.8	26.4	100	2319	22.8	14.5	115	496	18.1	3.1	92				
	QUINTILE 4	15887	3997	18.8	25.2	96	1878	18.4	11.8	94	*533	19.4	3.4	99				
	QUINTILE 5	16326	4244	20.0	26.0	99	1944	19.1	11.9	95	533	19.4	3.3	96				
MAGAZINES-NEWSPAPERS: DUAL		20721	5190	24.4	25.0	95	2650	26.0	12.8	102	541	19.7	2.6	77				
MAGAZINE IMPERATIVE		19186	5613	26.4	29.3	111	2907	28.5	15.2	120	672	24.5	3.5	103				
NEWSPAPER IMPERATIVE		21899	5492	25.8	25.1	96	2494	24.5	11.4	91	604	22.0	2.8	81				
MAGAZINES-OUTDOOR: DUAL		15451	4041	19.0	26.2	100	2215	21.7	14.3	114	*409	14.9	2.6	78				
MAGAZINE IMPERATIVE		25953	7082	33.3	27.3	104	3397	33.3	13.1	104	842	30.7	3.2	96				
OUTDOOR IMPERATIVE		24400	6268	29.5	25.7	98	2921	28.7	12.0	95	707	25.8	2.9	86				
MAGAZINES-RADIO: DUAL		18049	5043	23.7	27.9	106	2512	24.7	13.9	111	612	22.3	3.4	100				
MAGAZINE IMPERATIVE		23571	6041	28.4	25.6	98	3117	30.6	13.2	105	643	23.4	2.7	81				
RADIO IMPERATIVE		23278	6380	30.0	27.4	104	2939	28.9	12.6	100	784	28.6	3.4	99				
MAGAZINES-TELEVISION: DUAL		15459	4278	20.1	27.7	105	2080	20.4	13.5	107	*450	16.4	2.9	86				
MAGAZINE IMPERATIVE		25829	6814	32.1	26.4	101	3495	34.3	13.5	108	759	27.7	2.9	87				
TELEVISION IMPERATIVE		26039	6856	32.3	26.3	100	3101	30.4	11.9	95	1012	36.9	3.9	115				
NEWSPAPERS-OUTDOOR: DUAL		16605	4197	19.7	25.3	96	2169	21.3	13.1	104	*403	14.7	2.4	72				
NEWSPAPER IMPERATIVE		26834	6815	32.1	25.4	97	3211	31.5	12.0	95	827	30.1	3.1	91				
OUTDOOR IMPERATIVE		23346	6350	29.9	27.2	104	3093	30.4	13.2	105	778	28.4	3.3	98				
NEWSPAPERS-RADIO: DUAL		17133	4509	21.2	26.3	100	2161	21.2	12.6	100	547	19.9	3.2	94				
NEWSPAPER IMPERATIVE		25892	6246	29.4	24.1	92	3056	30.0	11.8	94	637	23.2	2.5	73				
RADIO IMPERATIVE		23167	6815	32.1	29.4	112	3193	31.3	13.8	110	921	33.6	4.0	117				
NEWSPAPERS-TELEVISION: DUAL		17159	4441	20.9	25.9	99	1917	18.8	11.2	89	484	17.6	2.8	83				
NEWSPAPER IMPERATIVE		26214	6462	30.4	24.7	94	3313	32.5	12.6	100	690	25.1	2.6	78				
TELEVISION IMPERATIVE		23412	6649	31.3	28.4	108	3240	31.8	13.8	110	979	35.7	4.2	123				
OUTDOOR-RADIO: DUAL		15303	4596	21.6	30.0	114	2034	20.0	13.3	106	581	21.2	3.8	112				
OUTDOOR IMPERATIVE		24901	5992	28.2	24.1	92	3298	32.4	13.2	105	593	21.6	2.4	70				
RADIO IMPERATIVE		26492	7161	33.7	27.0	103	3415	33.5	12.9	102	879	32.0	3.3	98				
OUTDOOR-TELEVISION: DUAL		14794	3771	17.7	25.5	97	1706	16.7	11.5	92	465	16.9	3.1	93				
OUTDOOR IMPERATIVE		25437	6645	31.3	26.1	100	3584	35.2	14.1	112	594	21.6	2.3	69				
TELEVISION IMPERATIVE		27877	7623	35.9	27.3	104	3598	35.3	12.9	103	1087	39.6	3.9	115				
RADIO-TELEVISION: DUAL		15996	4309	20.3	26.9	103	2137	21.0	13.4	106	633	23.1	4.0	117				
RADIO IMPERATIVE		25478	6979	32.8	27.4	104	3315	32.5	13.0	103	839	30.6	3.3	97				
TELEVISION IMPERATIVE		26573	7035	33.1	26.5	101	3225	31.7	12.1	96	891	32.5	3.4	99				

	TOTAL U.S. '000	ALL MEAT				WITH CHEESE				OTHER				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	21257	100.0	26.2	100	10186	100.0	12.6	100	2744	100.0	3.4	100																
ATLANTIC MONTHLY	415	**77	0.4	18.6	71	**27	0.3	6.5	52	**16	0.6	3.9	114																
BARRON'S	453	**74	0.3	16.3	62	**27	0.3	6.0	47	**22	0.8	4.9	143																
BETTER HOMES & GARDENS	16256	4487	21.1	27.6	105	2163	21.2	13.3	106	526	19.2	3.2	95																
BON APPETIT	2535	508	2.4	20.0	76	288	2.8	11.4	90	**89	3.2	3.5	104																
BUSINESS WEEK	1278	341	1.6	26.7	102	*152	1.5	11.9	95	**18	0.7	1.4	42																
CAR AND DRIVER	378	**59	0.3	15.6	59	**72	0.7	19.0	151	**8	0.3	2.1	62																
CBS MAGAZINE NETWORK (GROSS)	1498	379	1.8	25.3	96	*207	2.0	13.8	110	**130	4.7	8.7	256																
CHANGING TIMES	1505	352	1.7	23.4	89	*191	1.9	12.7	101	**10	0.4	0.7	20																
COLONIAL HOMES	1231	338	1.6	27.5	105	*134	1.3	10.9	87	**20	0.7	1.6	48																
CONDE NAST MAG. PKG. (GROSS)	14146	3705	17.4	26.2	100	1621	15.9	11.5	91	461	16.8	3.3	96																
CONSUMERS DIGEST	1323	282	1.3	21.3	81	*143	1.4	10.8	86	**73	2.7	5.5	163																
COSMOPOLITAN	7102	1547	7.3	21.8	83	1145	11.2	16.1	128	*158	5.8	2.2	66																
COUNTRY LIVING	2481	610	2.9	24.6	94	233	3.3	13.4	107	**60	2.2	2.4	71																
CUISINE	1472	285	1.3	19.4	74	*167	1.6	11.3	90	**47	1.7	3.2	94																
CYCLE WORLD	425	**146	0.7	34.4	131	**56	0.5	13.2	105	**14	0.5	3.3	97																
DCI:CREATIVE IDEAS FOR LIV	2510	706	3.3	28.1	107	401	3.9	16.0	127	**65	2.4	2.6	76																
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1972	9.3	29.5	112	135	8.2	12.5	99	*162	5.9	2.4	71																
DISCOVER	894	*205	1.0	22.9	87	**87	0.9	9.7	77	**27	1.0	3.0	89																
EBONY	3507	1118	5.3	31.9	121	484	4.8	13.8	110	*155	5.6	4.4	130																
ESQUIRE	1083	264	1.2	24.4	93	**104	1.0	9.6	76	**11	0.4	1.0	30																
ESSENCE	1830	608	2.9	33.2	127	277	2.7	15.1	120	**31	1.1	1.7	50																
FAMILY CIRCLE	15930	4252	20.0	26.7	102	2345	23.1	14.7	117	519	18.9	3.3	96																
THE FAMILY HANDYMAN	1126	301	1.4	26.7	102	*204	2.0	18.1	144	**46	1.7	4.1	121																
FAMILY WEEKLY	11468	3037	14.3	26.5	101	1524	15.0	13.3	106	363	13.2	3.2	93																
FIELD & STREAM	2234	684	3.2	30.6	117	352	3.5	15.8	125	*663	2.3	2.8	83																
FOOD & WINE	579	*96	0.5	16.6	63	**42	0.4	7.3	58	**6	0.2	1.0	31																
FORBES	728	*121	0.6	16.6	63	**62	0.6	8.5	68	**10	0.4	1.4	41																
FORTUNE	906	*203	1.0	22.4	85	**101	1.0	11.1	89	**11	0.4	1.2	36																
GENTLEMEN'S QUARTERLY	791	*226	1.1	28.6	109	**115	1.1	14.5	116	**36	1.3	4.6	134																
GLAMOUR	5265	1375	6.5	26.1	99	608	6.0	11.5	92	*163	5.9	3.1	91																
GOLF DIGEST	636	*190	0.9	29.9	114	**58	0.6	9.1	73	**4	0.1	0.6	19																
GOLF DIGEST/TENNIS (GROSS)	1186	370	1.7	31.2	119	*129	1.3	10.9	86	**4	0.1	0.3	10																
GOLF MAGAZINE	441	**111	0.5	25.2	96	**31	0.3	7.0	56	**6	0.2	1.4	40																
GOLF MAGAZINE/SKI (GROSS)	922	*266	1.3	28.9	110	**93	0.9	10.1	80	**6	0.2	0.7	19																
GOOD HOUSEKEEPING	16487	4440	20.9	26.9	103	2032	19.9	12.3	98	513	18.7	3.1	92																
HARPER'S BAZAAR	2423	659	3.1	27.2	104	228	2.2	9.4	75	**75	2.7	3.1	91																
HEALTH	1994	563	2.6	28.2	108	296	2.9	14.8	118	**41	1.5	2.1	61																
HEARST MAG CORP. BUY (GROSS)	44101	11733	55.2	26.6	101	5848	57.4	13.3	105	1189	43.3	2.7	80																
HEARST MAN POWER (GROSS)	1993	791	3.7	39.7	151	298	2.9	15.0	119	*27	1.0	1.4	40																
HEARST WOMAN POWER (GROSS)	31274	8195	38.6	26.2	100	4337	42.6	13.9	110	938	34.2	3.0	89																
HOUSE BEAUTIFUL	3623	926	4.4	25.6	97	442	4.3	12.2	97	**40	1.5	1.1	33																
INC.	283	**36	0.2	12.7	48	**33	0.3	11.7	93	**0	0.0	0.0	0																
JET	2928	954	4.5	32.6	124	405	4.0	13.8	110	**57	2.1	1.9	57																
LADIES' HOME JOURNAL	11918	3189	15.0	26.8	102	1566	15.4	13.1	104	364	13.3	3.1	90																
LHJ FAMILY GRP COMBO(GROSS)	16764	4586	21.6	27.4	104	2301	22.6	13.7	109	464	16.9	2.8	82																
LIFE	4254	1106	5.2	26.0	99	477	4.7	11.2	89	*123	4.5	2.9	85																
L.A. TIMES HOME MAGAZINE	1145	*219	1.0	19.1	73	**77	0.8	6.7	53	**40	1.5	3.5	103																
MADemoisELLE	2884	861	4.1	29.9	114	331	3.2	11.5	91	**129	4.7	4.5	132																
MC CALL'S	13460	3996	18.8	29.7	113	1927	18.9	14.3	114	329	12.0	2.4	72																
MC CALL'S/WRK MOTHER (GROSS)	14606	4370	20.6	29.9	114	2145	21.1	14.7	117	384	14.0	2.6	78																
MECHANIX ILLUSTRATED	772	*318	1.5	41.2	157	**121	1.2	15.7	125	**21	0.8	2.7	80																
METROPOLITAN HOME	967	207	1.0	21.4	82	**122	1.2	12.6	100	**21	0.8	2.2	64																
MONEY	1588	463	2.2	29.2	111	*212	2.1	13.4	106	**24	0.9	1.5	45																
MOTHER EARTH NEWS	1002	218	1.0	21.8	83	*163	1.6	16.3	129	**39	1.4	3.9	115																
MS.	825	*250	1.2	30.3	115	*136	1.3	16.5	131	**4	0.1	0.5	14																

	TOTAL U.S. '000	ALL MEAT				WITH CHEESE				OTHER				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	21257	100.0	26.2	100	10186	100.0	12.6	100	2744	100.0	3.4	100				
PARENTS	3845	1108	5.2	28.8	110	669	6.6	17.4	138	*163	5.9	4.2	125				
PENTHOUSE	831	366	1.7	44.0	168	**134	1.3	16.1	128	**32	1.2	3.9	114				
PEOPLE	11645	2957	13.9	25.4	97	1644	16.1	14.1	112	364	13.3	3.1	92				
PLAYBOY	2006	585	2.8	29.2	111	*248	2.4	12.4	98	**60	2.2	3.0	88				
POPULAR HOT RODDING	297	**83	0.4	27.9	106	**88	0.9	29.6	236	**16	0.6	5.4	159				
POPULAR MECHANICS	1018	445	2.1	43.7	167	**145	1.4	14.2	113	**15	0.5	1.5	43				
POPULAR SCIENCE	878	*208	1.0	23.7	90	**103	1.0	11.7	93	**9	0.3	1.0	30				
PREVENTION	3913	979	4.6	25.0	95	497	4.9	12.7	101	**68	2.5	1.7	51				
PSYCHOLOGY TODAY	1710	550	2.6	32.2	123	*154	1.5	9.0	72	**60	2.2	3.5	104				
READER'S DIGEST	22204	6081	28.6	27.4	104	2968	29.1	13.4	106	*613	22.3	2.8	81				
REDBOOK	7684	2208	10.4	28.7	109	1161	11.4	15.1	120	*268	9.8	3.5	103				
ROAD & TRACK	410	**74	0.3	18.0	69	**98	1.0	23.9	190	**25	0.9	6.1	180				
ROLLING STONE	969	*213	1.0	22.0	84	*229	2.2	23.6	188	**59	2.2	6.1	180				
RUNNER'S WORLD	298	**134	0.6	45.0	171	**30	0.3	10.1	80	**0	0.0	0.0	0				
SATURDAY EVENING POST	1169	298	1.4	25.5	97	*117	1.1	10.0	80	**21	0.8	1.8	53				
SCIENCE 84	587	**115	0.5	19.6	75	**42	0.4	7.2	57	**2	0.1	0.3	10				
SCIENCE DIGEST	482	*156	0.7	32.4	123	**41	0.4	8.5	68	**9	0.3	1.9	55				
SCIENTIFIC AMERICAN	594	*135	0.6	22.7	87	**34	0.3	5.7	46	**45	1.6	7.6	224				
SELF	2089	515	2.4	24.7	94	323	3.2	15.5	123	**44	1.6	2.1	62				
SEVENTEEN	2411	716	3.4	29.7	113	250	2.5	10.4	82	**71	2.6	2.9	87				
SKI	480	*155	0.7	32.3	123	**61	0.6	12.7	101	**0	0.0	0.0	0				
SMITHSONIAN	2760	568	2.7	20.6	78	*233	2.3	8.4	67	**73	2.7	2.6	78				
SOAP OPERA DIGEST	3013	921	4.3	30.6	116	500	4.9	16.6	132	*144	5.2	4.8	141				
SOUTHERN LIVING	4184	1266	6.0	30.3	115	435	4.3	10.4	83	**97	3.5	2.3	68				
SPORT	559	*176	0.8	31.5	120	**66	0.6	11.8	94	**39	1.4	7.0	206				
THE SPORTING NEWS	436	**121	0.6	27.8	106	**144	1.4	33.0	263	**31	1.1	7.1	210				
SPORTS AFIELD	493	*190	0.9	38.5	147	**111	1.1	22.5	179	**3	0.1	0.6	18				
SPORTS ILLUSTRATED	2758	888	4.2	32.2	123	421	4.1	15.3	121	**44	1.6	1.6	47				
STAR	7456	1962	9.2	26.3	100	1015	10.0	13.6	108	237	8.6	3.2	94				
SUNDAY	24936	6198	29.2	24.9	95	3168	31.1	12.7	101	683	24.9	2.7	81				
SUNSET	2124	439	2.1	20.7	79	*166	1.6	7.8	62	**8	0.3	0.4	11				
TV GUIDE	21661	5807	27.3	26.8	102	2965	29.1	13.7	109	670	24.4	3.1	91				
TENNIS	550	*179	0.8	32.5	124	**71	0.7	12.9	103	**0	0.0	0.0	0				
TIME	8880	2087	9.8	23.5	90	1220	12.0	13.7	109	289	10.5	3.3	96				
TOWN & COUNTRY	917	*180	0.8	19.6	75	**55	0.5	6.0	48	**11	0.4	1.2	35				
TRAVEL & LEISURE	972	263	1.2	27.1	103	**75	0.7	7.7	61	**10	0.4	1.0	30				
TRUE STORY	3356	1117	5.3	33.3	127	667	6.5	19.9	158	*122	4.4	3.6	107				
U.S. NEWS & WORLD REPORT	3410	784	3.7	23.0	88	397	3.9	11.6	93	**73	2.7	2.1	63				
USA TODAY	1759	379	1.8	21.5	82	*161	1.6	9.2	73	**30	1.1	1.7	50				
US	1873	512	2.4	27.3	104	337	3.3	18.0	143	**59	2.2	3.2	93				
VOGUE	3909	954	4.5	24.4	93	360	3.5	9.2	73	*125	4.6	3.2	94				
MALL STREET JOURNAL	1886	453	2.1	24.0	92	*244	2.4	12.9	103	**44	1.6	2.3	69				
WEIGHT WATCHERS	2120	558	2.6	26.3	100	298	2.9	14.1	112	**68	2.5	3.2	95				
WOMAN'S DAY	14172	3887	18.3	27.4	104	2042	20.0	14.4	115	426	15.5	3.0	89				
WORKING MOTHER	1146	374	1.8	32.6	124	*217	2.1	18.9	151	**55	2.0	4.8	142				
WORKING WOMAN	1322	279	1.3	21.1	80	244	2.4	18.5	147	**47	1.7	3.6	105				
WORLD TENNIS	*163	**58	0.3	35.6	136	**11	0.1	6.7	54	**0	0.0	0.0	0				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	640	3.0	25.3	96	305	3.0	12.0	96	**51	1.9	2.0	59				
BLAIR INSERTS	43657	10911	51.3	25.0	95	5473	53.7	12.5	100	1413	51.5	3.2	96				
DAILY NEWSPAPERS																	
READ ANY	51633	13401	63.0	26.0	99	6415	63.0	12.4	99	1527	55.6	3.0	87				
READ ONE	43463	11213	52.7	25.8	98	5448	53.5	12.5	100	1309	47.7	3.0	89				
READ TWO OR MORE	8170	2188	10.3	26.8	102	968	9.5	11.8	94	*218	7.9	2.7	79				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	13211	62.1	25.1	96	6623	65.0	12.6	100	1614	58.8	3.1	90				
READ ONE	46126	11570	54.4	25.1	96	5795	56.9	12.6	100	1457	53.1	3.2	93				
READ TWO OR MORE	6552	1641	7.7	25.0	95	829	8.1	12.7	101	*157	5.7	2.4	71				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.29				27.14				20.58							
30 DAY REACH	71455	18596	87.5	26.0	99	9108	89.4	12.7	101	2404	87.6	3.4	99				
50 SHWG - 30 DAY AV FREQ	14.56	14.38				14.27				11.33							
30 DAY REACH	67742	17691	83.2	26.1	99	8670	85.1	12.8	102	2183	79.6	3.2	95				
25 SHWG - 30 DAY AV FREQ	7.94	7.79				7.65				6.07							
30 DAY REACH	62117	16323	76.8	26.3	100	8044	79.0	12.9	103	2027	73.9	3.3	96				
CABLE TV: HOME WIRED	32077	8648	40.7	27.0	103	4610	45.3	14.4	114	981	35.8	3.1	90				
HOME NOT WIRED	48909	12610	59.3	25.8	98	5576	54.7	11.4	91	1763	64.2	3.6	106				
HAVE PAY CABLE	15935	4364	20.5	27.4	104	2575	25.3	16.2	128	557	20.3	3.5	103				

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	21257	100.0	26.2	100	10186	100.0	12.6	100	2744	100.0	3.4	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	11943	56.2	27.2	104	5884	57.8	13.4	107	1422	51.8	3.2	96				
10:00 AM - 3:00 PM	30659	8376	39.4	27.3	104	4010	39.4	13.1	104	1100	40.1	3.6	106				
3:00 PM - 7:00 PM	31045	8506	40.0	27.4	104	4238	41.6	13.7	109	951	34.7	3.1	90				
7:00 PM - MIDNIGHT	15767	4278	20.1	27.1	103	2125	20.9	13.5	107	474	17.3	3.0	89				
MIDNIGHT - 6:00 AM	9120	2477	11.7	27.2	103	1325	13.0	14.5	116	316	11.5	3.5	102				
6:00 AM - MIDNIGHT	58527	15913	74.9	27.2	104	7753	76.1	13.2	105	1926	70.2	3.3	97				
ENTIRE DAY	59311	16132	75.9	27.2	104	7841	77.0	13.2	105	1968	71.7	3.3	98				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4694	22.1	29.0	111	2365	23.2	14.6	116	678	24.7	4.2	124				
ALL NEWS	2256	337	1.6	14.9	57	*135	1.3	6.0	48	**65	2.4	2.9	85				
AOR/PROGRESSIVE	3874	904	4.3	23.3	89	540	5.3	13.9	111	**148	5.4	3.8	113				
BEAUTIFUL MUSIC	5660	1493	7.0	26.4	100	540	5.3	9.5	76	*157	5.7	2.8	82				
BLACK	2204	682	3.2	30.9	118	326	3.2	14.8	118	**78	2.8	3.5	104				
CLASSICAL	1418	365	1.7	25.7	98	**123	1.2	8.7	69	**20	0.7	1.4	42				
CHR/ROCK	9538	2505	11.8	26.3	100	1304	12.8	13.7	109	307	11.2	3.2	95				
COUNTRY	12648	3949	18.6	31.2	119	1727	17.0	13.7	109	394	14.4	3.1	92				
GOLDEN OLDIES	1191	293	1.4	24.6	94	*185	1.8	15.5	123	**74	2.7	6.2	183				
MOR/NOSTALGIA	4757	1181	5.6	24.8	95	643	6.3	13.5	107	*118	4.3	2.5	73				
NEWS/TALK	3863	805	3.8	20.8	79	421	4.1	10.9	87	**76	2.8	2.0	58				
RELIGIOUS	3084	883	4.2	28.6	109	381	3.7	12.4	98	**96	3.5	3.1	92				
SOFT ROCK	521	**170	0.8	32.6	124	**101	1.0	19.4	154	**62	2.3	11.9	351				
URBAN CONTEMPORARY	1585	388	1.8	24.5	93	234	2.3	14.8	117	**27	1.0	1.7	50				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	898	4.2	27.5	105	515	5.1	15.8	126	*178	6.5	5.5	161				
ABC DIRECTION	2316	722	3.4	31.2	119	332	3.3	14.3	114	**81	3.0	3.5	103				
ABC ENTERTAINMENT	4834	1488	7.0	30.8	117	575	5.6	11.9	95	*197	7.2	4.1	120				
ABC FM	2202	732	3.4	33.2	127	382	3.8	17.3	138	**43	1.6	2.0	58				
ABC INFORMATION	5425	1574	7.4	29.0	111	648	6.4	11.9	95	*194	7.1	3.6	106				
ABC ROCK	1677	465	2.2	27.7	106	*354	3.5	21.1	168	**29	1.1	1.7	51				
CBS	4430	1119	5.3	25.3	96	445	4.4	10.0	80	*161	5.9	3.6	107				
MUTUAL	4992	1488	7.0	29.8	114	749	7.4	15.0	119	*127	4.6	2.5	75				
NBC	4679	1483	7.0	31.7	121	607	6.0	13.0	103	*199	7.3	4.3	126				
RADIORADIO	1994	542	2.5	27.2	104	*280	2.7	14.0	112	**76	2.8	3.8	112				
RKO ONE	2298	504	2.4	21.9	84	271	2.7	11.8	94	**79	2.9	3.4	101				
RKO TWO	3311	961	4.5	29.0	111	395	3.9	11.9	95	**94	3.4	2.8	84				
THE SOURCE	2114	569	2.7	26.9	103	*285	2.8	13.5	107	**61	2.2	2.9	85				
NON-WIRED: BLAIR	8654	2516	11.8	29.1	111	1174	11.5	13.6	108	370	13.5	4.3	126				
INTERNET	12025	3165	14.9	26.3	100	1748	17.2	14.5	116	447	16.3	3.7	110				
KATZ RADIO GROUP	15359	4120	19.4	26.8	102	1756	17.2	11.4	91	503	18.3	3.3	97				
SUPERNET	10628	2891	13.6	27.2	104	1479	14.5	13.9	111	278	10.1	2.6	77				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2212	10.4	25.5	97	1048	10.3	12.1	96	279	10.2	3.2	95				
MKDAY 9:00 AM - 1:00 PM	12163	3380	15.9	27.8	106	1636	16.1	13.5	107	418	15.2	3.4	101				
MKDAY 1:00 PM - 4:30 PM	16150	4411	20.8	27.3	104	2132	20.9	13.2	105	590	21.5	3.7	108				
MKDAY 4:30 PM - 7:30 PM	22463	5781	27.2	25.7	98	2693	26.4	12.0	95	775	28.2	3.5	102				
MKDAY 7:30 PM - 8:00 PM	31795	8259	38.9	26.0	99	3914	38.4	12.3	98	1026	37.4	3.2	95				
MKDAY 11:00 PM - 11:30 PM	23977	6648	31.3	27.7	106	3138	30.8	13.1	104	728	26.5	3.0	90				
MKDAY 11:30 PM - 1:00 AM	7703	2269	10.7	29.5	112	988	9.7	12.8	102	243	8.9	3.2	93				
M-SAT 8-11 PM-SUN 7-11 PM	33800	8738	41.1	25.9	98	4149	40.7	12.3	98	1122	40.9	3.3	98				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1807	8.5	27.6	105	1010	9.9	15.4	123	220	8.0	3.4	99				
ANOTHER WORLD	N 4620	1234	5.8	26.7	102	637	6.3	13.8	110	171	6.2	3.7	109				
AS THE WORLD TURNS	C 5614	1623	7.6	28.9	110	640	6.3	11.4	91	209	7.6	3.7	110				
CAPITOL	C 3396	1034	4.9	30.4	116	498	4.9	14.7	117	182	6.6	5.4	158				
CBS MORN. NEWS 1	C 1446	354	1.7	24.5	93	128	1.3	8.9	70	**48	1.7	3.3	98				
CBS MORN. NEWS 2	C 1207	236	1.1	19.6	74	107	1.1	8.9	70	**57	2.1	4.7	139				
DAYS OF OUR LIVES	N 5877	1505	7.1	25.6	98	774	7.6	13.2	105	260	9.5	4.4	131				
FACTS OF LIFE - DAYTIME	N 2290	591	2.8	25.8	98	294	2.9	12.8	102	*99	3.6	4.3	128				
FAMILY FEUD	A 3023	1003	4.7	33.2	126	429	4.2	14.2	113	*93	3.4	3.1	91				
GENERAL HOSPITAL	A 6097	1746	8.2	28.6	109	784	7.7	12.9	102	191	7.0	3.1	92				
GOOD MORNING, AMERICA-730	A 3515	997	4.7	28.4	108	574	5.6	16.3	130	117	4.3	3.3	98				
GOOD MORNING, AMERICA-830	A 2818	775	3.6	27.5	105	422	4.1	15.0	119	*75	2.7	2.7	79				
GUIDING LIGHT	C 5339	1555	7.3	29.1	111	672	6.6	12.6	100	262	9.5	4.9	145				
ONE LIFE TO LIVE	A 4478	1284	6.0	28.7	109	617	6.1	13.8	110	110	4.0	2.5	72				
PRESS YOUR LUCK	C 2244	638	3.0	28.4	108	348	3.4	15.5	123	*105	3.8	4.7	138				
PRICE IS RIGHT 1	C 4348	1262	5.9	29.0	111	575	5.6	13.2	105	150	5.5	3.4	102				
PRICE IS RIGHT 2	C 5014	1532	7.2	30.6	116	619	6.1	12.3	98	161	5.9	3.2	95				
RYAN'S HOPE	A 3150	818	3.8	26.0	99	389	3.8	12.3	98	*95	3.5	3.0	89				
SALE OF THE CENTURY	N 2695	663	3.1	24.6	94	306	3.0	11.4	90	*74	2.7	2.7	81				
SEARCH FOR TOMORROW	N 2319	643	3.0	27.7	106	338	3.3	14.6	116	*93	3.4	4.0	118				
TODAY SHOW 1	N 2693	733	3.4	27.2	104	281	2.8	10.4	83	*92	3.4	3.4	101				
TODAY SHOW 2	N 2498	588	2.8	23.5	90	202	2.0	8.1	64	*95	3.5	3.8	112				
\$25,000 PYRAMID	C 2753	725	3.4	26.3	100	318	3.1	11.6	92	*125	4.6	4.5	134				
WHEEL OF FORTUNE	N 4388	1252	5.9	28.5	109	542	5.3	12.4	98	131	4.8	3.0	88				
YOUNG AND THE RESTLESS	C 5695	1770	8.3	31.1	118	673	6.6	11.8	94	215	7.8	3.8	111				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	407	1.9	23.1	88	221	2.2	12.6	100	**40	1.5	2.3	67				
NBA PLAYOFF GAME -1	C 1136	306	1.4	26.9	103	*144	1.4	12.7	101	**22	0.8	1.9	57				
NBC MAJOR LEAGUE PRE-GAME	N 953	*220	1.0	23.1	88	*134	1.3	14.1	112	**19	0.7	2.0	59				
SPORTSWORLD - SUN	N 1233	384	1.8	31.1	119	*206	2.0	16.7	133	**41	1.5	3.3	98				
SUNDAY MORNING	C 1611	445	2.1	27.6	105	*153	1.5	9.5	76	**45	1.6	2.8	82				

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	21257	100.0	26.2	100	10186	100.0	12.6	100	2744	100.0	3.4	100				
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	6959	32.7	26.7	102	3042	29.9	11.7	93	878	32.0	3.4	99				
NETWORK AFFILIATES - LATE	20261	5640	26.5	27.8	106	2628	25.8	13.0	103	632	23.0	3.1	92				
INDEPENDENTS - LATE	2076	488	2.3	23.5	90	232	2.3	11.2	89	*65	2.4	3.1	92				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	2845	13.4	27.2	104	1388	13.6	13.3	106	327	11.9	3.1	92				
ABC MONDAY NIGHT MOVIE	A 6412	1710	8.0	26.7	102	873	8.6	13.6	108	*179	6.5	2.8	82				
ABC SUNDAY NIGHT MOVIE	A 12407	3171	14.9	25.6	97	1470	14.4	11.8	94	424	15.5	3.4	101				
ABC WORLD NEWS TONIGHT	A 6176	1616	7.6	26.2	100	647	6.4	10.5	83	244	8.9	4.0	117				
AFTERMASH	C 5863	1601	7.5	27.3	104	693	6.8	11.8	94	*169	6.2	2.9	85				
ALICE	C 9594	2506	11.8	26.1	100	1327	13.0	13.8	110	358	13.0	3.7	110				
AMERICAN PARADE	C 6622	1687	7.9	25.5	97	740	7.3	11.2	89	325	11.8	4.9	145				
BENSON	A 10886	2605	12.3	23.9	91	1138	11.2	10.5	83	327	11.9	3.0	89				
BLUE THUNDER	A 5036	1312	6.2	26.1	99	664	6.5	13.2	105	*141	5.1	2.8	83				
CAGNEY & LACEY	C 9965	2630	12.4	26.4	101	1315	12.9	13.2	105	364	13.3	3.7	108				
CBS EVENING NEWS-DEAN	C 3491	788	3.7	22.6	86	379	3.7	10.9	86	**120	4.4	3.4	101				
CBS EVENING NEWS-RATHER	C 7123	1945	9.1	27.3	104	806	7.9	11.3	90	243	8.9	3.4	101				
CBS SAT. NEWS-SCHIEFFER	C 3621	884	4.2	24.4	93	370	3.6	10.2	81	73	2.7	2.0	60				
CBS SATURDAY NIGHT MOVIE	C 5436	1613	7.6	29.7	113	678	6.7	12.5	99	182	6.6	3.3	99				
CBS WEDNESDAY NIGHT MOVIE	C 6100	1619	7.6	26.5	101	826	8.1	13.5	108	305	11.1	5.0	148				
CHERS	N 8889	2233	10.5	25.1	96	1126	11.1	12.7	101	256	9.3	2.9	85				
DALLAS	C 22109	5980	28.1	27.0	103	2655	26.1	12.0	95	769	28.0	3.5	103				
DIFF'RENT STROKES	N 6940	1937	9.1	27.9	106	979	9.6	14.1	112	*184	6.7	2.7	78				
DOUBLE TROUBLE	N 7223	1982	9.3	27.4	105	1039	10.2	14.4	114	*245	8.9	3.4	100				
DUCK FACTORY	N 5595	1382	6.5	24.7	94	699	6.9	12.5	99	*203	7.4	3.6	107				
DUKES OF HAZZARD	C 5768	1684	7.9	29.2	111	813	8.0	14.1	112	260	9.5	4.5	133				
DYNASTY	A 20053	5260	24.7	26.2	100	2539	24.9	12.7	101	648	23.6	3.2	95				
FACTS OF LIFE	N 8087	2259	10.6	27.9	106	1108	10.9	13.7	109	253	9.2	3.1	92				
FALCON CREST	C 20046	5375	25.3	26.8	102	2567	25.2	12.8	102	754	27.5	3.8	111				
FALL GUY	A 9084	2688	12.6	29.6	113	1085	10.7	11.9	95	361	13.2	4.0	117				
FAMILY TIES	N 7964	2323	10.9	29.2	111	930	9.1	11.7	93	*239	8.7	3.0	89				
FANTASY ISLAND	A 7687	1864	8.8	24.2	92	988	9.7	12.9	102	256	9.3	3.3	98				
FOULUPS,BLEEPS & BLUNDERS	A 8861	2371	11.2	26.8	102	997	9.8	11.3	89	298	10.9	3.4	99				
FOUR SEASONS	C 5095	1299	6.1	25.5	97	649	6.4	12.7	101	*174	6.3	3.4	101				
GIMME A BREAK	N 8838	2402	11.3	27.2	104	971	9.5	11.0	87	253	9.2	2.9	84				
HART TO HART	A 8978	2349	11.1	26.2	100	1112	10.9	12.4	98	278	10.1	3.1	91				
HILL STREET BLUES	N 8590	2270	10.7	26.4	101	1162	11.4	13.5	108	291	10.6	3.4	100				
HOTEL	A 14085	3768	17.7	26.8	102	1732	17.0	12.3	98	507	18.5	3.6	106				
JEFFERSONS	C 9360	2241	10.5	23.9	91	1289	12.7	13.8	109	363	13.2	3.9	114				
JENNIFER SLEPT HERE	N 5841	1516	7.1	26.0	99	788	7.7	13.5	107	*167	6.1	2.9	84				
KATE & ALLIE	C 9206	2119	10.0	23.0	88	1204	11.8	13.1	104	397	14.5	4.3	127				
KNIGHT RIDER	N 7076	2026	9.5	28.6	109	888	8.7	12.5	100	*191	7.0	2.7	80				
LOVE BOAT	A 12219	2879	13.5	23.6	90	1468	14.4	12.0	96	385	14.0	3.2	93				
MAGNUM PI	C 11199	3038	14.3	27.1	103	1520	14.9	13.6	108	392	14.3	3.5	103				
MAMA'S FAMILY	N 6057	1596	7.5	26.3	100	687	6.7	11.3	90	*161	5.9	2.7	78				
MASTER, THE	N 3598	1085	5.1	30.2	115	535	5.3	14.9	118	*135	4.9	3.8	111				
MATT HOUSTON	A 6344	1824	8.6	28.8	110	671	6.6	10.6	84	223	8.1	3.5	104				
NBC MONDAY NIGHT MOVIE	N 11994	3243	15.3	27.0	103	1425	14.0	11.9	94	384	14.0	3.2	94				
NBC NIGHTLY NEWS	N 5132	1357	6.4	26.4	101	581	5.7	11.3	90	182	6.6	3.5	105				
NBC NIGHTLY NEWS-SAT	N 3375	865	4.1	25.6	98	402	3.9	11.9	95	*173	6.3	5.1	151				
NBC NIGHTLY NEWS-SUN	N 3130	792	3.7	25.3	96	296	2.9	9.5	75	**124	4.5	4.0	117				
NBC SUNDAY NIGHT MOVIE	N 8284	2176	10.2	26.3	100	944	9.3	11.4	91	*301	11.0	3.6	107				
NEMHART	C 9240	2105	9.9	22.8	87	1135	11.1	12.3	98	388	14.1	4.2	124				
ONE DAY AT A TIME	C 7288	1964	9.2	26.9	103	960	9.4	13.2	105	251	9.1	3.4	102				
PEOPLE ARE FUNNY	N 4855	1232	5.8	25.4	97	540	5.3	11.1	88	**94	3.4	1.9	57				
REAL PEOPLE	N 8869	2430	11.4	27.4	104	1123	11.0	12.7	101	213	7.8	2.4	71				
REMINGTON STEELE	N 7743	2102	9.9	27.1	103	994	9.8	12.8	102	250	9.1	3.2	95				
RIPLEY'S BELIEVE IT - NOT	A 5345	1351	6.4	25.3	96	660	6.5	12.3	98	*156	5.7	2.9	86				
RIPTIDE	N 6988	1971	9.3	28.2	107	844	8.3	12.1	96	*197	7.2	2.8	83				
SCARECROW & MRS. KING	C 10002	2500	11.8	25.0	95	1207	11.8	12.1	96	398	14.5	4.0	117				
SIMON & SIMON	C 10638	3165	14.9	29.8	113	1564	15.4	14.7	117	287	10.5	2.7	80				
60 MINUTES	C 13293	3116	14.7	23.4	89	1607	15.8	12.1	96	413	15.1	3.1	92				
ST. ELSEWHERE	N 7017	1977	9.3	28.2	107	1044	10.2	14.9	118	200	7.3	2.9	84				
THREE'S COMPANY	A 10917	2860	13.5	26.2	100	1435	14.1	13.1	105	278	10.1	2.5	75				
T.J. HOOKER	A 9204	2355	11.1	25.6	97	953	9.4	10.4	82	311	11.3	3.4	100				
TONIGHT SHOW	N 2372	658	3.1	27.7	106	277	2.7	11.7	93	69	2.5	2.9	86				
TRAPPER JOHN, M.D.	C 9846	2524	11.9	25.6	98	1365	13.4	13.9	110	429	15.6	4.4	129				
TV BLOOPERS & PRAC. JOKES	N 9105	2275	10.7	25.0	95	1051	10.3	11.5	92	299	10.9	3.3	97				
20/20	A 9387	2401	11.3	25.6	97	991	9.7	10.6	84	322	11.7	3.4	101				
WEBSTER	A 11067	2678	12.6	24.2	92	1242	12.2	11.2	89	343	12.5	3.1	91				
WORLD NEWS - SUN	A 3062	777	3.7	25.4	97	444	4.4	14.5	115	**54	2.0	1.8	52				
YELLOW ROSE	N 4978	1414	6.7	28.4	108	740	7.3	14.9	118	*167	6.1	3.4	99				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	2491	11.7	28.1	107	1137	11.2	12.8	102	**179							

	TOTAL U.S. '000	ARMOUR STAR				BALL PARK				BRYAN				ECKRICH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	11546	100.0	14.3	100	14903	100.0	18.4	100	3635	100.0	4.5	100	7234	100.0	8.9	100
18 - 24	9282	1048	9.1	11.3	79	1832	12.3	19.7	107	*441	12.1	4.8	106	886	12.2	9.5	107
25 - 34	19072	2682	23.2	14.1	99	4288	28.8	22.5	122	824	22.7	4.3	96	1900	26.3	10.0	112
35 - 44	14591	2565	22.2	17.6	123	3042	20.4	20.8	113	*487	13.4	3.3	74	1426	19.7	9.8	109
45 - 54	11345	1934	16.8	17.0	120	1991	13.4	17.5	95	*545	15.0	4.8	107	1021	14.1	9.0	101
55 - 64	11635	1751	15.2	15.0	106	2106	14.1	18.1	98	*507	13.9	4.4	97	1012	14.0	8.7	97
65 OR OLDER	15061	1566	13.6	10.4	73	1644	11.0	10.9	59	832	22.9	5.5	123	991	13.7	6.6	74
18 - 34	28354	3730	32.3	13.2	92	6121	41.1	21.6	117	1265	34.8	4.5	99	2786	38.5	9.8	110
18 - 49	48339	7212	62.5	14.9	105	10150	68.1	21.0	114	1981	54.5	4.1	91	4745	65.6	9.8	110
25 - 54	45008	7181	62.2	16.0	112	9321	62.5	20.7	113	1855	51.0	4.1	92	4346	60.1	9.7	108
35 - 49	19985	3482	30.2	17.4	122	4030	27.0	20.2	110	716	19.7	3.6	80	1959	27.1	9.8	110
50 OR OLDER	32647	4334	37.5	13.3	93	4752	31.9	14.6	79	1655	45.5	5.1	113	2490	34.4	7.6	85
GRADUATED COLLEGE	11155	1155	10.0	10.4	73	1966	13.2	17.6	96	*407	11.2	3.6	81	975	13.5	8.7	98
ATTENDED COLLEGE	13682	2072	17.9	15.1	106	3372	22.6	24.6	134	537	14.8	3.9	87	1175	16.2	8.6	96
GRADUATED HIGH SCHOOL	33880	5334	46.2	15.7	110	6779	45.5	20.0	109	1379	37.9	4.1	91	3366	46.5	9.9	111
DID NOT GRADUATE HIGH SCHOOL	22270	2985	25.9	13.4	94	2786	18.7	12.5	68	1313	36.1	5.9	131	1719	23.8	7.7	86
EMPLOYED	40306	5724	49.6	14.2	100	8049	54.0	20.0	109	1489	41.0	3.7	82	4021	55.6	10.0	112
EMPLOYED FULL-TIME	32850	4671	40.5	14.2	100	6490	43.5	19.8	107	1322	36.4	4.0	90	3336	46.1	10.2	114
EMPLOYED PART-TIME	7456	1053	9.1	14.1	99	1559	10.5	20.9	114	**166	4.6	2.2	50	685	9.5	9.2	103
NOT EMPLOYED	40680	5822	50.4	14.3	100	6854	46.0	16.8	92	2147	59.1	5.3	118	3213	44.4	7.9	88
PROFESSIONAL/MANAGER	10392	1063	9.2	10.2	72	2076	13.9	20.0	109	*420	11.6	4.0	90	982	13.6	9.4	106
TECH/CLERICAL/SALES	17574	2479	21.5	14.1	99	3903	26.2	22.2	121	*464	12.8	2.6	59	1867	25.8	10.6	119
PRECISION/CRAFT	985	**173	1.5	17.6	123	**248	1.7	25.2	137	*559	1.6	6.0	133	**62	0.9	6.3	70
OTHER EMPLOYED	11354	2010	17.4	17.7	124	1822	12.2	16.0	87	*546	15.0	4.8	107	1110	15.3	9.8	109
SINGLE	9863	971	8.4	9.8	69	1837	12.3	18.6	101	*322	8.9	3.3	73	838	11.6	8.5	95
MARRIED	51375	7982	69.1	15.5	109	10039	67.4	19.5	106	2389	65.7	4.7	104	4958	68.5	9.7	108
DIVORCED/SEPARATED/WIDOWED	19748	2593	22.5	13.1	92	3026	20.3	15.3	83	924	25.4	4.7	104	1439	19.9	7.3	82
PARENTS	32590	5376	46.6	16.5	116	7222	48.5	22.2	120	1527	42.0	4.7	104	3206	44.3	9.8	110
WHITE	70416	9896	85.7	14.1	99	12902	86.6	18.3	100	2806	77.2	4.0	89	6084	84.1	8.6	97
BLACK	8778	1468	12.7	16.7	117	1640	11.0	18.7	102	787	21.7	9.0	200	1106	15.3	12.6	141
OTHER	1791	**182	1.6	10.2	71	**360	2.4	20.1	109	**42	1.2	2.3	52	**45	0.6	2.5	28
NORTHEAST-CENSUS	17786	2091	18.1	11.8	82	3105	20.8	17.5	95	*161	4.4	0.9	20	737	10.2	4.1	46
NORTH CENTRAL	20741	2975	25.8	14.3	101	4332	29.1	20.9	113	*287	7.9	1.4	31	3869	53.5	18.7	209
SOUTH	27775	4272	37.0	15.4	108	3020	20.3	10.9	59	3059	84.2	11.0	245	2312	32.0	8.3	93
WEST	14683	2207	19.1	15.0	105	4445	29.8	30.3	165	**128	3.5	0.9	19	*317	4.4	2.2	24
NORTHEAST-MKTG.	17961	1839	15.9	10.2	72	3025	20.3	16.8	92	*226	6.2	1.3	28	465	6.4	2.6	29
EAST CENTRAL	11885	1351	11.7	11.4	80	2686	18.0	22.6	123	*228	6.3	1.9	43	3231	44.7	27.2	304
WEST CENTRAL	14090	2467	21.4	17.5	123	2516	16.9	17.9	97	**207	5.7	1.5	33	1377	19.0	9.8	109
SOUTH	24081	3940	34.1	16.4	115	2526	16.9	10.5	57	2888	79.4	12.0	267	1870	25.9	7.8	87
PACIFIC	12969	1949	16.9	15.0	105	4149	27.8	32.0	174	**87	2.4	0.7	15	**291	4.0	2.2	25
COUNTY SIZE A	32439	3415	29.6	10.5	74	7698	51.7	23.7	129	*442	12.2	1.4	30	3435	47.5	10.6	119
COUNTY SIZE B	24915	3876	33.6	15.6	109	3991	26.8	16.0	87	1589	43.7	6.4	142	2329	32.2	9.3	105
COUNTY SIZE C	12930	2143	18.6	16.6	116	2169	14.6	16.8	91	526	14.5	4.1	91	693	9.6	5.4	60
COUNTY SIZE D	10703	2111	18.3	19.7	138	1044	7.0	9.8	53	1079	29.7	10.1	225	778	10.8	7.3	81
METRO CENTRAL CITY	24518	2904	25.2	11.8	83	4594	30.8	18.7	102	1099	30.2	4.5	100	2197	30.4	9.0	100
METRO SUBURBAN	35919	4866	42.1	13.5	95	8068	54.1	22.5	122	816	24.2	2.3	51	3645	50.4	10.1	114
NON METRO	20549	3776	32.7	18.4	129	2241	15.0	10.9	59	1720	47.3	8.4	186	1393	19.3	6.8	76
TOP 5 ADI'S	18341	1551	13.4	8.5	59	5084	34.1	27.7	151	**182	5.0	1.0	22	1060	14.7	5.8	65
TOP 10 ADI'S	25378	2259	19.6	8.9	62	5971	40.1	23.5	128	*355	9.8	1.4	31	1920	26.5	7.6	85
TOP 20 ADI'S	36488	3991	34.6	10.9	77	8657	58.1	23.7	129	465	12.8	1.3	28	3385	46.8	9.3	104
HSGLD INC. \$50,000 OR MORE	6612	873	7.6	13.2	93	1770	11.9	26.8	145	**189	5.2	2.9	64	*437	6.0	6.6	74
\$40,000 OR MORE	12659	1722	14.9	13.6	95	3224	21.6	25.5	138	*317	8.7	2.5	56	1066	14.7	8.4	94
\$30,000 OR MORE	24698	3302	28.6	13.4	94	5857	39.3	23.7	129	856	23.5	3.5	77	2328	32.2	9.4	106
\$25,000 OR MORE	32077	4379	37.9	13.7	96	7276	48.8	22.7	123	1149	31.6	3.6	80	2914	40.3	9.1	102
\$20,000 - \$24,999	9144	1509	13.1	16.5	116	1684	11.3	18.4	100	**267	7.3	2.9	65	900	12.4	9.8	110
\$15,000 - \$19,999	8728	1155	10.0	13.2	93	1363	9.1	15.6	85	*322	8.9	3.7	82	897	12.4	10.3	115
\$10,000 - \$14,999	12562	2101	18.2	16.7	117	2202	14.8	17.5	95	766	21.1	6.1	136	1074	14.8	8.5	96
UNDER \$10,000	18475	2402	20.8	13.0	91	2377	15.9	12.9	70	1131	31.1	6.1	136	1449	20.0	7.8	88
HOUSEHOLD OF 1 PERSON	11987	1133	9.8	9.5	66	1300	8.7	10.8	59	484	13.3	4.0	90	718	9.9	6.0	67
2 PEOPLE	26577	3428	29.7	12.9	90	4893	32.8	18.4	100	1241	34.1	4.7	104	2513	34.7	9.5	106
3 OR 4 PEOPLE	30617	4933	42.7	16.1	113	5919	39.7	23.3	105	1437	39.5	4.7	105	2940	40.6	9.6	108
5 OR MORE PEOPLE	11804	2052	17.8	17.4	122	2790	18.7	23.6	128	*474	13.0	4.0	89	1064	14.7	9.0	101
NO CHILD IN HSHLD	46165	5794	50.2	12.6	88	7243	48.6	15.7	85	1930	53.1	4.2	93	3814	52.7	8.3	92
CHILD(REN) UNDER 2 YRS	5325	716	6.2	13.4	94	1063	7.1	20.0	108	**265	7.3	5.0	111	*486	6.7	9.1	102
2 - 5 YEARS	14221	2172	18.8	15.3	107	3023	20.3	21.3	116	860	23.7	6.0	135	1349	18.6	9.5	106
6 - 11 YEARS	15117	2564	22.2	17.0	119	3203	21.5	21.2	115	608	16.7	4.0	90	1532	21.2	10.1	113
12 - 17 YEARS	16611	2952	25.6	17.8	125	3871	26.0	23.3	127	699	19.2	4.2	94	1539	21.3	9.3	104
RESIDENCE OWNED	55884	8580	74.3	15.4	108	10148	68.1	18.2	99	2527	69.5	4.5	101	5470	75.6	9.8	110
VALUE: \$50,000 OR MORE	31744	4398	38.1	13.9	97	6541	43.9	20.6	112	977	26.9	3.1	69	2742	37.9	8.6	97
VALUE: UNDER \$50,000	24140	4182	36.2	17.3	122	3608	24.2	14.9	81	1550	42.6	6.4	143	2728	37.7	11.3	127

		TOTAL U.S. '000	ARMOUR STAR				BALL PARK				BRYAN				ECKRICH			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOME MAKERS		80986	11546	100.0	14.3	100	14903	100.0	18.4	100	3635	100.0	4.5	100	7234	100.0	8.9	100
MAGAZINES	QUINTILE 1	15799	2374	20.6	15.0	105	3522	23.6	22.3	121	665	18.3	4.2	94	1705	23.6	10.8	121
	QUINTILE 2	17259	2632	22.8	15.3	107	3774	25.3	21.9	119	777	21.4	4.5	100	1640	22.7	9.5	106
	QUINTILE 3	13545	1820	15.8	13.4	94	2420	16.2	17.9	97	*541	14.9	4.0	89	1296	17.9	9.6	107
	QUINTILE 4	15133	2103	18.2	13.9	97	2594	17.4	17.1	93	797	21.9	5.3	117	1181	16.3	7.8	87
	QUINTILE 5	19250	2617	22.7	13.6	95	2592	17.4	13.5	73	855	23.5	4.4	99	1413	19.5	7.3	82
NEWSPAPERS	QUINTILE 1	12413	1492	12.9	12.0	84	2594	17.4	20.9	114	*350	9.6	2.8	63	1259	17.4	10.1	114
	QUINTILE 2	24116	3547	30.7	14.7	103	4761	31.9	19.7	107	765	21.0	3.2	71	2526	34.9	10.5	111
	QUINTILE 3	11261	1840	15.9	16.3	115	2129	14.3	18.9	103	*387	10.6	3.4	77	973	13.5	8.6	97
	QUINTILE 4	20255	2899	25.1	14.3	100	3753	25.2	18.5	101	972	26.7	4.8	107	1584	21.9	7.8	88
	QUINTILE 5	12940	1767	15.3	13.7	96	1666	11.2	12.9	70	1162	32.0	9.0	200	892	12.3	6.9	77
OUTDOOR	QUINTILE 1	14852	2012	17.4	13.5	95	2997	20.1	20.2	110	*564	15.5	3.8	85	1130	15.6	7.6	85
	QUINTILE 2	15725	2117	18.3	13.5	94	3034	20.4	19.3	105	*611	16.8	3.9	87	1603	22.2	10.2	114
	QUINTILE 3	16330	2607	22.6	16.0	112	3222	21.6	19.7	107	634	17.4	3.9	86	1502	20.8	9.2	103
	QUINTILE 4	16744	2552	22.1	15.2	107	3044	20.4	18.2	99	856	23.5	5.1	114	1593	22.0	9.5	107
	QUINTILE 5	17334	2258	19.6	13.0	91	2606	17.5	15.0	82	970	26.7	5.6	125	1407	19.4	8.1	91
RADIO-DRIVE TIME	QUINTILE 1	15911	2455	21.3	15.4	108	2916	19.6	18.3	100	600	16.5	3.8	84	1687	23.3	10.6	119
	QUINTILE 2	14837	2048	17.7	13.8	97	2684	18.0	18.1	98	*514	14.1	3.5	77	1346	18.6	9.1	102
	QUINTILE 3	15339	2216	19.2	14.4	101	2794	18.7	18.2	99	760	20.9	5.0	110	1329	18.4	8.7	97
	QUINTILE 4	16723	2358	20.4	14.1	99	3362	22.6	20.1	109	776	21.3	4.6	103	1396	19.3	8.3	93
	QUINTILE 5	18176	2470	21.4	13.6	95	3147	21.1	17.3	94	985	27.1	5.4	121	1478	20.4	8.1	91
RADIO-MID- DAY	TERCILE 1	21020	2857	24.7	13.6	95	4142	27.8	19.7	107	698	19.2	3.3	74	2050	28.3	9.8	109
	TERCILE 2	21610	3292	28.5	15.2	107	4192	28.1	19.4	105	974	26.8	4.5	100	1981	27.4	9.2	103
	TERCILE 3	38355	5397	46.7	14.1	99	6569	44.1	17.1	93	1963	54.0	5.1	114	3203	44.3	8.4	93
RADIO-TOTAL	QUINTILE 1	15988	2392	20.7	15.0	105	3099	20.8	19.4	105	562	15.5	3.5	78	1659	22.9	10.4	116
	QUINTILE 2	15626	2251	19.5	14.4	101	2680	18.0	17.2	93	758	20.9	4.9	108	1536	21.2	9.8	110
	QUINTILE 3	16723	2246	19.5	13.4	94	3414	22.9	20.4	111	602	16.6	3.6	80	1422	19.7	8.5	95
	QUINTILE 4	16342	2571	22.3	15.7	110	3060	20.5	18.7	102	705	19.4	4.3	96	1396	19.3	8.5	96
	QUINTILE 5	16306	2086	18.1	12.8	90	2650	17.8	16.3	88	1008	27.7	6.2	138	1221	16.9	7.5	84
TV-PRIME TIME	QUINTILE 1	15953	2225	19.3	13.9	98	2965	19.9	18.6	101	630	17.3	3.9	88	1533	21.2	9.6	108
	QUINTILE 2	16137	2179	18.9	13.5	95	3061	20.5	19.0	103	684	18.8	4.2	94	1327	18.3	8.2	92
	QUINTILE 3	16420	2484	21.5	15.1	106	2985	20.0	18.2	99	670	18.4	4.1	91	1549	21.4	9.4	106
	QUINTILE 4	16687	2156	18.7	12.9	91	3112	20.9	18.6	101	853	23.5	5.1	114	1608	22.2	9.6	108
	QUINTILE 5	15789	2503	21.7	15.9	111	2780	18.7	17.6	96	798	22.0	5.1	113	1218	16.8	7.7	86
TV-DAYTIME	TERCILE 1	27736	4203	36.4	15.2	106	4985	33.4	18.0	98	1548	42.6	5.6	124	2751	38.0	9.9	111
	TERCILE 2	26489	3714	32.2	14.0	98	4599	30.9	17.4	94	1340	36.9	5.1	113	2305	31.9	8.7	97
	TERCILE 3	26761	3629	31.4	13.6	95	5319	35.7	19.9	108	748	20.6	2.8	62	2179	30.1	8.1	91
TV-TOTAL	QUINTILE 1	16345	2248	19.5	13.8	96	2857	19.2	17.5	95	806	22.2	4.9	110	1554	21.5	9.5	106
	QUINTILE 2	16447	2683	23.2	16.3	114	3079	20.7	18.7	102	735	20.2	4.5	100	1432	19.8	8.7	97
	QUINTILE 3	15980	2205	19.1	13.8	97	3045	20.4	19.1	104	816	22.4	5.1	114	1409	19.5	8.8	99
	QUINTILE 4	15887	1950	16.9	12.3	86	2895	19.4	18.2	99	*535	14.7	3.4	75	1506	20.8	9.5	106
	QUINTILE 5	16326	2460	21.3	15.1	106	3027	20.3	18.5	101	743	20.4	4.6	101	1334	18.4	8.2	91
MAGAZINES-NEWSPAPERS: DUAL		20721	2896	25.1	14.0	98	4419	29.7	21.3	116	624	17.2	3.0	67	2333	32.3	11.3	126
MAGAZINE IMPERATIVE		19186	3000	26.0	15.6	110	3964	26.6	20.7	112	1167	32.1	6.1	136	1604	22.2	8.4	94
NEWSPAPER IMPERATIVE		21899	3010	26.1	13.7	96	3928	26.4	17.9	97	680	18.7	3.1	69	2017	27.9	9.2	103
MAGAZINES-OUTDOOR: DUAL		15451	2249	19.5	14.6	102	3727	25.0	24.1	131	*433	11.9	2.8	62	1604	22.2	10.4	116
MAGAZINE IMPERATIVE		25953	3748	32.5	14.4	101	5036	33.8	19.4	105	1338	36.8	5.2	115	2560	35.4	9.9	110
OUTDOOR IMPERATIVE		24400	3358	29.1	13.8	97	3950	26.5	16.2	88	990	27.2	4.1	90	1871	25.9	7.7	86
MAGAZINES-RADIO: DUAL		18049	2641	22.9	14.6	103	3603	24.2	20.0	108	827	22.8	4.6	102	2048	28.3	11.3	127
MAGAZINE IMPERATIVE		23571	3450	29.9	14.6	103	5153	34.6	21.9	119	1031	28.4	4.4	97	2109	29.2	8.9	100
RADIO IMPERATIVE		23278	3253	28.2	14.0	98	3869	26.0	16.6	90	926	25.5	4.0	89	1968	27.2	8.5	95
MAGAZINES-TELEVISION: DUAL		15459	2524	21.9	16.3	115	3196	21.4	20.7	112	705	19.4	4.6	102	1668	23.1	10.8	121
MAGAZINE IMPERATIVE		25829	3507	30.4	13.6	95	5547	37.2	21.5	117	1046	28.8	4.0	90	2433	33.6	9.4	105
TELEVISION IMPERATIVE		26039	3496	30.3	13.4	94	4064	27.3	15.6	85	1277	35.1	4.9	109	2021	27.9	7.8	87
NEWSPAPERS-OUTDOOR: DUAL		16605	2427	21.0	14.6	103	3571	24.0	21.5	117	*372	10.2	2.2	50	1659	22.9	10.0	112
NEWSPAPER IMPERATIVE		26834	3786	32.8	14.1	99	5099	34.2	19.0	103	989	27.2	3.7	82	2762	38.2	10.3	115
OUTDOOR IMPERATIVE		23346	3221	27.9	13.8	97	4239	28.4	18.2	99	1200	33.0	5.1	115	1846	25.5	7.9	89
NEWSPAPERS-RADIO: DUAL		17133	2521	21.8	14.7	103	3506	23.5	20.5	111	*456	12.5	2.7	59	1751	24.2	10.2	114
NEWSPAPER IMPERATIVE		25892	3556	30.8	13.7	96	5141	34.5	19.9	108	848	23.3	3.3	73	2523	34.9	9.7	109
RADIO IMPERATIVE		23167	3325	28.8	14.4	101	4167	28.0	18.0	98	1233	33.9	5.3	119	2064	28.5	8.9	100
NEWSPAPERS-TELEVISION: DUAL		17159	2489	21.6	14.5	102	3242	21.8	18.9	103	578	15.9	3.4	75	1766	24.4	10.3	115
NEWSPAPER IMPERATIVE		26214	3531	30.6	13.5	94	5360	36.0	20.4	111	727	20.0	2.8	62	2590	35.8	9.9	111
TELEVISION IMPERATIVE		23412	3465	30.0	14.8	104	4051	27.2	17.3	94	1453	40.0	6.2	138	1759	24.3	7.5	84
OUTDOOR-RADIO: DUAL		15303	2307	20.0	15.1	106	3049	20.5	19.9	108	*544	15.0	3.6	79	1468	20.3	9.6	107
OUTDOOR IMPERATIVE		24901	3452	29.9	13.9	97	4897	32.9	19.7	107	1017	28.0	4.1	91	2059	28.5	8.3	93
RADIO IMPERATIVE		26492	3727															

	TOTAL U.S. '000	ARMOUR STAR				BALL PARK				BRYAN				ECKRICH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	11546	100.0	14.3	100	14903	100.0	18.4	100	3635	100.0	4.5	100	7234	100.0	8.9	100
ATLANTIC MONTHLY	415	**44	0.4	10.6	74	**42	0.3	10.1	55	**15	0.4	3.6	81	**32	0.4	7.7	86
BARRON'S	453	**49	0.4	10.8	76	**101	0.7	22.3	121	**3	0.1	0.7	15	**44	0.6	9.7	109
BETTER HOMES & GARDENS	16256	2475	21.4	15.2	107	3438	23.1	21.1	115	776	21.3	4.8	106	1822	25.2	11.2	125
BON APPETIT	2535	354	3.1	14.0	98	647	4.3	25.5	139	**50	1.4	2.0	44	**162	2.2	6.4	72
BUSINESS WEEK	1278	*208	1.8	16.3	114	266	1.8	20.8	113	**38	1.0	3.0	66	**101	1.4	7.9	88
CAR AND DRIVER	378	**20	0.2	5.3	37	**84	0.6	22.2	121	**5	0.1	1.3	29	**48	0.7	12.7	142
CBS MAGAZINE NETWORK (GROSS)	1498	*225	1.9	15.0	105	388	2.6	25.9	141	**20	0.6	1.3	30	*199	2.8	13.3	149
CHANGING TIMES	1505	*241	2.1	16.0	112	366	2.5	24.3	132	**63	1.7	4.2	93	*165	2.3	11.0	123
COLONIAL HOMES	1231	*214	1.9	17.4	122	*170	1.1	13.8	75	**128	3.5	10.4	232	*116	1.6	9.4	105
CONDE NAST MAG. PKG. (GROSS)	14146	1886	16.3	13.3	94	3022	20.3	21.4	116	541	14.9	3.8	85	1596	22.1	11.3	126
CONSUMERS DIGEST	1323	*223	1.9	16.9	118	*348	2.3	26.3	143	**45	1.2	3.4	76	**103	1.4	7.8	87
COSMOPOLITAN	7102	863	7.5	12.2	85	1594	10.7	22.4	122	*250	6.9	3.5	78	742	10.3	10.4	117
COUNTRY LIVING	2481	374	3.2	15.1	106	497	3.3	20.0	109	**113	3.1	4.6	101	371	5.1	15.0	167
CUISINE	1472	*180	1.6	12.2	86	415	2.8	28.2	153	**62	1.7	4.2	94	*162	2.2	11.0	123
CYCLE WORLD	425	**70	0.6	16.5	116	**121	0.8	28.5	155	**15	0.4	3.5	79	**30	0.4	7.1	79
DCI:CREATIVE IDEAS FOR LIV	2510	373	3.2	14.9	104	584	3.9	23.3	126	**125	3.4	5.0	111	322	4.5	12.8	144
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1085	9.4	16.2	114	1096	7.4	16.4	89	657	18.1	9.8	219	727	10.0	10.9	122
DISCOVER	894	*155	1.3	17.3	122	*190	1.3	21.3	115	**46	1.3	5.1	115	*134	1.9	15.0	168
EBONY	3507	582	5.0	16.6	116	816	5.5	23.3	126	261	7.2	7.4	166	416	5.8	11.9	133
ESQUIRE	1083	*175	1.5	16.2	113	239	1.6	22.1	120	**66	1.8	6.1	136	*145	2.0	13.4	150
ESSENCE	1830	371	3.2	20.3	142	438	2.9	23.9	130	**126	3.5	6.9	153	296	4.1	16.2	181
FAMILY CIRCLE	15930	2630	22.8	16.5	116	3272	22.0	20.5	112	600	16.5	3.8	84	1697	23.5	10.7	119
THE FAMILY HANDYMAN	1126	*213	1.8	18.9	133	*219	1.5	19.4	106	**49	1.3	4.4	97	*131	1.8	11.6	130
FAMILY WEEKLY	11468	1891	16.4	16.5	116	2227	14.9	19.4	106	549	15.1	4.8	107	1270	17.6	11.1	124
FIELD & STREAM	2234	443	3.8	19.8	139	588	3.9	26.3	143	**76	2.1	3.4	76	*214	3.0	9.6	107
FOOD & WINE	579	**73	0.6	12.6	88	*114	0.8	19.7	107	**29	0.8	5.0	112	**33	0.5	5.7	64
FORBES	728	**59	0.5	8.1	57	**89	0.6	12.2	66	**41	1.1	5.6	125	**34	0.5	4.7	52
FORTUNE	906	**94	0.8	10.4	73	*197	1.3	21.7	118	**48	1.3	5.3	118	**96	1.3	10.6	119
GENTLEMAN'S QUARTERLY	791	**107	0.9	13.5	95	*242	1.6	30.6	166	**21	0.6	2.7	59	**106	1.5	13.4	150
GLAMOUR	5265	850	7.4	16.1	113	1009	6.8	19.2	104	*195	5.4	3.7	83	624	8.6	11.9	133
GOLF DIGEST	636	**102	0.9	16.0	112	*151	1.0	23.7	129	**6	0.2	0.9	21	**58	0.8	9.1	102
GOLF DIGEST/TENNIS (GROSS)	1186	*189	1.6	15.9	112	*206	1.4	17.4	94	**35	1.0	3.0	66	*118	1.6	9.9	111
GOLF MAGAZINE	441	**64	0.6	14.5	102	**88	0.6	20.0	108	**0	0.0	0.0	0	*226	0.4	5.9	66
GOLF MAGAZINE/SKI (GROSS)	922	**109	0.9	11.8	83	*192	1.3	20.8	113	**4	0.1	0.4	10	**44	0.6	4.8	53
GOOD HOUSEKEEPING	16487	2467	21.4	15.0	105	3297	22.1	20.0	109	719	19.8	4.4	97	1626	22.5	9.9	110
HARPER'S BAZAAR	2423	295	2.6	12.2	85	473	3.2	19.5	106	**113	3.1	4.7	104	274	3.8	11.3	127
HEALTH	1994	318	2.8	15.9	112	338	2.3	17.0	92	**96	2.6	4.8	107	*230	3.2	11.5	129
HEARST MAG CORP. BUY (GROSS)	44101	6497	56.3	14.7	103	8953	60.1	20.3	110	2048	56.3	4.6	103	4704	65.0	10.7	119
HEARST MAN POWER (GROSS)	1993	419	3.6	21.0	147	481	3.2	24.1	131	**71	2.0	3.6	79	*254	3.5	12.7	143
HEARST WOMAN POWER (GROSS)	31274	4588	39.7	14.7	103	6447	43.3	20.6	112	1348	37.1	4.3	96	3213	44.4	10.3	115
HOUSE BEAUTIFUL	3623	524	4.5	14.5	101	680	4.6	18.8	102	*227	6.2	6.3	140	338	4.7	9.3	104
INC.	283	**39	0.3	13.8	97	**51	0.3	18.0	98	**0	0.0	0.0	0	*112	0.2	4.2	47
JET	2928	559	4.8	19.1	134	652	4.4	22.3	121	*198	5.4	6.8	151	392	5.4	13.4	150
LADIES' HOME JOURNAL	11918	1759	15.2	14.8	104	2466	16.5	20.7	112	473	13.0	4.0	88	1294	17.9	10.9	122
LHJ FAMILY GRP COMBO(GROSS)	16764	2500	21.7	14.9	105	3381	22.7	20.2	110	723	19.9	4.3	96	1853	25.6	11.1	124
LIFE	4254	606	5.2	14.2	100	1028	6.9	24.2	131	*193	5.3	4.5	101	404	5.6	9.5	106
L.A. TIMES HOME MAGAZINE	1145	**67	0.6	5.9	41	*313	2.1	27.3	149	**0	0.0	0.0	0	*774	1.0	6.5	72
MADEMOISELLE	2884	381	3.3	13.2	93	607	4.1	21.0	114	**150	4.1	5.2	116	321	4.4	11.1	125
MC CALL'S	13460	2222	19.2	16.5	116	2623	17.6	19.5	106	647	17.8	4.8	107	1576	21.8	11.7	131
MC CALL'S/WRK MOTHER (GROSS)	14606	2426	21.0	16.6	117	2923	19.6	20.0	109	734	20.2	5.0	112	1730	23.9	11.8	133
MECHANIC ILLUSTRATED	772	**132	1.1	17.1	120	*204	1.4	26.4	144	**47	1.3	6.1	136	**88	1.2	11.4	128
METROPOLITAN HOME	967	*99	0.9	10.2	72	*122	0.8	12.6	69	**38	1.0	3.9	88	*101	1.4	10.4	117
MONEY	1588	*213	1.8	13.4	94	344	2.3	21.7	118	**63	1.7	4.0	88	*194	2.7	12.2	137
MOTHER EARTH NEWS	1002	*149	1.3	14.9	104	*195	1.3	19.5	106	**13	0.4	1.3	29	**46	0.6	4.6	51
MS.	825	*134	1.2	16.2	114	*208	1.4	25.2	137	**39	1.1	4.7	105	**82	1.1	9.9	111
NATIONAL ENQUIRER	10336	1437	12.4	13.9	98	1954	13.1	18.9	103	673	18.5	6.5	145	1122	15.5	10.9	122
NATIONAL GEOGRAPHIC	9597	1275	11.0	13.3	93	1959	13.1	20.4	111	346	9.5	3.6	80	850	11.8	8.9	99
NATIONAL SUNDAY MAGAZINE PKG	49558	6777	58.7	13.7	96	10070	67.6	20.3	110	1595	43.9	3.2	72	5075	70.2	10.2	115
NATURAL HISTORY	573	**36	0.3	6.3	44	**130	0.9	22.7	123	*10	0.3	1.7	39	**59	0.8	10.3	115
NEW WOMAN	1699	326	2.8	19.2	135	343	2.3	20.2	110	**92	2.5	5.4	121	*231	3.2	13.6	152
NEW YORK INCLUDING CUE	443	**32	0.3	7.2	51	*92	0.6	20.8	113	*1	0.0	0.2	5	**14	0.2	3.2	35
THE NEW YORKER	1270	*157	1.4	12.4	87	250	1.7	19.7	107	*35	1.0	2.8	61	**101	1.4	8.0	89
NEWSWEEK	6277	629	5.4	10.0	70	1229	8.2	19.6	106	*202	5.6	3.2	72	732	10.1	11.7	131
THE N.Y. TIMES DAILY EDITION	1205	**54	0.5	4.5	31	218	1.5	18.1	98	**6	0.2	0.5	11	**23	0.3	1.9	21
THE N.Y. TIMES MAGAZINE	2081	*164	1.4	7.9	55	395	2.7	19.0	103	*17	0.5	0.8	18	**51	0.7	2.5	27
OMNI	788	**113	1.0	14.3	101	*165	1.1	20.9	114	*14	0.4	1.8	40	**68	0.9	8.6	97
ON CABLE	1158	**79	0.7	6.8	48	319	2.1	27.5	150	*19	0.5	1.6	37	*119	1.6	10.3	115
1001 HOME IDEAS	2852	423	3.7	14.8	104	577	3.9	20.2	110	*154	4.2	5.4	120	329	4.5	11.5	129
ORGANIC GARDENING	1658	326	2.8	19.7	138	346	2.3	20.9	113	*122	3.4	7.4	164	*186	2.6	11.2	126
OUTDOOR LIFE	896	**90	0.8	10.0	70	*172	1.2	19.2	104	*17	0.5	1.9	42	*96	1.3	10.7	120
PARADE MAGAZINE	24275	3440	29.8	14.2	99	5132	34.4	21.1	115	794	21.8	3.3	73	2247	31.1	9.3	104

	TOTAL U.S. '000	ARMOUR STAR				BALL PARK				BRYAN				ECKRICH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	11546	100.0	14.3	100	14903	100.0	18.4	100	3635	100.0	4.5	100	7234	100.0	8.9	100
PARENTS	3845	610	5.3	15.9	111	998	6.7	26.0	141	*159	4.4	4.1	92	361	5.0	9.4	105
PENTHOUSE	831	**143	1.2	17.2	121	*236	1.6	28.4	154	**7	0.2	0.8	19	**119	1.6	14.3	160
PEOPLE	11645	1508	13.1	12.9	91	2580	17.3	22.2	120	307	8.4	2.6	59	1172	16.2	10.1	113
PLAYBOY	2006	226	2.0	11.3	79	424	2.8	21.1	115	**62	1.7	3.1	69	*171	2.4	8.5	95
POPULAR HOT RODDING	297	**40	0.3	13.5	94	**33	0.2	11.1	60	**12	0.3	4.0	90	**32	0.4	10.8	121
POPULAR MECHANICS	1018	*218	1.9	21.4	150	*228	1.5	22.4	122	**27	0.7	2.7	59	**144	2.0	14.1	158
POPULAR SCIENCE	878	*161	1.4	18.3	129	*214	1.4	24.4	132	**36	1.0	4.1	91	**73	1.0	8.3	93
PREVENTION	3913	419	3.6	10.7	75	754	5.1	19.3	105	**118	3.2	3.0	67	417	5.8	10.7	119
PSYCHOLOGY TODAY	1710	*252	2.2	14.7	103	403	2.7	23.6	128	**60	1.7	3.5	78	*187	2.6	10.9	122
READER'S DIGEST	22204	3420	29.6	15.4	108	4157	27.9	18.7	102	1068	29.4	4.8	107	1914	26.5	8.6	97
REDBOOK	7684	1258	10.9	16.4	115	1556	10.4	20.2	110	379	10.4	4.9	110	845	11.7	11.0	123
ROAD & TRACK	410	**21	0.2	5.1	36	**100	0.7	24.4	133	**0	0.0	0.0	0	**64	0.9	15.6	175
ROLLING STONE	969	*159	1.4	16.4	115	270	1.8	27.9	151	**63	1.7	6.5	145	*102	1.4	10.5	118
RUNNER'S WORLD	298	**43	0.4	14.4	101	**29	0.2	9.7	53	**9	0.2	3.0	67	**46	0.6	15.4	173
SATURDAY EVENING POST	1169	*232	2.0	19.8	139	*196	1.3	16.8	91	**56	1.5	4.8	107	**110	1.5	9.4	105
SCIENCE 84	587	*141	1.2	24.0	168	*149	1.0	25.4	138	**15	0.4	2.6	57	**54	0.7	9.2	103
SCIENCE DIGEST	482	**101	0.9	21.0	147	**101	0.7	21.0	114	**6	0.2	1.2	28	**73	1.0	15.1	170
SCIENTIFIC AMERICAN	594	**94	0.8	15.8	111	**104	0.7	17.5	95	**19	0.5	3.2	71	**80	1.1	13.5	151
SELF	2089	*267	2.3	12.8	90	505	3.4	24.2	131	*171	2.0	3.4	76	*235	3.2	11.2	126
SEVENTEEN	2411	368	3.2	15.3	107	545	3.7	22.6	123	**128	3.5	5.3	118	*237	3.3	9.8	110
SKI	480	**46	0.4	9.6	67	**104	0.7	21.7	118	**4	0.1	0.8	19	**18	0.2	3.8	42
SMITHSONIAN	2760	312	2.7	11.3	79	599	4.0	21.7	118	**71	2.0	2.6	57	*182	2.5	6.6	74
SOAP OPERA DIGEST	3013	435	3.8	14.4	101	674	4.5	22.4	122	*180	5.0	6.0	133	391	5.4	13.0	145
SOUTHERN LIVING	4184	712	6.2	17.0	119	511	3.4	12.2	66	533	14.7	12.7	284	406	5.6	9.7	109
SPORT	559	**102	0.9	18.2	128	**104	0.7	18.6	101	**26	0.7	4.7	104	**69	1.0	12.3	138
THE SPORTING NEWS	436	**60	0.5	13.8	97	**104	0.7	23.9	130	**16	0.4	3.7	82	**80	1.1	18.3	205
SPORTS AFIELD	493	**101	0.9	20.5	144	*153	1.0	31.0	169	**39	1.1	7.9	176	**37	0.5	7.5	84
SPORTS ILLUSTRATED	2758	347	3.0	12.6	88	726	4.9	26.3	143	**56	1.5	2.0	45	308	4.3	11.2	125
STAR	7456	1041	9.0	14.0	98	1626	10.9	21.8	119	367	10.1	4.9	110	628	8.7	8.4	94
SUNDAY	24936	2836	24.6	11.4	80	5434	36.5	21.8	118	563	15.5	2.3	50	3027	41.8	12.1	136
SUNSET	2124	461	4.0	21.7	152	728	4.9	34.3	186	**18	0.5	0.8	19	**24	0.3	1.1	13
TV GUIDE	21661	3234	28.0	14.9	105	4786	32.1	22.1	120	995	27.4	4.6	102	1731	23.9	8.0	89
TENNIS	550	**87	0.8	15.8	111	**55	0.4	10.0	54	**28	0.8	5.1	113	**60	0.8	10.9	122
TIME	8880	1255	10.9	14.1	99	1935	13.0	21.8	118	265	7.3	3.0	66	952	13.2	10.7	120
TOWN & COUNTRY	917	**70	0.6	7.6	54	*161	1.1	17.6	95	*246	1.3	5.0	112	*100	1.4	10.9	122
TRAVEL & LEISURE	972	**98	0.8	10.1	71	*229	1.5	23.6	128	**49	1.3	5.0	112	**48	0.7	4.9	55
TRUE STORY	3356	607	5.3	18.1	127	524	3.5	15.6	85	*202	5.6	6.0	134	377	5.2	11.2	126
U.S. NEWS & WORLD REPORT	3410	592	5.1	17.4	122	685	4.6	20.1	109	**81	2.2	2.4	53	391	5.4	11.5	128
USA TODAY	1759	260	2.3	14.8	104	397	2.7	22.6	123	**51	1.4	2.9	65	*152	2.1	8.6	97
US	1873	268	2.3	14.3	100	379	2.5	20.2	110	*51	1.4	2.7	61	*246	3.4	13.1	147
VOGUE	3909	389	3.4	10.0	70	901	6.0	23.0	125	**125	3.4	3.2	71	416	5.8	10.6	119
WALL STREET JOURNAL	1886	*198	1.7	10.5	74	385	2.6	20.4	111	**41	1.1	2.2	48	*164	2.3	8.7	97
WEIGHT WATCHERS	2120	*201	1.7	9.5	67	443	3.0	20.9	114	*132	3.6	6.2	139	236	3.3	11.1	125
WOMAN'S DAY	14172	2190	19.0	15.5	108	2915	19.6	20.6	112	560	15.4	4.0	88	1665	23.0	11.7	132
WORKING MOTHER	1146	*203	1.8	17.7	124	301	2.0	26.3	143	*87	2.4	7.6	169	*154	2.1	13.4	150
WORKING WOMAN	1322	*165	1.4	12.5	88	337	2.3	25.5	139	**19	0.5	1.4	32	*154	2.1	11.6	130
WORLD TENNIS	*163	**69	0.6	42.3	297	**3	0.0	1.8	10	**6	0.2	3.7	82	**13	0.2	8.0	89
ZIFF-DAVIS MAG NETHK (GROSS)	2532	281	2.4	11.1	78	615	4.1	24.3	132	*94	2.6	3.7	83	343	4.7	13.5	152
BLAIR INSERTS	43657	5758	49.9	13.2	93	8985	60.3	20.6	112	1144	31.5	2.6	58	4346	60.1	10.0	111
DAILY NEWSPAPERS																	
READ ANY	51633	7485	64.8	14.5	102	9982	67.0	19.3	105	1895	52.1	3.7	82	4792	66.2	9.3	104
READ ONE	43463	6392	55.4	14.7	103	8389	56.3	19.3	105	1589	43.7	3.7	81	3978	55.0	9.2	102
READ TWO OR MORE	8170	1094	9.5	13.4	94	1593	10.7	19.5	106	307	8.4	3.8	84	814	11.3	10.0	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7326	63.5	13.9	98	10572	70.9	20.1	109	1585	43.6	3.0	67	5249	72.6	10.0	112
READ ONE	46126	6475	56.1	14.0	98	9105	61.1	19.7	107	1452	39.9	3.1	70	4501	62.2	9.8	109
READ TWO OR MORE	6552	851	7.4	13.0	91	1467	9.8	22.4	122	*133	3.7	2.0	45	748	10.3	11.4	128
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.39				28.54				25.74				25.92			
30 DAY REACH	71455	10208	88.4	14.3	100	13395	89.9	18.7	102	3067	84.4	4.3	96	6413	88.7	9.0	100
50 SHWG - 30 DAY AV FREQ	14.56	13.78				14.99				13.50				13.44			
30 DAY REACH	67742	9794	84.8	14.5	101	12799	85.9	18.9	103	2940	80.9	4.3	97	6164	85.2	9.1	102
25 SHWG - 30 DAY AV FREQ	7.94	7.46				7.94				7.53				7.37			
30 DAY REACH	62117	9037	78.3	14.5	102	12029	80.7	19.4	105	2623	72.2	4.2	94	5583	77.2	9.0	101
CABLE TV: HOME WIRED	32077	4580	39.7	14.3	100	8642	45.9	21.3	116	1620	44.6	5.1	113	3080	42.6	9.6	107
HOME NOT WIRED	48909	6966	60.3	14.2	100	8061	54.1	16.5	90	2015	55.4	4.1	92	4154	57.4	8.5	95
HAVE PAY CABLE	15935	2322	20.1	14.6	102	3882	26.0	24.4	132	665	18.3	4.2	93	1677	23.2	10.5	118

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	50956	11546	100.0	14.3	100	14903	100.0	18.4	100	3635	100.0	4.5	100	7234	100.0	8.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6439	55.8	14.7	103	8170	54.8	18.6	101	1679	46.2	3.8	85	4176	57.7	9.5	106
10:00 AM - 3:00 PM	30659	4313	37.4	14.1	99	6063	40.7	19.8	107	1139	31.3	3.7	83	2937	40.6	9.6	107
3:00 PM - 7:00 PM	31045	4565	39.5	14.7	103	5903	39.6	19.0	103	1237	34.0	4.0	89	2990	41.3	9.6	108
7:00 PM - MIDNIGHT	15767	2521	21.8	16.0	112	3157	21.2	20.0	109	667	18.3	4.2	94	1479	20.4	9.4	105
MIDNIGHT - 6:00 AM	9120	1389	12.0	15.2	107	1781	12.0	19.5	106	315	8.7	3.5	77	982	13.6	10.8	121
6:00 AM - MIDNIGHT	58527	8405	72.8	14.4	101	11205	75.2	19.1	104	2354	64.8	4.0	90	5558	76.8	9.5	106
ENTIRE DAY	59311	8515	73.7	14.4	101	11344	76.1	19.1	104	2391	65.8	4.0	90	5662	78.3	9.5	107
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16172	2410	20.9	14.9	105	3116	20.9	19.3	105	537	14.8	3.3	74	1665	23.0	10.3	115
ALL NEWS	2256	*235	2.0	10.4	73	564	3.8	25.0	136	**22	0.6	1.0	22	*133	1.8	5.9	66
AOR/PROGRESSIVE	3874	458	4.0	11.8	83	962	6.5	24.8	135	**85	2.3	2.2	49	231	3.2	6.0	67
BEAUTIFUL MUSIC	5660	901	7.8	15.9	112	*58	6.4	16.9	92	*297	8.2	5.2	117	652	9.0	11.5	129
BLACK	2204	336	2.9	15.2	107	359	2.4	16.3	89	*221	6.1	10.0	223	280	3.9	12.7	142
CLASSICAL	1418	*209	1.8	14.7	103	*333	2.2	23.5	128	**33	0.9	2.3	52	**110	1.5	7.8	87
CHR/ROCK	9538	1226	10.6	12.9	90	2028	13.6	21.3	116	450	12.4	4.7	105	804	11.1	8.4	94
COUNTRY	12648	2205	19.1	17.4	122	2066	13.9	16.3	89	669	18.4	5.3	118	1228	17.0	9.7	109
GOLDEN OLDIES	1191	**96	0.8	8.1	57	*153	1.0	12.8	70	**23	0.6	1.9	43	**91	1.3	7.6	86
MOR/NOSTALGIA	4757	524	6.0	14.5	102	1010	6.8	21.2	115	**89	2.4	1.9	42	455	6.3	9.6	107
NEWS/TALK	3863	427	3.7	11.1	78	902	6.1	23.3	127	**77	2.1	2.0	44	396	5.5	10.3	115
RELIGIOUS	3084	*63	3.1	11.8	83	459	3.1	14.9	81	*180	5.0	5.8	130	263	3.6	8.5	95
SOFT ROCK	521	**92	0.8	17.7	124	*90	0.6	17.3	94	**99	0.2	1.7	38	**109	1.5	20.9	234
URBAN CONTEMPORARY	1585	271	2.3	17.1	120	457	3.1	28.8	157	**94	2.6	5.9	132	*168	2.3	10.6	119
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	420	3.6	12.9	90	709	4.8	21.7	118	**77	2.1	2.4	53	450	6.2	13.8	154
ABC DIRECTION	2316	394	3.4	17.0	119	497	3.3	21.5	117	**161	4.4	7.0	155	221	3.1	9.5	107
ABC ENTERTAINMENT	4834	719	6.2	14.9	104	809	5.4	16.7	91	*153	4.2	3.2	71	447	6.2	9.2	104
ABC FM	2202	358	3.1	16.3	114	440	3.0	20.0	109	*186	5.1	8.4	188	285	3.9	12.9	145
ABC INFORMATION	5425	964	8.3	17.8	125	1056	7.1	19.5	106	*220	6.1	4.1	90	453	6.3	8.4	93
ABC ROCK	1677	*235	2.0	14.0	98	439	2.9	26.2	142	**19	0.5	1.1	25	**70	1.0	4.2	47
CBS	4430	603	5.2	13.6	95	884	5.9	20.0	108	*187	5.1	4.2	94	442	6.1	10.0	112
MUTUAL	4992	813	7.0	16.3	114	953	6.4	19.1	104	*207	5.7	4.1	92	618	8.5	12.4	139
NBC	4679	658	5.7	14.1	99	952	6.4	20.3	111	*159	4.4	3.4	76	411	5.7	8.8	98
RADIORADIO	1994	312	2.7	15.6	110	403	2.7	20.2	110	**102	2.8	5.1	114	*174	2.4	8.7	98
RKO ONE	2298	370	3.2	16.1	113	433	2.9	18.8	102	**118	3.2	5.1	114	*211	2.9	9.2	103
RKO TWO	3311	570	4.9	17.2	121	507	3.4	15.3	83	*211	5.8	6.4	142	387	5.3	11.7	131
THE SOURCE	2114	*250	2.2	11.8	83	404	2.7	19.1	104	**93	2.6	4.4	98	*187	2.6	8.8	99
NON-WIRED: BLAIR	8654	1275	11.0	14.7	103	1672	11.2	19.3	105	310	8.5	3.6	80	*112	11.2	9.4	105
INTERNET	12025	1751	15.2	14.6	102	2806	18.8	23.3	127	633	17.4	5.3	117	1130	15.6	9.4	105
KATZ RADIO GROUP	15359	2145	18.6	14.0	98	3039	20.4	19.8	108	470	12.9	3.1	68	1492	20.6	9.7	109
SUPERNET	10628	1819	15.8	17.1	120	2125	14.3	20.0	109	413	11.4	3.9	87	1122	15.5	10.6	118
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1313	11.4	15.2	106	1433	9.6	16.5	90	477	13.1	5.5	123	743	10.3	8.6	96
WKDAY 9:00 AM - 1:00 PM	12163	1804	15.6	14.8	104	2179	14.6	17.9	97	695	19.1	5.7	127	1097	15.2	9.0	101
WKDAY 1:00 PM - 4:30 PM	16150	2393	20.7	14.8	104	2826	19.0	17.5	95	922	25.4	5.7	127	1593	22.0	9.9	110
WKDAY 4:30 PM - 7:30 PM	22463	3073	26.6	13.7	96	4054	27.2	18.0	98	871	24.0	3.9	86	1977	27.3	8.8	99
WKDAY 7:30 PM - 8:00 PM	31795	4360	37.8	13.7	96	5586	37.5	17.6	95	1334	36.7	4.2	93	2871	39.7	9.0	101
WKDAY 11:00 PM - 11:30 PM	23977	3459	30.0	14.4	101	4401	29.5	18.4	100	1083	29.8	4.5	101	2402	33.2	10.0	112
WKDAY 11:30 PM - 1:00 AM	7703	1094	9.5	14.2	100	1481	9.9	19.2	104	436	12.0	5.7	126	877	12.1	11.4	127
M-SAT 8-11 PM-SUN 7-11 PM	33800	4739	41.0	14.0	98	6297	42.3	18.6	101	1402	38.6	4.1	92	3079	42.6	9.1	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	894	7.7	13.7	96	1346	9.0	20.6	112	286	7.9	4.4	97	629	8.7	9.6	108
ANOTHER WORLD	A 4620	842	7.3	18.2	128	738	5.0	16.0	87	312	8.6	6.8	150	424	5.9	9.2	103
AS THE WORLD TURNS	C 5614	867	7.5	15.4	108	725	4.9	12.9	70	419	11.5	7.5	166	576	8.0	10.3	115
CAPITOL	C 3396	577	5.0	17.0	119	512	3.4	15.1	82	273	7.5	8.0	179	381	5.3	11.2	126
CBS MORN. NEWS 1	C 1446	201	1.7	13.9	98	156	1.0	10.8	59	*97	2.7	6.7	149	78	1.1	5.4	60
CBS MORN. NEWS 2	C 1207	112	1.0	9.3	65	175	1.2	14.5	79	*75	2.1	6.2	138	92	1.3	7.6	85
DAYS OF OUR LIVES	N 5877	956	8.3	16.3	114	1088	7.3	18.5	101	416	11.4	7.1	158	532	7.4	9.1	101
FACTS OF LIFE - DAYTIME	N 2290	279	2.4	12.2	85	349	2.3	15.2	83	*126	3.5	5.5	123	188	2.6	8.2	92
FAMILY FEUD	A 3023	415	3.6	13.7	96	498	3.3	16.5	90	183	5.0	6.1	135	207	2.9	6.8	77
GENERAL HOSPITAL	A 6097	767	6.6	12.6	88	1205	8.1	19.8	107	296	8.1	4.9	108	582	8.0	9.5	107
GOOD MORNING, AMERICA-730	A 3515	518	4.5	14.7	103	544	3.7	15.5	84	210	5.8	6.0	133	347	4.8	9.9	111
GOOD MORNING, AMERICA-830	A 2818	425	3.7	15.1	106	495	3.3	17.6	95	*174	4.8	6.2	138	245	3.4	8.7	97
GUIDING LIGHT	C 5339	875	7.6	16.4	115	779	5.2	14.6	79	351	9.7	6.6	146	507	7.0	9.5	106
ONE LIFE TO LIVE	A 4478	572	5.0	12.8	90	882	5.9	19.7	107	196	5.4	4.4	98	391	5.4	8.7	98
PRESS YOUR LUCK	C 2244	326	2.8	14.5	102	452	3.0	20.1	109	122	3.4	5.4	121	218	3.0	9.7	109
PRICE IS RIGHT 1	C 4348	718	6.2	16.5	116	694	4.7	16.0	87	291	8.0	6.7	149	399	5.5	9.2	103
PRICE IS RIGHT 2	C 5014	831	7.2	16.6	116	768	5.2	15.3	83	335	9.2	6.7	149	466	6.4	9.3	104
RYAN'S HOPE	A 3150	396	3.4	12.6	88	587	3.9	18.6	101	*185	5.1	5.9	131	355	4.9	11.3	126
SALE OF THE CENTURY	N 2695	359	3.1	13.3	93	412	2.8	15.3	83	*91	2.5	3.4	75	201	2.8	7.5	83
SEARCH FOR TOMORROW	N 2319	388	3.4	16.7	117	345	2.3	14.9	81	165	4.5	7.1	159	246	3.4	10.6	119
TODAY SHOW 1	N 2693	364	3.2	13.5	95	403	2.7	15.0	81	154	4.2	5.7	127	249	3.4	9.2	104
TODAY SHOW 2	N 2498	285	2.5	11.4	80	359	2.4	14.4	78	148	4.1	5.9	132	236	3.3	9.4	106
\$25,000 PYRAMID	C 2753	411	3.6	14.9	105	559	3.8	20.3	110	*112	3.1	4.1	91	190	2.6	6.9	77
WHEEL OF FORTUNE	N 4388	667	5.8	15.2	107	767	5.1	17.5	95	226	6.2	5.2	115	393	5.4	9.0	100
YOUNG AND THE RESTLESS	C 5695	879	7.6	15.4	108	751	5.0	13.2	72	407	11.2	7.1	159	539	7.5	9.5	106
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	229	2.0	13.0	91	366	2.5	20.8	113	*70	1.9	4.0	89				

		TOTAL U.S. '000	A '000	B % DOWN	STAR C % ACROSS	D INDX	A '000	B % DOWN	STAR C % ACROSS	D INDX	A '000	B % DOWN	STAR C % ACROSS	D INDX	A '000	B % DOWN	STAR C % ACROSS	D INDX	A '000	B % DOWN	STAR C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	11546	100.0	14.3	100	14903	100.0	18.4	100	3635	100.0	4.5	100	7234	100.0	8.9	100				
WKDAY LOCAL EVENING TV NEWS																						
NETWORK AFFILIATES - EARLY		26063	3564	30.9	13.7	96	4080	27.4	15.7	85	1274	35.0	4.9	109	2368	32.7	9.1	102				
NETWORK AFFILIATES - LATE		20261	2896	25.1	14.3	100	3730	25.0	18.4	100	924	25.4	4.6	102	2142	29.6	10.6	118				
INDEPENDENTS - LATE		2076	243	2.1	11.7	82	403	2.7	19.4	105	*37	1.0	1.8	40	121	1.7	5.8	65				
TV EVENING NTWK 6 PM - 2 AM																						
A TEAM		N 10453	1472	12.7	14.1	99	1907	12.8	18.2	99	491	13.5	4.7	105	1013	14.0	9.7	108				
ABC MONDAY NIGHT MOVIE		A 6412	920	8.0	14.3	101	1224	8.2	19.1	104	316	8.7	4.9	110	596	8.2	9.3	104				
ABC SUNDAY NIGHT MOVIE		A 12407	1693	14.7	13.6	96	2388	16.0	19.2	105	613	16.9	4.9	110	988	13.7	8.0	89				
ABC WORLD NEWS TONIGHT		A 6176	862	7.5	14.0	98	925	6.2	15.0	81	299	8.2	4.8	108	509	7.0	8.2	92				
AFTERMASH		C 5863	781	6.8	13.3	93	1156	7.8	19.7	107	*227	6.2	3.9	86	514	7.1	8.8	99				
ALICE		C 9594	1314	11.4	13.7	96	1866	12.5	19.4	106	403	11.1	4.2	94	1098	15.2	11.4	128				
AMERICAN PARADE		C 6622	961	8.3	14.5	102	1124	7.5	17.0	92	272	7.5	4.1	92	569	7.9	8.6	96				
BENSON		A 10886	1457	12.6	13.4	94	2319	15.6	21.3	116	396	10.9	3.6	81	917	12.7	8.4	94				
BLUE THUNDER		A 5036	759	6.6	15.1	106	1075	7.2	21.3	116	*232	6.4	4.6	103	506	7.0	10.0	112				
CAGNEY & LACEY		C 9965	1172	10.2	11.8	82	2022	13.6	20.3	110	366	10.1	3.7	82	865	12.0	8.7	97				
CBS EVENING NEWS-DEAN		C 3491	489	4.2	14.0	98	588	3.9	16.8	92	**127	3.5	3.6	81	322	4.5	9.2	103				
CBS EVENING NEWS-RATHER		C 7123	941	8.2	13.2	93	1205	8.1	16.9	92	282	7.8	4.0	88	625	8.6	8.8	98				
CBS SAT. NEWS-SCHIEFFER		C 3621	423	3.7	11.7	82	563	3.8	15.5	84	116	3.2	3.2	71	310	4.3	8.6	96				
CBS SATURDAY NIGHT MOVIE		C 5436	819	7.1	15.1	106	1001	6.7	18.4	100	277	7.6	5.1	114	533	7.4	9.8	110				
CBS WEDNESDAY NIGHT MOVIE		C 6100	952	8.2	15.6	109	1033	6.9	16.9	92	235	6.5	3.9	86	618	8.5	10.1	113				
CHEERS		N 8889	1330	11.5	15.0	105	1889	12.7	21.3	115	254	7.0	2.9	64	917	12.7	10.3	115				
DALLAS		C 22109	3131	27.1	14.2	99	3850	25.8	17.4	95	1115	30.7	5.0	112	1927	26.6	8.7	98				
DIFF'RENT STROKES		N 6940	964	8.3	13.9	97	1308	8.8	18.8	102	381	10.5	5.5	122	694	9.6	10.0	112				
DOUBLE TROUBLE		N 7223	1001	8.7	13.9	97	1339	9.0	18.5	101	329	9.1	4.6	101	756	10.5	10.5	117				
DUCK FACTORY		N 5595	788	6.8	14.1	99	1118	7.5	20.0	109	*188	5.2	3.4	75	626	8.7	11.2	125				
DUKES OF HAZZARD		C 5768	808	7.0	14.0	98	776	5.2	13.5	73	334	9.2	5.8	129	500	6.9	8.7	97				
DYNASTY		A 20053	2614	22.6	13.0	91	3799	25.5	18.9	103	1012	27.8	5.0	112	1951	27.0	9.7	109				
FACTS OF LIFE		N 8087	1062	9.2	13.1	92	1625	10.9	20.1	109	295	8.1	3.6	81	818	11.3	10.1	113				
FALCON CREST		C 20046	2825	24.5	14.1	99	3408	22.9	17.0	92	1002	27.6	5.0	111	1852	25.6	9.2	103				
FALL GUY		A 9084	1242	10.8	13.7	96	1754	11.8	19.3	105	466	12.8	5.1	114	885	12.2	9.7	109				
FAMILY TIES		N 7964	1171	10.1	14.7	103	1517	10.2	19.0	104	301	8.3	3.8	84	733	10.1	9.2	103				
FANTASY ISLAND		A 7687	961	8.3	12.5	88	1282	8.6	16.7	91	391	10.8	5.1	113	703	9.7	9.1	102				
FOULUPS, BLEEPES & BLUNDERS		A 8861	1280	11.1	14.4	101	1609	10.8	18.2	99	382	10.5	4.3	96	908	12.6	10.2	115				
FOUR SEASONS		C 5095	692	6.0	13.6	95	996	6.7	19.5	106	*154	4.2	3.0	67	421	5.8	8.3	93				
GIMME A BREAK		N 8838	1150	10.0	13.0	91	1492	10.0	16.9	92	398	10.9	4.5	100	804	11.1	9.1	102				
HART TO HART		A 8978	1390	12.0	15.5	109	1667	11.2	18.6	101	460	12.7	5.1	114	871	12.0	9.7	109				
HILL STREET BLUES		N 8590	1116	9.7	13.0	91	1701	11.4	19.8	108	342	9.4	4.0	89	757	10.5	8.8	99				
HOTEL		A 14085	1888	16.4	13.4	94	2610	17.5	18.5	101	638	17.6	4.5	101	1660	22.9	11.8	132				
JEFFERSONS		C 9360	1410	12.2	15.1	106	1807	12.1	19.3	105	417	11.5	4.5	99	1086	15.0	11.6	130				
JENNIFER SLEPT HERE		N 5841	868	7.5	14.9	104	1186	8.0	20.3	110	282	7.8	4.8	108	520	7.2	8.9	100				
KATE & ALLIE		C 9206	1321	11.4	14.3	101	1819	12.2	19.8	107	*184	5.1	2.0	45	836	11.6	9.1	102				
KNIGHT RIDER		N 7076	994	8.6	14.0	99	1346	9.0	19.0	103	302	8.3	4.3	95	688	9.5	9.7	109				
LOVE BOAT		A 12219	1694	14.7	13.9	97	2188	14.7	17.9	97	615	16.9	5.0	112	1064	14.7	8.7	97				
MAGNUM PI		C 11199	1509	13.1	13.5	95	2070	13.9	18.5	100	567	15.6	5.1	113	1161	16.0	10.4	116				
MAMA'S FAMILY		N 6057	868	7.5	14.3	101	1265	8.5	20.9	113	298	8.2	4.9	110	578	8.0	9.5	107				
MASTER, THE		N 3598	551	4.8	15.3	107	725	4.9	20.2	109	*130	3.6	3.6	80	338	4.7	9.4	105				
MATT HOUSTON		A 6344	911	7.9	14.4	101	1424	9.6	22.4	122	*212	5.8	3.3	74	688	9.5	10.8	121				
NBC MONDAY NIGHT MOVIE		N 11994	1682	14.6	14.0	98	2246	15.1	18.7	102	483	13.3	4.0	90	989	13.7	8.2	92				
NBC NIGHTLY NEWS		N 5132	711	6.2	13.9	97	774	5.2	15.1	82	236	6.5	4.6	102	523	7.2	10.2	114				
NBC NIGHTLY NEWS-SAT		N 3375	482	4.2	14.3	100	597	4.0	17.7	96	*136	3.7	4.0	90	322	4.5	9.5	107				
NBC NIGHTLY NEWS-SUN		N 3130	303	2.6	9.7	68	511	3.4	16.3	89	**135	3.7	4.3	96	342	4.7	10.9	122				
NBC SUNDAY NIGHT MOVIE		N 8284	1089	9.4	13.1	92	1614	10.8	19.5	106	*345	9.5	4.2	93	1070	14.8	12.9	145				
NEWHART		C 9240	1268	11.0	13.7	96	1845	12.4	20.0	109	267	7.3	2.9	64	856	11.8	9.3	104				
ONE DAY AT A TIME		C 7288	1088	9.4	14.9	105	1337	9.0	18.3	100	414	11.4	5.7	127	628	8.7	8.6	96				
PEOPLE ARE FUNNY		N 4855	807	7.0	16.6	117	956	6.4	19.7	107	269	7.4	5.5	123	420	5.8	8.7	97				
REAL PEOPLE		N 8869	1352	11.7	15.2	107	1538	10.3	17.3	94	379	10.4	4.3	95	781	10.8	8.8	99				
REMINGTON STEELE		N 7743	1081	9.4	14.0	98	1425	9.6	18.4	100	*239	6.6	3.1	69	590	8.2	7.6	85				
RIPLEY'S BELIEVE IT - NOT		A 5345	753	6.5	14.1	99	1228	8.2	23.0	125	*227	6.2	4.2	95	568	7.9	10.6	119				
RIPTIDE		N 6988	10																			

	TOTAL U.S. '000	HEBREW NATIONAL				HORMEL				HYGRADE				KAHN'S			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	3138	100.0	3.9	100	4835	100.0	6.0	100	3361	100.0	4.2	100	6024	100.0	7.4	100
18 - 24	9282	**143	4.6	1.5	40	*560	11.6	6.0	101	*268	8.0	2.9	70	*505	8.4	5.4	73
25 - 34	19072	882	28.1	4.6	119	1225	25.3	6.4	108	755	22.5	4.0	95	1396	23.2	7.3	98
35 - 44	14591	464	14.8	3.2	82	676	14.0	4.6	78	791	23.5	5.4	131	1009	16.7	6.9	93
45 - 54	11345	518	16.5	4.6	118	*631	13.1	5.6	93	*485	14.4	4.3	103	1204	20.0	10.6	143
55 - 64	11635	645	20.6	5.5	143	783	16.2	6.7	113	*563	16.8	4.8	117	970	16.1	8.3	112
65 OR OLDER	15061	486	15.5	3.2	83	962	19.9	6.4	107	500	14.9	3.3	80	940	15.6	6.2	84
18 - 34	28354	1025	32.7	3.6	93	1784	36.9	6.3	105	1022	30.4	3.6	87	1901	31.6	6.7	90
18 - 49	48339	1696	54.0	3.5	91	2801	57.9	5.8	97	2110	62.8	4.4	105	3550	58.9	7.3	99
25 - 54	45008	1864	59.4	4.1	107	2531	52.3	5.6	94	2031	60.4	4.5	109	3609	59.9	8.0	108
35 - 49	19985	671	21.4	3.4	87	1017	21.0	5.1	85	1088	32.4	5.4	131	1650	27.4	8.3	111
50 OR OLDER	32647	1442	46.0	4.4	114	2034	42.1	6.2	104	1251	37.2	3.8	92	2474	41.1	7.6	102
GRADUATED COLLEGE	11155	903	28.8	8.1	209	678	14.0	6.1	102	*420	12.5	3.8	91	705	11.7	6.3	85
ATTENDED COLLEGE	13682	602	19.2	4.4	114	1199	24.8	8.8	147	663	19.7	4.8	117	896	14.9	6.5	88
GRADUATED HIGH SCHOOL	33880	1122	35.8	3.3	85	1920	39.7	5.7	95	1534	45.6	4.5	109	2788	46.3	8.2	111
DID NOT GRADUATE HIGH SCHOOL	22270	*511	16.3	2.3	59	1037	21.4	4.7	78	745	22.2	3.3	81	1635	27.1	7.3	99
EMPLOYED	40306	1944	62.0	4.8	124	2377	49.2	5.9	99	1740	51.8	4.3	104	3141	52.1	7.8	105
EMPLOYED FULL-TIME	32850	1492	47.5	4.5	117	1866	38.6	5.7	95	1472	43.8	4.5	108	2601	43.2	7.9	106
EMPLOYED PART-TIME	7456	*452	14.4	6.1	156	*511	10.6	6.9	115	*268	8.0	3.6	87	*540	9.0	7.2	97
NOT EMPLOYED	40680	1195	38.1	2.9	76	2458	50.8	6.0	101	1621	48.2	4.0	96	2883	47.9	7.1	95
PROFESSIONAL/MANAGER	10392	932	29.7	9.0	231	*581	12.0	5.6	94	*448	13.3	4.3	104	688	11.4	6.6	89
TECH/CLERICAL/SALES	17574	694	22.1	3.9	102	1109	22.9	6.3	106	794	23.6	4.5	109	1401	23.3	8.0	107
PRECISION/CRAFT	985	*63	2.0	6.4	165	*48	1.0	4.9	82	*54	1.6	5.5	132	*109	1.8	11.1	149
OTHER EMPLOYED	11354	*255	8.1	2.2	58	639	13.2	5.6	94	*444	13.2	3.9	94	943	15.7	8.3	112
SINGLE	9863	456	14.5	4.6	119	*439	9.1	4.5	75	*243	7.2	2.5	59	504	8.4	5.1	69
MARRIED	51375	2007	64.0	3.9	101	3302	68.3	6.4	108	2327	69.2	4.5	109	4090	67.9	8.0	107
DIVORCED/SEPARATED/WIDOWED	19748	676	21.5	3.4	88	1094	22.6	5.5	93	791	23.5	4.0	97	1430	23.7	7.2	97
PARENTS	32590	982	31.3	3.0	78	1980	41.0	6.1	102	1700	50.6	5.2	126	2538	42.1	7.8	105
WHITE	70416	2944	93.8	4.2	108	4408	91.2	6.3	105	2916	86.8	4.1	100	5432	90.2	7.7	104
BLACK	8778	*180	5.7	2.1	53	*393	8.1	4.5	75	392	11.7	4.5	108	*496	8.2	5.7	76
OTHER	1791	*14	0.4	0.8	20	*34	0.7	1.9	32	*54	1.6	3.0	73	*96	1.6	5.4	72
NORTHEAST-CENSUS	17786	1965	62.6	11.0	285	*547	11.3	3.1	52	1195	35.6	6.7	162	2264	37.6	12.7	171
NORTH CENTRAL	20741	*70	2.2	0.3	9	1496	30.9	7.2	121	1179	35.1	5.7	137	1776	29.5	8.6	115
SOUTH	27775	*392	12.5	1.4	36	1527	31.6	5.5	92	*441	13.1	1.6	38	1945	32.3	7.0	94
WEST	14683	712	22.7	4.8	125	1265	26.2	8.6	144	*546	16.2	3.7	90	*39	0.6	0.3	4
NORTHEAST-MKTG.	17961	2027	64.6	11.3	291	*513	10.6	2.9	48	1135	33.8	6.3	152	1843	30.6	10.3	138
EAST CENTRAL	11885	*140	4.5	1.2	30	*183	3.8	1.5	26	841	25.0	7.1	171	2313	38.4	19.5	262
WEST CENTRAL	14090	*16	0.5	0.1	3	1566	32.4	11.1	186	*562	16.7	4.0	96	*268	4.4	1.9	26
SOUTH	24081	*278	8.9	1.2	30	1529	31.6	6.3	106	*286	8.5	1.2	29	1567	26.0	6.5	87
PACIFIC	12969	677	21.6	5.2	135	1043	21.6	8.0	135	*537	16.0	4.1	100	*93	0.5	0.3	3
COUNTY SIZE A	32439	2197	70.0	6.8	175	1606	33.2	5.0	83	1861	55.4	5.7	138	1904	31.6	5.9	79
COUNTY SIZE B	24915	600	19.1	2.4	62	1393	28.8	5.6	94	845	25.1	3.4	82	2532	42.0	10.2	137
COUNTY SIZE C	12930	*327	10.4	2.5	65	821	17.0	6.3	106	*295	8.8	2.3	55	1054	17.5	8.2	110
COUNTY SIZE D	10703	*14	0.4	0.1	3	1015	21.0	9.5	159	*361	10.7	3.4	81	*534	8.9	5.0	67
METRO CENTRAL CITY	24518	1132	36.1	4.6	119	1469	30.4	6.0	100	895	26.6	3.7	88	1356	22.5	5.5	74
METRO SUBURBAN	35919	1696	54.0	4.7	122	1819	37.6	5.1	85	1847	55.0	5.1	124	3320	55.1	9.2	124
NON METRO	20549	*311	9.9	1.5	39	1547	32.0	7.5	126	*619	18.4	3.0	73	1348	22.4	6.6	88
TOP 5 ADI'S	18341	1715	54.7	9.4	241	860	17.8	4.7	79	1368	40.7	7.5	180	620	10.3	3.4	45
TOP 10 ADI'S	25378	2083	66.4	8.2	212	1074	22.2	4.2	71	1620	48.2	6.4	154	934	15.5	3.7	49
TOP 20 ADI'S	36488	2413	76.9	6.6	171	1812	37.5	5.0	83	2042	60.8	5.6	135	2027	33.6	5.6	75
HSOLD INC. \$50,000 OR MORE	6612	*464	14.8	7.0	181	*502	10.4	7.6	127	*388	11.5	5.9	141	*465	7.7	7.0	95
\$40,000 OR MORE	12659	902	28.7	7.1	184	822	17.0	6.5	109	684	20.4	5.4	130	1007	16.7	8.0	107
\$30,000 OR MORE	24698	1560	49.7	6.3	163	1707	35.3	6.9	116	1250	37.2	5.1	122	2005	33.3	8.1	109
\$25,000 OR MORE	32077	1900	60.5	5.9	153	2294	47.4	7.2	120	1464	43.6	4.6	110	2678	44.5	8.3	112
\$20,000 - \$24,999	9144	*364	11.6	4.0	103	578	12.0	6.3	106	*398	11.8	4.4	105	674	11.2	7.4	99
\$15,000 - \$19,999	8728	*233	7.4	2.7	69	*502	10.4	5.8	96	*257	7.6	2.9	71	674	11.2	7.7	104
\$10,000 - \$14,999	12562	*381	12.1	3.0	78	634	13.1	5.0	85	646	19.2	5.1	124	1118	18.6	8.9	120
UNDER \$10,000	18475	*261	8.3	1.4	36	827	17.1	4.5	75	596	17.7	3.2	78	880	14.6	4.8	64
HOUSEHOLD OF 1 PERSON	11987	484	15.4	4.0	104	530	11.0	4.4	74	356	10.6	3.0	72	564	9.4	4.7	63
2 PEOPLE	26577	1242	39.6	4.7	121	1651	34.1	6.2	104	892	26.5	3.4	81	1867	31.0	7.0	94
3 OR 4 PEOPLE	30617	1102	35.1	3.6	93	1687	34.9	5.5	92	1352	40.2	4.4	106	2657	44.1	8.7	117
5 OR MORE PEOPLE	11804	*311	9.9	2.6	68	966	20.0	8.2	137	761	22.6	6.4	155	936	15.5	7.9	107
NO CHILD IN HSOLD	46165	2040	65.0	4.4	114	2693	55.7	5.8	98	1608	47.8	3.5	84	3245	53.9	7.0	94
CHILD(REN) UNDER 2 YRS	5325	*95	3.0	1.8	46	*469	9.7	8.8	148	*181	5.4	3.4	82	*407	6.8	7.6	103
2 - 5 YEARS	14221	*497	15.8	3.5	90	1074	22.2	7.6	126	689	20.5	4.8	117	914	15.2	6.4	86
6 - 11 YEARS	15117	*363	11.6	2.4	62	805	16.6	5.3	89	866	25.8	5.7	138	1032	17.1	6.8	92
12 - 17 YEARS	16611	487	15.5	2.9	76	946	19.6	5.7	95	893	26.6	5.4	130	1357	22.5	8.2	110
RESIDENCE OWNED	55884	2138	68.1	3.8	99	3699	76.5	6.6	111	2466	73.4	4.4	106	4529	75.2	8.1	109
VALUE: \$50,000 OR MORE	31744	1814	57.8	5.7	147	2348	48.6	7.4	124	1586	47.2	5.0	120	2429	40.3	7.7	103
VALUE: UNDER \$50,000	24140	*324	10.3	1.3	35	1351	27.9	5.6	94	880	26.2	3.6	88	2100	34.9	8.7	117

		TOTAL U.S. '000	HEBREW NATIONAL				HORMEL				HYGRADE				KAHN'S			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	3138	100.0	3.9	100	4835	100.0	6.0	100	3361	100.0	4.2	100	6024	100.0	7.4	100
MAGAZINES	QUINTILE 1	15799	737	23.5	4.7	120	1279	26.5	8.1	136	679	20.2	4.3	104	1353	22.5	8.6	115
	QUINTILE 2	17259	807	25.7	4.7	121	1002	20.7	5.8	97	926	27.6	5.4	129	1453	24.1	8.4	113
	QUINTILE 3	13545	517	16.5	3.8	99	656	13.6	4.8	81	470	14.0	3.5	84	976	16.2	7.2	97
	QUINTILE 4	15133	522	16.6	3.4	89	912	18.9	6.0	101	586	17.4	3.9	93	1008	16.7	6.7	90
	QUINTILE 5	19250	555	17.7	2.9	74	987	20.4	5.1	86	701	20.9	3.6	88	1235	20.5	6.4	86
NEWSPAPERS	QUINTILE 1	12413	822	26.2	6.6	171	711	14.7	5.7	96	725	21.6	5.8	141	1217	20.2	9.8	132
	QUINTILE 2	24116	962	30.7	4.0	103	1394	28.8	5.8	97	1029	30.6	4.3	103	1879	31.2	7.8	105
	QUINTILE 3	11261	*333	10.6	3.0	76	727	15.0	6.5	108	516	15.4	4.6	110	831	13.8	7.4	99
	QUINTILE 4	20255	761	24.3	3.8	97	1400	29.0	6.9	116	666	19.8	3.3	79	1491	24.8	7.4	99
	QUINTILE 5	12940	**259	8.3	2.0	52	603	12.5	4.7	78	*426	12.7	3.3	79	*606	10.1	4.7	63
OUTDOOR	QUINTILE 1	14852	543	17.3	3.7	94	1074	22.2	7.2	121	677	20.1	4.6	110	1181	19.6	8.0	107
	QUINTILE 2	15725	637	20.3	4.1	105	872	18.0	5.5	93	756	22.5	4.8	116	1298	21.5	8.3	111
	QUINTILE 3	16330	726	23.1	4.4	115	883	18.3	5.4	91	750	22.3	4.6	111	1221	20.3	7.5	101
	QUINTILE 4	16744	629	20.0	3.8	97	765	15.8	4.6	77	628	18.7	3.8	90	1117	18.5	6.7	90
	QUINTILE 5	17334	*602	19.2	3.5	90	1241	25.7	7.2	120	*550	16.4	3.2	76	1207	20.0	7.0	94
RADIO-DRIVE TIME	QUINTILE 1	15911	630	20.1	4.0	102	1140	23.6	7.2	120	833	24.8	5.2	126	1161	19.3	7.3	98
	QUINTILE 2	14837	636	20.3	4.3	111	986	20.4	6.6	111	694	20.6	4.7	113	1456	24.2	9.8	132
	QUINTILE 3	15339	666	21.2	4.3	112	872	18.0	5.7	95	590	17.6	3.8	93	1150	19.1	7.5	101
	QUINTILE 4	16723	618	19.7	3.7	95	842	17.4	5.0	84	689	20.5	4.1	99	1115	18.5	6.7	90
	QUINTILE 5	18176	589	18.8	3.2	84	995	20.6	5.5	92	554	16.5	3.0	73	1142	19.0	6.3	84
RADIO-MID- DAY	TERCILE 1	21020	905	28.8	4.3	111	1260	26.1	6.0	100	1201	35.7	5.7	138	1681	27.9	8.0	108
	TERCILE 2	21610	809	25.8	3.7	97	1419	29.3	6.6	110	978	29.1	4.5	109	1517	25.2	7.0	94
	TERCILE 3	38355	1424	45.4	3.7	96	2157	44.6	5.6	94	1183	35.2	3.1	74	2827	46.9	7.4	99
RADIO-TOTAL	QUINTILE 1	15988	556	17.7	3.5	90	986	20.4	6.2	103	912	27.1	5.7	137	1105	18.3	6.9	93
	QUINTILE 2	15626	866	27.6	5.5	143	1070	22.1	6.8	115	743	22.1	4.8	115	1462	24.3	9.4	126
	QUINTILE 3	16723	789	25.1	4.7	122	1059	21.9	6.3	106	650	19.3	3.9	94	1271	21.1	7.6	102
	QUINTILE 4	16342	415	13.2	2.5	66	955	19.8	5.8	98	602	17.9	3.7	89	1209	20.1	7.4	99
	QUINTILE 5	16306	514	16.4	3.2	81	765	15.8	4.7	79	*455	13.5	2.8	67	978	16.2	6.0	81
TV-PRIME TIME	QUINTILE 1	15953	759	24.2	4.8	123	915	18.9	5.7	96	751	22.3	4.7	113	1138	18.9	7.1	96
	QUINTILE 2	16137	770	24.5	4.8	123	868	18.0	5.4	90	660	19.6	4.1	99	1228	20.4	7.6	102
	QUINTILE 3	16420	752	24.0	4.6	118	892	18.4	5.4	91	749	22.3	4.6	110	1555	25.8	9.5	127
	QUINTILE 4	16687	538	17.1	3.2	83	1061	21.9	6.4	107	672	20.0	4.0	97	1149	19.1	6.9	93
	QUINTILE 5	15789	*320	10.2	2.0	52	1099	22.7	7.0	117	530	15.8	3.4	81	954	15.8	6.0	81
TV-DAYTIME	TERCILE 1	27736	953	30.4	3.4	89	1742	36.0	6.3	105	1078	32.1	3.9	94	2214	36.8	8.0	107
	TERCILE 2	26489	963	30.7	3.6	94	1332	27.5	5.0	84	1088	32.4	4.1	99	2183	36.2	8.2	111
	TERCILE 3	26761	1222	38.9	4.6	118	1761	36.4	6.6	110	1195	35.6	4.5	108	1627	27.0	6.1	82
TV-TOTAL	QUINTILE 1	16345	623	19.9	3.8	98	970	20.1	5.9	99	683	20.3	4.2	101	1376	22.8	8.4	113
	QUINTILE 2	16447	601	19.2	3.7	94	913	18.9	5.6	93	697	20.7	4.2	102	1348	22.4	8.2	110
	QUINTILE 3	15980	745	23.7	4.7	120	879	18.2	5.5	92	652	19.4	4.1	98	1126	18.7	7.0	95
	QUINTILE 4	15887	643	20.5	4.0	104	914	18.9	5.8	96	788	23.4	5.0	120	1161	19.3	7.3	98
	QUINTILE 5	16326	527	16.8	3.2	83	1159	24.0	7.1	119	541	16.1	3.3	80	1014	16.8	6.2	83
MAGAZINES-NEWSPAPERS: DUAL		20721	1127	35.9	5.4	140	1503	31.1	7.3	121	1000	29.8	4.8	116	1777	29.5	8.6	115
MAGAZINE IMPERATIVE		19186	639	20.4	3.3	86	1198	24.8	6.2	105	738	22.0	3.8	93	1495	24.8	7.8	105
NEWSPAPER IMPERATIVE		21899	882	28.1	4.0	104	970	20.1	4.4	74	1020	30.3	4.7	112	1673	27.8	7.6	103
MAGAZINES-OUTDOOR: DUAL		15451	772	24.6	5.0	129	1064	22.0	6.9	115	881	26.2	5.7	137	1255	20.8	8.1	109
MAGAZINE IMPERATIVE		25953	1120	35.7	4.3	111	1575	32.6	6.1	102	1015	30.2	3.9	94	2109	35.0	8.1	109
OUTDOOR IMPERATIVE		24400	749	23.9	3.1	79	1319	27.3	5.4	91	957	28.5	3.9	95	1745	29.0	7.2	96
MAGAZINES-RADIO: DUAL		18049	942	30.0	5.2	135	1344	27.8	7.4	125	869	25.9	4.8	116	1702	28.3	9.4	127
MAGAZINE IMPERATIVE		23571	891	28.4	3.8	98	1343	27.8	5.7	95	975	29.0	4.1	100	1681	27.9	7.1	96
RADIO IMPERATIVE		23278	922	29.4	4.0	102	1326	27.4	5.7	95	1090	32.4	4.7	113	1576	26.2	6.8	91
MAGAZINES-TELEVISION: DUAL		15459	601	19.2	3.9	100	1045	21.6	6.8	113	624	18.6	4.0	97	1334	22.1	8.6	116
MAGAZINE IMPERATIVE		25829	1222	38.9	4.7	122	1679	34.7	6.5	109	1245	37.0	4.8	116	2030	33.7	7.9	106
TELEVISION IMPERATIVE		26039	908	28.9	3.5	90	1267	26.2	4.9	82	1010	30.1	3.9	93	1891	31.4	7.3	98
NEWSPAPERS-OUTDOOR: DUAL		16605	706	22.5	4.3	110	983	20.3	5.9	99	973	28.9	5.9	141	1390	23.1	8.4	113
NEWSPAPER IMPERATIVE		26834	1297	41.3	4.8	125	1585	32.8	5.9	99	1151	34.2	4.3	103	2214	36.8	8.3	111
OUTDOOR IMPERATIVE		23346	720	22.9	3.1	80	1405	29.1	6.0	101	876	26.1	3.8	90	1633	27.1	7.0	94
NEWSPAPERS-RADIO: DUAL		17133	843	26.9	4.9	127	1079	22.3	6.3	105	977	29.1	5.7	137	1612	26.8	9.4	126
NEWSPAPER IMPERATIVE		25892	1138	36.3	4.4	113	1342	27.8	5.2	87	1046	31.1	4.0	97	2025	33.6	7.8	105
RADIO IMPERATIVE		23167	936	29.8	4.0	104	1573	32.5	6.8	114	881	26.2	3.8	92	1536	25.5	6.6	89
NEWSPAPERS-TELEVISION: DUAL		17159	701	22.3	4.1	105	994	20.6	5.8	97	901	26.8	5.3	127	1502	24.9	8.8	118
NEWSPAPER IMPERATIVE		26214	1288	41.0	4.9	127	1577	32.6	6.0	101	1167	34.7	4.5	107	2019	33.5	7.7	104
TELEVISION IMPERATIVE		23412	722	23.0	3.1	80	1377	28.5	5.9	99	784	23.3	3.3	81	1630	27.1	7.0	94
OUTDOOR-RADIO: DUAL		15303	749	23.9	4.9	126	917	19.0	6.0	100	837	24.9	5.5	132	1210	20.1	7.9	106
OUTDOOR IMPERATIVE		24901	844	26.9	3.4	87	1496	30.9	6.0	101	998	29.7	4.0	97	1973	32.8	7.9	107
RADIO IMPERATIVE		26492	1170	37.3	4.4	114	1766	36.5	6.7	112	1157	34.4	4.4	105	1997	33.2	7.5	101
OUTDOOR-TELEVISION: DUAL		14794	689	22.0	4.7	120	843	17.4	5.7	95	786	23.4	5.3	128	1175	19.5	7.9	107
OUTDOOR IMPERATIVE		25437	1012	32.2	4.0	103	1694	3										

	TOTAL U.S. '000	HEBREW NATIONAL				HORMEL				HYGRADE				KAHN'S			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	3138	100.0	3.9	100	4835	100.0	6.0	100	3361	100.0	4.2	100	6024	100.0	7.4	100
ATLANTIC MONTHLY	415	**49	1.6	11.8	305	**22	0.5	5.3	89	**18	0.5	4.3	105	**20	0.3	4.8	65
BARRON'S	453	**40	1.3	8.8	228	**30	0.6	6.6	111	**16	0.5	3.5	85	**20	0.3	4.4	59
BETTER HOMES & GARDENS	16256	687	21.9	4.2	109	985	20.4	6.1	101	847	25.2	5.2	126	1396	23.2	8.6	115
BON APPETIT	2535	**20	7.0	8.7	224	**202	4.2	8.0	133	**109	3.2	4.3	104	**155	2.6	6.1	82
BUSINESS WEEK	1278	**88	2.8	6.9	178	**47	1.0	3.7	62	**45	1.3	3.5	85	**32	0.5	2.5	34
CAR AND DRIVER	378	**24	0.8	6.3	164	**40	0.8	10.6	177	**6	0.2	1.6	38	**32	0.5	8.5	114
CBS MAGAZINE NETWORK (GROSS)	1498	**37	1.2	2.5	64	**62	1.3	4.1	69	**130	3.9	8.7	209	**229	3.8	15.3	206
CHANGING TIMES	1505	**104	3.3	6.9	178	**143	3.0	9.5	159	**77	2.3	5.1	123	**142	2.4	9.4	127
COLONIAL HOMES	1231	**37	1.2	3.0	78	**89	1.8	7.2	121	**51	1.5	4.1	100	**97	1.6	7.9	106
CONDE NAST MAG. PKG. (GROSS)	14146	782	24.9	5.5	143	966	20.0	6.8	114	644	19.2	4.6	110	1230	20.4	8.7	117
CONSUMERS DIGEST	1323	**53	1.7	4.0	103	**67	1.4	5.1	85	**78	2.3	5.9	142	**120	2.0	9.1	122
COSMOPOLITAN	7102	285	9.1	4.0	104	457	9.5	6.4	108	385	11.5	5.4	131	561	9.3	7.9	106
COUNTRY LIVING	2481	**42	1.3	1.7	44	**131	2.7	5.3	88	**151	4.5	6.1	147	**268	4.4	10.8	145
CUISINE	1472	**93	3.0	6.3	163	**109	2.3	7.4	124	**73	2.2	5.0	119	**90	1.5	6.1	82
CYCLE WORLD	425	**4	0.1	0.9	24	**21	0.4	4.9	83	**49	1.5	11.5	278	**38	0.6	8.9	120
DCI:CREATIVE IDEAS FOR LIV	2510	**27	0.9	1.1	28	**182	3.8	7.3	121	**161	4.8	6.4	155	**153	2.5	6.1	82
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	**136	4.3	2.0	52	510	10.5	7.6	128	**216	6.4	3.2	78	574	9.5	8.6	115
DISCOVER	894	**35	1.1	3.9	101	**19	0.4	2.1	36	**66	2.0	7.4	178	**37	0.6	4.1	56
EBONY	3507	**80	2.5	2.3	59	**182	3.8	5.2	87	204	6.1	5.8	140	**229	3.8	6.5	88
ESQUIRE	1083	**34	1.1	3.1	81	**109	2.3	10.1	169	**58	1.7	5.4	129	**73	1.2	6.7	91
ESSENCE	1830	**34	1.1	1.9	48	**105	2.2	5.7	96	**110	3.3	6.0	145	**114	1.9	6.2	84
FAMILY CIRCLE	15930	605	19.3	3.8	98	1011	20.9	6.3	106	816	24.3	5.1	123	1526	25.3	9.6	129
THE FAMILY HANDYMAN	1126	**71	2.3	6.3	163	**73	1.5	6.5	109	**59	1.8	5.2	126	**112	1.9	9.9	134
FAMILY WEEKLY	11468	**216	6.9	1.9	49	711	14.7	6.2	104	368	10.9	3.2	77	876	14.5	7.6	103
FIELD & STREAM	2234	**54	1.7	2.4	62	**220	4.6	9.8	165	**121	3.6	5.4	131	**295	4.9	13.2	178
FOOD & WINE	579	**41	1.3	7.1	183	**13	0.3	2.2	38	**31	0.9	5.4	129	**42	0.7	7.3	98
FORBES	728	**61	1.9	8.4	216	**40	0.8	5.5	92	**31	0.9	4.3	103	**48	0.8	6.6	89
FORTUNE	906	**74	2.4	8.2	211	**42	0.9	4.6	78	**48	1.4	5.3	128	**55	0.9	6.1	82
GENTLEMEN'S QUARTERLY	791	**41	1.3	5.2	134	**66	1.4	8.3	140	**37	1.1	4.7	113	**81	1.3	10.2	138
GLAMOUR	5265	257	8.2	4.9	126	406	8.4	7.7	129	177	5.3	3.4	81	446	7.4	8.5	114
GOLF DIGEST	636	**9	0.3	1.4	37	**29	0.6	4.6	76	**58	1.7	9.1	220	**76	1.3	11.9	161
GOLF DIGEST/TENNIS (GROSS)	1186	**61	1.9	5.1	133	**29	0.6	2.4	41	**120	3.6	10.1	244	**124	2.1	10.5	141
GOLF MAGAZINE	441	**5	0.2	1.1	29	**40	0.9	10.0	167	**36	1.1	8.2	197	**26	0.4	5.9	79
GOLF MAGAZINE/SKI (GROSS)	922	**34	1.1	3.7	95	**69	1.4	7.5	125	**50	1.5	5.4	131	**47	0.8	5.1	69
GOOD HOUSEKEEPING	16487	646	20.6	3.9	101	1151	23.8	7.0	117	915	27.2	5.5	134	1286	21.3	7.8	105
HARPER'S BAZAAR	2423	**200	6.4	8.3	213	**152	3.1	6.3	105	**101	3.0	4.2	100	**278	4.6	11.5	154
HEALTH	1994	**77	2.5	3.9	100	**66	1.4	3.3	55	**58	1.7	2.9	70	**250	4.2	12.5	169
HEARST MAG CORP. BUY (GROSS)	44101	1668	53.2	3.8	98	3156	65.3	7.2	120	2309	68.7	5.2	126	3852	63.9	8.7	117
HEARST MAN POWER (GROSS)	1993	**33	1.1	1.7	43	**209	4.3	10.5	176	**176	5.2	8.8	213	**280	4.6	14.0	189
HEARST WOMAN POWER (GROSS)	31274	1125	35.9	3.6	93	2204	45.6	7.0	110	1649	49.1	5.3	127	2555	42.4	8.2	110
HOUSE BEAUTIFUL	3623	**168	5.4	4.6	120	278	5.7	7.7	129	**140	4.2	3.9	93	259	4.3	7.1	96
INC.	283	**16	0.5	5.7	146	**29	0.6	10.2	172	**9	0.3	3.2	77	**26	0.4	9.2	124
JET	2928	**53	1.7	1.8	47	**187	3.9	6.4	107	**107	3.2	3.7	88	**146	2.4	5.0	67
LADIES' HOME JOURNAL	11918	393	12.5	3.3	85	695	14.4	5.8	98	571	17.0	4.8	115	1181	19.6	9.9	133
LHJ FAMILY GRP COMBO(GROSS)	16764	544	17.3	3.2	84	1024	21.2	6.1	102	727	21.6	4.3	104	1712	28.4	10.2	137
LIFE	4254	**210	6.7	4.9	127	**244	5.0	5.7	96	**156	4.6	3.7	88	341	5.7	8.0	108
L.A. TIMES HOME MAGAZINE	1145	**132	4.2	11.5	298	**104	2.2	9.1	152	**8	0.2	0.7	17	**8	0.1	0.7	9
MADEMOISELLE	2884	**191	6.1	6.6	171	**219	4.5	7.6	127	**152	4.5	5.3	127	258	4.3	8.9	120
MC CALL'S	13460	371	11.8	2.8	71	966	20.0	7.2	120	604	18.0	4.5	108	1109	18.4	8.2	111
MC CALL'S/HRK MOTHER (GROSS)	14606	429	13.7	2.9	76	1012	20.9	6.9	116	668	19.9	4.6	110	1274	21.1	8.7	117
MECHANIC ILLUSTRATED	772	**60	1.9	7.8	201	**95	2.0	12.3	206	**67	2.0	8.7	209	**143	2.4	18.5	249
METROPOLITAN HOME	967	**108	3.4	11.2	288	**103	2.1	10.7	178	**25	0.7	2.6	62	**94	1.6	9.7	131
MONEY	1588	**152	4.8	9.6	247	**151	3.1	9.5	159	**78	2.3	4.9	118	**183	3.0	11.5	155
MOTHER EARTH NEWS	1002	**47	1.5	4.7	121	**38	0.8	3.8	64	**25	0.7	2.5	60	**57	0.9	5.7	76
MS.	825	**37	1.2	4.5	116	**87	1.8	10.5	177	**38	1.1	4.6	111	**46	0.8	5.6	75
NATIONAL ENQUIRER	10336	249	7.9	2.4	62	586	12.1	5.7	95	287	8.5	2.8	67	801	13.3	7.7	104
NATIONAL GEOGRAPHIC	9597	401	12.8	4.2	108	744	15.4	7.8	130	552	16.4	5.8	139	624	10.4	6.5	87
NATIONAL SUNDAY MAGAZINE PKG	49558	1929	61.5	3.9	100	3026	62.6	6.1	102	2302	68.5	4.6	112	4091	67.9	8.3	111
NATURAL HISTORY	573	**66	2.1	11.5	297	**18	0.4	3.1	53	**70	2.1	12.2	294	**22	0.4	3.8	52
NEW WOMAN	1699	**44	1.4	2.6	67	**118	2.4	6.9	116	**91	2.7	5.4	129	**174	2.9	10.2	138
NEW YORK INCLUDING CUE	443	**82	2.6	18.5	478	**9	0.2	2.0	34	**42	1.2	9.5	228	**46	0.8	10.4	140
THE NEW YORKER	1270	**213	6.8	16.8	433	**25	0.5	2.0	33	**50	1.5	3.9	95	**95	1.6	7.5	101
NEWSWEEK	6277	430	13.7	6.9	177	337	7.0	5.4	90	302	9.0	4.8	116	494	8.2	7.9	106
THE N.Y. TIMES DAILY EDITION	1205	301	9.6	25.0	645	**43	0.9	3.6	60	**94	2.8	7.8	188	**125	2.1	10.4	139
THE N.Y. TIMES MAGAZINE	2081	552	17.6	26.5	685	**129	2.7	6.2	104	**188	5.6	9.0	218	**235	3.9	11.3	152
OMNI	788	**29	0.9	3.7	95	**40	0.8	5.1	85	**33	1.0	4.2	101	**77	1.3	9.8	131
ON CABLE	1158	**12	0.4	1.0	27	**127	2.6	11.0	184	**25	0.7	2.2	52	**67	1.1	5.8	78
1001 HOME IDEAS	2852	**74	2.4	2.6	67	**63	5.4	9.2	154	**98	2.9	3.4	83	282	4.7	9.9	133
ORGANIC GARDENING	1658	**58	1.8	3.5	90	**147	3.0	8.9	149	**107	3.2	6.5	156	**116	1.9	7.0	94
OUTDOOR LIFE	896	**0	0.0	0.0	0	**81	1.7	9.0	151	**78	2.3	8.7	210	**111	1.8	12.4	167
PARADE MAGAZINE	24275	1074	34.2	4.4	114	1408	29.1	5.8	97	1291	38.4	5.3	128	1707	28.3	7.0	95

	TOTAL U.S. '000	HEBREW NATIONAL				HORMEL				HYGRADE				KAHN'S			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	3138	100.0	3.9	100	4835	100.0	6.0	100	3361	100.0	4.2	100	6024	100.0	7.4	100
PARENTS	3845	**177	5.6	4.6	119	*334	6.9	8.7	146	*234	7.0	6.1	147	371	6.2	9.6	130
PENTHOUSE	831	**24	0.8	2.9	75	**17	0.4	2.0	34	**44	1.3	5.3	128	**86	1.4	10.3	139
PEOPLE	11645	529	16.9	4.5	117	697	14.4	6.0	100	451	13.4	3.9	93	853	14.2	7.3	98
PLAYBOY	2006	**62	2.0	3.1	80	**60	1.2	3.0	50	**70	2.1	3.5	84	*132	2.2	6.6	88
POPULAR HOT RODDING	297	**10	0.3	3.4	87	**4	0.1	1.3	23	**8	0.2	2.7	65	**16	0.3	5.4	72
POPULAR MECHANICS	1018	**27	0.9	2.7	68	**146	3.0	14.3	240	**84	2.5	8.3	199	**174	2.9	17.1	230
POPULAR SCIENCE	878	**15	0.5	1.7	44	**67	1.4	7.6	128	**28	0.8	3.2	77	**66	1.1	7.5	101
PREVENTION	3913	*220	7.0	5.6	145	*192	4.0	4.9	82	*257	7.6	6.6	158	400	6.6	10.2	137
PSYCHOLOGY TODAY	1710	**81	2.6	4.7	122	**167	3.5	9.8	164	*36	1.1	2.1	51	**175	2.9	10.2	138
READER'S DIGEST	22204	699	22.3	3.1	81	1522	31.5	6.9	115	878	26.1	4.0	95	1613	26.8	7.3	98
REDBOOK	7684	*194	6.2	2.5	65	596	12.3	7.8	130	349	10.4	4.5	109	708	11.8	9.2	124
ROAD & TRACK	410	**28	0.9	6.8	176	**16	0.3	3.9	65	**60	1.8	14.6	353	**28	0.5	6.8	92
ROLLING STONE	969	**70	2.2	7.2	186	**61	1.3	6.3	105	**67	2.0	6.9	167	**67	1.1	6.9	93
RUNNER'S WORLD	298	**26	0.8	8.7	225	**29	0.6	9.7	163	**12	0.4	4.0	97	**62	1.0	20.8	280
SATURDAY EVENING POST	1169	**33	1.1	2.8	73	*95	2.0	8.1	136	*38	1.1	3.3	78	*69	1.1	5.9	79
SCIENCE 84	587	**34	1.1	5.8	149	**40	0.8	6.8	114	**32	1.0	5.5	131	**41	0.7	7.0	94
SCIENCE DIGEST	482	**4	0.1	0.8	21	**15	0.3	3.1	52	**50	1.5	10.4	250	**58	1.0	12.0	162
SCIENTIFIC AMERICAN	594	**65	2.1	10.9	282	*34	0.7	5.7	96	*37	1.1	6.2	150	*33	0.5	5.6	75
SELF	2089	**88	2.8	4.2	109	**88	1.8	4.2	71	*157	4.7	7.5	181	**171	2.8	8.2	110
SEVENTEEN	2411	*142	4.5	5.9	152	*148	3.1	6.1	103	*91	2.7	3.8	91	*151	2.5	6.3	84
SKI	480	**29	0.9	6.0	156	**25	0.5	5.2	87	*14	0.4	2.9	70	*21	0.3	4.4	59
SMITHSONIAN	2760	*151	4.8	5.5	141	*177	3.7	6.4	107	*119	3.5	4.3	104	*164	2.7	5.9	80
SOAP OPERA DIGEST	3013	**98	3.1	3.3	84	*159	3.3	5.3	88	*137	4.1	4.5	110	*305	5.1	10.1	136
SOUTHERN LIVING	4184	*108	3.4	2.6	67	329	6.8	7.9	132	*56	1.7	1.3	32	422	7.0	10.1	136
SPORT	559	*19	0.6	3.4	88	*16	0.3	2.9	48	*8	0.2	1.4	34	*41	0.7	7.3	99
THE SPORTING NEWS	436	**2	0.1	0.5	12	*50	1.0	11.5	192	*17	0.5	3.9	94	*45	0.7	10.3	139
SPORTS AFIELD	493	**2	0.1	0.4	10	*47	1.0	9.5	160	*42	1.2	8.5	205	*48	0.8	9.7	131
SPORTS ILLUSTRATED	2758	*141	4.5	5.1	132	*168	3.5	6.1	102	*142	4.2	5.1	124	*208	3.5	7.5	101
STAR	7456	*231	7.4	3.1	80	418	8.6	5.6	94	280	8.3	3.8	90	611	10.1	8.2	110
SUNDAY	24936	1119	35.7	4.5	116	1452	30.0	5.8	98	1443	42.9	5.8	139	2468	41.0	9.9	133
SUNSET	2124	**72	2.3	3.4	87	*231	4.8	10.9	182	*90	2.7	4.2	102	*5	0.1	0.2	3
TV GUIDE	21661	1018	32.4	4.7	121	1265	26.2	5.8	98	958	28.5	4.4	107	1583	26.3	7.3	98
TENNIS	550	**52	1.7	9.5	244	*0	0.0	0.0	0	*62	1.8	11.3	272	*48	0.8	8.7	117
TIME	8880	*57	17.8	6.3	162	614	12.7	6.9	116	413	12.3	4.7	112	605	10.0	6.8	92
TOWN & COUNTRY	917	*53	1.7	5.8	149	*93	1.9	10.1	170	*28	0.8	3.1	74	*106	1.8	11.6	155
TRAVEL & LEISURE	972	*75	2.4	7.7	199	*57	1.2	5.9	98	*14	0.4	1.4	35	*67	1.1	6.9	93
TRUE STORY	3356	*40	1.3	1.2	31	*179	3.7	5.3	89	*59	1.8	1.8	42	*237	3.9	7.1	95
U.S. NEWS & WORLD REPORT	3410	*223	7.1	6.5	169	286	5.9	8.4	140	*172	5.1	5.0	122	*263	4.4	7.7	104
USA TODAY	1759	*107	3.4	6.1	157	*118	2.4	6.7	112	*72	2.1	4.1	99	*118	2.0	6.7	90
US	1873	*58	1.8	3.1	80	*121	2.5	6.5	108	*99	2.9	5.3	127	*188	3.1	10.0	135
VOGUE	3909	246	7.8	6.3	162	*252	5.2	6.4	108	*158	4.7	4.0	97	356	5.9	9.1	122
WALL STREET JOURNAL	1886	*136	4.3	7.2	186	*120	2.5	6.4	107	*43	1.3	2.3	55	*87	1.4	4.6	62
WEIGHT WATCHERS	2120	*29	0.9	1.4	35	*232	4.8	10.9	183	*102	3.0	4.8	116	*178	3.0	8.4	113
WOMAN'S DAY	14172	527	16.8	3.7	96	975	20.2	6.9	115	858	25.5	6.1	146	1250	20.8	8.8	119
WORKING MOTHER	1146	*59	1.9	5.1	133	*46	1.0	4.0	67	*64	1.9	5.6	135	*166	2.8	14.5	195
WORKING WOMAN	1322	*91	2.9	6.9	178	*111	2.3	8.4	141	*81	2.4	6.1	148	*90	1.5	6.8	92
WORLD TENNIS	*163	*0	0.0	0.0	0	*44	0.1	2.5	41	*11	0.3	6.7	163	*44	0.1	2.5	33
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*66	2.1	2.6	67	*168	3.5	6.6	111	*84	2.5	3.3	80	*235	3.9	9.3	125
BLAIR INSERTS	43657	2169	69.1	5.0	128	2666	55.1	6.1	102	2207	65.7	5.1	122	3825	63.5	8.8	118
DAILY NEWSPAPERS																	
READ ANY	51633	2222	70.8	4.3	111	3180	65.8	6.2	103	2257	67.2	4.4	105	4182	69.4	8.1	109
READ ONE	43463	1648	52.5	3.8	98	2703	55.9	6.2	104	1807	53.8	4.2	100	3354	55.7	7.7	104
READ TWO OR MORE	8170	574	18.3	7.0	181	477	9.9	5.8	98	450	13.4	5.5	133	828	13.7	10.1	136
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2351	74.9	4.5	115	3140	64.9	6.0	100	2443	72.7	4.6	112	4368	72.5	8.3	111
READ ONE	46126	1924	61.3	4.2	108	2731	56.5	5.9	99	2074	61.7	4.5	108	3914	65.0	8.5	114
READ TWO OR MORE	6552	427	13.6	6.5	168	409	8.5	6.2	105	369	11.0	5.6	136	454	7.5	6.9	93
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.03				29.83				30.44				29.84			
30 DAY REACH	71455	2848	90.8	4.0	103	4094	84.7	5.7	96	3047	90.7	4.3	103	5261	87.3	7.4	99
50 SHWG - 30 DAY AV FREQ	14.56	14.45				16.11				15.98				15.54			
30 DAY REACH	67742	2659	84.7	3.9	101	3811	78.8	5.6	94	2904	86.4	4.3	103	5060	84.0	7.5	100
25 SHWG - 30 DAY AV FREQ	7.94	7.89				8.73				8.39				8.41			
30 DAY REACH	62117	2428	77.4	3.9	101	3540	73.2	5.7	95	2781	82.7	4.5	108	4664	77.4	7.5	101
CABLE TV: HOME WIRED	32077	1260	40.2	3.9	101	2420	50.1	7.5	126	1372	40.8	4.3	103	2811	46.7	8.8	118
HOME NOT WIRED	48909	1878	59.8	3.8	99	2415	49.9	4.9	83	1990	59.2	4.1	98	3213	53.3	6.6	88
HAVE PAY CABLE	15935	798	25.4	5.0	129	1258	26.0	7.9	132	710	21.1	4.5	107	1341	22.3	8.4	113

	TOTAL U.S. '000	HEBREW NATIONAL				HORMEL				HYGRADE				KAHN'S			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	3138	100.0	3.9	100	4835	100.0	6.0	100	3361	100.0	4.2	100	6024	100.0	7.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1814	57.8	4.1	107	2835	58.6	6.5	108	2002	59.6	4.6	110	3378	56.1	7.7	103
10:00 AM - 3:00 PM	30659	1215	38.7	4.0	102	1997	41.3	6.5	109	1575	46.9	5.1	124	2238	37.2	7.3	98
3:00 PM - 7:00 PM	31045	1249	39.8	4.0	104	1950	40.3	6.3	105	1379	41.0	4.4	107	2474	41.1	8.0	107
7:00 PM - MIDNIGHT	15767	583	18.6	3.7	95	988	20.4	6.3	105	833	24.8	5.3	127	1053	17.5	6.7	90
MIDNIGHT - 6:00 AM	9120	259	8.3	2.8	73	558	11.5	6.1	102	327	9.7	3.6	86	761	12.6	8.3	112
6:00 AM - MIDNIGHT	58527	2388	76.1	4.1	105	3652	75.5	6.2	105	2628	78.2	4.5	108	4599	76.3	7.9	106
ENTIRE DAY	59311	2404	76.6	4.1	105	3733	77.2	6.3	105	2652	78.9	4.5	108	4691	77.9	7.9	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	609	19.4	3.8	97	1166	24.1	7.2	121	834	24.8	5.2	124	1627	27.0	10.1	135
ALL NEWS	2256	264	8.4	11.7	302	**92	1.9	4.1	68	*198	5.9	8.8	211	*110	1.8	4.9	66
AOR/PROGRESSIVE	3874	*225	7.2	5.8	150	*235	4.9	6.1	102	*148	4.4	3.8	92	309	5.1	8.0	107
BEAUTIFUL MUSIC	5660	*180	5.7	3.2	82	274	5.7	4.8	81	271	8.1	4.8	115	520	8.6	9.2	124
BLACK	2204	*222	0.7	1.0	26	**120	2.5	5.4	91	*290	2.7	4.1	98	*127	2.1	5.8	77
CLASSICAL	1418	**127	4.0	9.0	231	**46	1.0	3.2	54	*559	1.8	4.2	100	**120	2.0	8.5	114
CHR/ROCK	9538	456	14.5	4.8	123	447	9.2	4.7	78	437	13.0	4.6	110	640	10.6	6.7	90
COUNTRY	12648	285	9.1	2.3	58	927	19.2	7.3	123	549	16.3	4.3	105	951	15.8	7.5	101
GOLDEN OLDIES	1191	**84	2.7	7.1	182	**54	1.1	4.5	76	*337	1.1	3.1	75	*178	3.0	14.9	201
MOR/NOSTALGIA	4757	*277	8.8	5.8	150	317	6.6	6.7	112	*230	6.8	4.8	117	374	6.2	7.9	106
NEWS/TALK	3863	277	8.8	7.2	185	*200	4.1	5.2	87	*259	7.7	6.7	162	*220	3.7	5.7	77
RELIGIOUS	3084	**65	2.1	2.1	54	*172	3.6	5.6	93	*165	4.9	5.4	129	**114	1.9	3.7	50
SOFT ROCK	521	**10	0.3	1.9	50	*779	1.6	15.2	254	*219	0.6	3.6	88	**76	1.3	14.6	196
URBAN CONTEMPORARY	1585	**89	2.8	5.6	145	**87	1.8	5.5	92	*106	3.2	6.7	161	**83	1.4	5.2	70
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**83	2.6	2.5	66	**102	2.1	3.1	52	*126	3.7	3.9	93	*285	4.7	8.7	117
ABC DIRECTION	2316	*163	5.2	7.0	182	*122	2.5	5.3	88	*181	5.4	7.8	188	183	3.0	7.9	106
ABC ENTERTAINMENT	4834	205	6.5	4.2	109	384	7.9	7.9	133	*192	5.7	4.0	96	533	8.8	11.0	148
ABC FM	2202	**49	1.6	2.2	57	*135	2.8	6.1	103	*108	3.2	4.9	118	*241	4.0	10.9	147
ABC INFORMATION	5425	*221	7.0	4.1	105	344	7.1	6.3	106	278	8.3	5.1	123	357	5.9	6.6	88
ABC ROCK	1677	**99	3.2	5.9	152	**59	1.2	3.5	59	*292	2.7	5.5	132	*173	2.9	10.3	139
CBS	4430	*228	7.3	5.1	133	308	6.4	7.0	116	*243	7.2	5.5	132	363	6.0	8.2	110
MUTUAL	4992	*261	8.3	5.2	135	*306	6.3	6.1	103	*260	7.7	5.2	125	506	8.4	10.1	136
NBC	4679	*164	5.2	3.5	90	332	6.9	7.1	119	362	10.8	7.7	186	432	7.2	9.2	124
RADIO RADIO	1994	*67	2.1	3.4	87	**59	1.2	3.0	50	*80	2.4	4.0	97	*197	3.3	9.9	133
RKO ONE	2298	**88	2.8	3.8	99	**94	1.9	4.1	69	*88	2.6	3.8	92	*171	2.8	7.4	100
RKO TWO	3311	*166	5.3	5.0	129	*166	3.4	5.0	84	*162	4.8	4.9	118	412	6.8	12.4	167
THE SOURCE	2114	**63	2.0	3.0	77	*131	2.7	6.2	104	*92	2.7	4.4	105	*181	3.0	8.6	115
NON-WIRED: BLAIR	8654	247	7.9	2.9	74	508	10.5	5.9	98	406	12.1	4.7	113	585	9.7	6.8	91
INTERNET	12025	642	20.5	5.3	138	674	13.9	5.6	94	518	15.4	4.3	104	1031	17.1	8.6	115
KATZ RADIO GROUP	15359	817	26.0	5.3	137	1038	21.5	6.8	113	827	24.6	5.4	130	1618	26.9	10.5	142
SUPERNET	10628	366	11.7	3.4	89	606	12.5	5.7	96	657	19.5	6.2	149	556	9.2	5.2	70
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	336	10.7	3.9	100	497	10.3	5.7	96	279	8.3	3.2	78	607	10.1	7.0	94
MKDAY 9:00 AM - 1:00 PM	12163	434	13.8	3.6	92	715	14.8	5.9	98	500	14.9	4.1	99	954	15.8	7.8	105
MKDAY 1:00 PM - 4:30 PM	16150	540	17.2	3.3	86	905	18.7	5.6	94	585	17.4	3.6	87	1332	22.1	8.2	111
MKDAY 4:30 PM - 7:30 PM	22463	843	26.9	3.8	97	1172	24.2	5.2	87	914	27.2	4.1	98	1826	30.3	8.1	109
MKDAY 7:30 PM - 8:00 PM	31795	1248	39.8	3.9	101	1784	36.9	5.6	94	1328	39.5	4.2	101	2446	40.6	7.7	103
MKDAY 11:00 PM - 11:30 PM	23977	896	28.6	3.7	96	1494	30.9	6.2	104	1063	31.6	4.4	107	1823	30.3	7.6	102
MKDAY 11:30 PM - 1:00 AM	7703	269	8.6	3.5	90	484	10.0	6.3	105	399	11.9	5.2	125	548	9.1	7.1	96
M-SAT 8-11 PM-SUN 7-11 PM	33800	1504	47.9	4.4	115	1937	40.1	5.7	96	1513	45.0	4.5	108	2628	43.6	7.8	105
MWKDY DAYTIME NTKN 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	233	7.4	3.6	92	338	7.0	5.2	87	324	9.6	5.0	119	484	8.0	7.4	100
ANOTHER WORLD	N 4620	*111	3.5	2.4	62	287	5.9	6.2	104	227	6.8	4.9	118	490	8.1	10.6	143
AS THE WORLD TURNS	C 5614	*110	3.5	2.0	51	346	7.2	6.2	103	*97	2.9	1.7	42	501	8.3	8.9	120
CAPITOL	C 3396	*76	2.4	2.2	58	190	3.9	5.6	94	*67	2.0	2.0	48	305	5.1	9.0	121
CBS MORN. NEWS 1	C 1446	**21	0.7	1.5	37	*87	1.8	6.0	101	*221	0.6	1.5	35	*73	1.2	5.0	68
CBS MORN. NEWS 2	C 1207	**23	0.7	1.9	49	*68	1.4	5.6	94	*22	0.7	1.8	44	*77	1.3	6.4	86
DAYS OF OUR LIVES	N 5877	201	6.4	3.4	88	348	7.2	5.9	99	211	6.3	3.6	87	675	11.2	11.5	154
FACTS OF LIFE - DAYTIME	N 2290	*63	2.0	2.8	71	127	2.6	5.5	93	*109	3.2	4.8	115	216	3.6	9.4	127
FAMILY FEUD	A 3023	*145	4.6	4.8	124	168	3.5	5.6	93	103	3.1	3.4	82	187	3.1	6.2	83
GENERAL HOSPITAL	A 6097	265	8.4	4.3	112	324	6.7	5.3	89	296	8.8	4.9	117	421	7.0	6.9	93
GOOD MORNING, AMERICA-730	A 3515	136	4.3	3.9	100	182	3.8	5.2	87	*134	4.0	3.8	92	309	5.1	8.8	118
GOOD MORNING, AMERICA-830	A 2818	119	3.8	4.2	109	160	3.3	5.7	95	*127	3.8	4.5	109	279	4.6	9.9	133
GUIDING LIGHT	C 5339	169	5.4	3.2	82	322	6.7	6.0	101	*88	2.6	1.6	40	536	8.9	10.0	135
ONE LIFE TO LIVE	A 4478	138	4.4	3.1	80	261	5.4	5.8	98	176	5.2	3.9	95	220	3.7	4.9	66
PRESS YOUR LUCK	C 2244	*67	2.1	3.0	77	113	2.3	5.0	84	*122	3.6	5.4	131	133	2.2	5.9	80
PRICE IS RIGHT 1	C 4348	*74	2.4	1.7	44	239	4.9	5.5	92	174	5.2	4.0	96	315	5.2	7.2	97
PRICE IS RIGHT 2	C 5014	*81	2.6	1.6	42	283	5.9	5.6	95	162	4.8	3.2	78	387	6.4	7.7	104
RYAN'S HOPE	A 3150	209	6.7	6.6	171	144	3.0	4.6	77	156	4.6	5.0	119	306	5.1	9.7	131
SALE OF THE CENTURY	N 2695	*105	3.3	3.9	101	163	3.4	6.0	101	*137	4.1	5.1	122	248	4.1	9.2	124
SEARCH FOR TOMORROW	N 2319	**90	2.9	3.9	100	*172	3.6	7.4	124	*66	2.0	2.8	69	244	4.1	10.5	141
TODAY SHOW 1	N 2693	158	5.0	5.9	151	*111	2.3	4.1	69	*64	1.9	2.4	57	104	1.7	3.9	52
TODAY SHOW 2	N 2498	*108	3.4	4.3	112	*123	2.5	4.9	82	*59	1.8	2.4	57	154	2.6	6.2	83
\$25,000 PYRAMID	C 2753	*60	1.9	2.2	56	144	3.0	5.2	88	*115	3.4	4.2	101	176	2.9	6.4	86
WHEEL OF FORTUNE	N 4388	*180	5.7	4.1	106	306	6.3	7.0	117	193	5.7	4.4	106	322	5.3	7.3	99
YOUNG AND THE RESTLESS	C 5695	*75	2.4	1.3	34	385	8.0	6.8	113	141	4.2	2.5	60	487	8.1	8.6	115
WEEKEND DAYTIME NTKN PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	**33	1.1	1.9	48	*131	2.7	7.4	125	**58	1.7	3.3	79	169	2.8	9.6	129
NBA																	

	TOTAL U.S. '000	HEBREW NATIONAL				HORMEL				HYGRADE				KAHN'S			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	3138	100.0	3.9	100	4835	100.0	6.0	100	3361	100.0	4.2	100	6024	100.0	7.4	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	890	28.4	3.4	88	1386	28.7	5.3	89	870	25.9	3.3	80	2189	36.3	8.4	113
NETWORK AFFILIATES - LATE	20261	729	23.2	3.6	93	1186	24.5	5.9	98	845	25.1	4.2	100	1608	26.7	7.9	107
INDEPENDENTS - LATE	2076	195	6.2	9.4	242	158	3.3	7.6	127	109	3.2	5.3	127	118	2.0	5.7	76
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	344	11.0	3.3	85	540	11.2	5.2	87	397	11.8	3.8	92	942	15.6	9.0	121
ABC MONDAY NIGHT MOVIE	A 6412	266	8.5	4.1	107	357	7.4	5.6	93	299	8.9	4.7	112	398	6.6	6.2	83
ABC SUNDAY NIGHT MOVIE	A 12407	489	15.6	3.9	102	650	13.4	5.2	88	587	17.5	4.7	114	809	13.4	6.5	88
ABC WORLD NEWS TONIGHT	A 6176	206	6.6	3.3	86	357	7.4	5.8	97	171	5.1	2.8	67	535	8.9	8.7	116
AFTERMASH	C 5863	*270	8.6	4.6	119	469	9.7	8.0	134	*327	9.7	5.6	134	412	6.8	7.0	94
ALICE	C 9594	430	13.7	4.5	116	566	11.7	5.9	99	409	12.2	4.3	103	748	12.4	7.8	105
AMERICAN PARADE	C 6622	217	6.9	3.3	85	469	9.7	7.1	119	*232	6.9	3.5	84	450	7.5	6.8	91
BENSON	A 10886	447	14.2	4.1	106	695	14.4	6.4	107	556	16.5	5.1	123	734	12.2	6.7	91
BLUE THUNDER	A 5036	*169	5.4	3.4	87	295	6.1	5.9	98	262	7.8	5.2	125	331	5.5	6.6	88
CAGNEY & LACEY	C 9965	308	9.8	3.1	80	655	13.5	6.6	110	430	12.8	4.3	104	717	11.9	7.2	97
CBS EVENING NEWS-DEAN	C 3491	*219	7.0	6.3	162	*209	4.3	6.0	100	*193	5.7	5.5	133	*299	5.0	8.6	115
CBS EVENING NEWS-RATHER	C 7123	251	8.0	3.5	91	435	9.0	6.1	102	341	10.1	4.8	115	629	10.4	8.8	119
CBS SAT. NEWS-SCHIEFFER	C 3621	85	2.7	2.3	61	215	4.4	5.9	99	*104	3.1	2.9	69	249	4.1	6.9	92
CBS SATURDAY NIGHT MOVIE	C 5436	232	7.4	4.3	110	326	6.7	6.0	100	235	7.0	4.3	104	430	7.1	7.9	106
CBS WEDNESDAY NIGHT MOVIE	C 6100	180	5.7	3.0	76	407	8.4	6.7	112	199	5.9	3.3	79	453	7.5	7.4	100
CHEERS	N 8889	421	13.4	4.7	122	503	10.4	5.7	95	507	15.1	5.7	137	863	14.3	9.7	131
DALLAS	C 22109	918	29.3	4.2	107	1471	30.4	6.7	111	972	28.9	4.4	106	1946	32.3	8.8	118
DIFF'RENT STROKES	N 6940	*267	8.5	3.8	99	396	8.2	5.7	96	*278	8.3	4.0	97	531	8.8	7.7	103
DOUBLE TROUBLE	N 7223	*179	5.7	2.5	64	336	6.9	4.7	78	268	8.0	3.7	89	627	10.4	8.7	117
DUCK FACTORY	N 5595	*204	6.5	3.6	94	288	6.0	5.1	86	329	9.8	5.9	142	576	9.6	10.3	138
DUKES OF HAZZARD	C 5768	*143	4.6	2.5	64	348	7.2	6.0	101	*161	4.8	2.8	67	475	7.9	8.2	111
DYNASTY	A 20053	1009	32.2	5.0	130	1144	23.7	5.7	96	881	26.2	4.4	106	1472	24.4	7.3	99
FACTS OF LIFE	N 8087	*210	6.7	2.6	67	427	8.8	5.3	88	*294	8.7	3.6	88	704	11.7	8.7	117
FALCON CREST	C 20046	870	27.7	4.3	112	1294	26.8	6.5	108	866	25.8	4.3	104	1717	28.5	8.6	115
FALL GUY	A 9084	387	12.3	4.3	110	464	9.6	5.1	86	387	11.5	4.3	103	772	12.8	8.5	114
FAMILY TIES	N 7964	292	9.3	3.7	95	442	9.1	5.5	93	424	12.6	5.3	128	812	13.5	10.2	137
FANTASY ISLAND	A 7687	402	12.8	5.2	135	459	9.5	6.0	100	319	9.5	4.1	100	446	7.4	5.8	78
FOULUPS, BLEEPs & BLUNDERS	A 8861	378	12.0	4.3	110	487	10.1	5.5	92	447	13.3	5.0	122	686	11.4	7.7	104
FOUR SEASONS	C 5095	*298	9.5	5.8	151	*340	7.0	6.7	112	*246	7.3	4.8	116	408	6.8	8.0	108
GIMME A BREAK	N 8838	311	9.9	3.5	91	429	8.9	4.9	81	455	13.5	5.1	124	860	14.3	9.7	131
HART TO HART	A 8978	349	11.1	3.9	100	483	10.0	5.4	90	432	12.9	4.8	116	529	8.8	5.9	79
HILL STREET BLUES	N 8590	300	9.6	3.5	90	358	7.4	4.2	70	481	14.3	5.6	135	536	8.9	6.2	84
HOTEL	A 14085	622	19.8	4.4	114	732	15.1	5.2	87	725	21.6	5.1	124	1070	17.8	7.6	102
JEFFERSONS	C 9360	347	11.1	3.7	96	555	11.5	5.9	99	418	12.4	4.5	108	668	11.1	7.1	96
JENNIFER SLEPT HERE	N 5841	*212	6.8	3.6	94	*327	6.8	5.6	94	*285	8.5	4.9	118	490	8.1	8.4	113
KATE & ALLIE	C 9206	332	10.6	3.6	93	492	10.2	5.3	90	321	9.6	3.5	84	719	11.9	7.8	105
KNIGHT RIDER	N 7076	311	9.9	4.4	113	400	8.3	5.7	95	252	7.5	3.6	86	711	11.8	10.0	135
LOVE BOAT	A 12219	530	16.9	4.3	112	636	13.2	5.2	87	579	17.2	4.7	114	791	13.1	6.5	87
MAGNUM PI	C 11199	373	11.9	3.3	86	577	11.9	5.2	86	424	12.6	3.8	91	879	14.6	7.8	106
MAMA'S FAMILY	N 6057	*224	7.1	3.7	95	392	8.1	6.5	108	*275	8.2	4.5	109	456	7.6	7.5	101
MASTER, THE	N 3598	*156	5.0	4.3	112	*185	3.8	5.1	86	*160	4.8	4.4	107	315	5.2	8.8	118
MATT HOUSTON	A 6344	305	9.7	4.8	124	337	7.0	5.3	89	375	11.2	5.9	142	520	8.6	8.2	110
NBC MONDAY NIGHT MOVIE	N 11994	481	15.3	4.0	103	736	15.2	6.1	103	575	17.1	4.8	116	1039	17.2	8.7	116
NBC NIGHTLY NEWS	N 5132	174	5.5	3.4	88	206	4.3	4.0	67	188	5.6	3.7	88	411	6.8	8.0	108
NBC NIGHTLY NEWS-SAT	N 3375	*130	4.1	3.9	99	*107	2.2	3.2	53	*147	4.4	4.4	105	*280	4.6	8.3	112
NBC NIGHTLY NEWS-SUN	N 3130	*117	3.7	3.7	96	*92	1.9	2.9	49	*125	3.7	4.0	96	387	6.4	12.4	166
NBC SUNDAY NIGHT MOVIE	N 8284	430	13.7	5.2	134	365	7.5	4.4	74	387	11.5	4.7	113	957	15.9	11.6	155
NEWMART	C 9240	299	9.5	3.2	84	631	13.1	6.8	114	327	9.7	3.5	85	633	10.5	6.9	92
ONE DAY AT A TIME	C 7288	258	8.2	3.5	91	405	8.4	5.6	93	289	8.6	4.0	96	440	7.3	6.0	81
PEOPLE ARE FUNNY	N 4855	*141	4.5	2.9	75	419	8.7	8.6	145	*154	4.6	3.2	76	332	5.5	6.8	92
REAL PEOPLE	N 8869	*165	5.3	1.9	48	394	8.1	4.4	74	330	9.8	3.7	90	763	12.7	8.6	116
REMINGTON STEELE	N 7743	276	8.8	3.6	92	408	8.4	5.3	88	319	9.5	4.1	99	634	10.5	8.2	110
RIPLEY'S BELIEVE IT - NOT	A 5345	*247	7.9	4.6	119	346	7.2	6.5	108	283	8.4	5.3	128	371	6.2	6.9	93
RIPTIDE	N 6988	*257	8.2	3.7	95	289	6.0	4.1	69	373	11.1	5.3	129	536	8.9	7.7	103
SCARECROW & MRS. KING	C 10002	418	13.3	4.2	108	658	13.6	6.6	110	373	11.1	3.7	90	875	14.5	8.7	118
SIMON & SIMON	C 10638	316	10.1	3.0	77	804	16.6	7.6	127	379	11.3	3.6	86	898	14.9	8.4	113
60 MINUTES	C 13293	657	20.9	4.9	128	887	18.3	6.7	112	537	16.0	4.0	97	1170	19.4	8.8	118
ST. ELSEWHERE	N 7017	257	8.2	3.7	95	434	9.0	6.2	104	315	9.4	4.5	108	594	9.9	8.5	114
THREE'S COMPANY	A 10917	308	9.8	2.8	73	660	13.7	6.0	101	418	12.4	3.8	92	803	13.3	7.4	99
T.J. HOOKER	A 9204	378	12.0	4.1	106	569	11.8	6.2	104	367	10.9	4.0	96	800	13.3	8.7	117
TONIGHT SHOW	N 2372	103	3.3	4.3	112	120	2.5	5.1	85	142	4.2	6.0	144	180	3.0	7.6	102
TRAPPER JOHN, M.D.	C 9846	446	14.2	4.5	117	527	10.9	5.4	90	464	13.8	4.7</					

	TOTAL U.S. '000	OSCAR MAYER				SWIFT PREMIUM				WILSON CORN KING				MORRELL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	25114	100.0	31.0	100	6527	100.0	8.1	100	4595	100.0	5.7	100	2785	100.0	3.4	100
18 - 24	9282	3114	12.4	33.5	108	*418	6.4	4.5	56	*294	6.4	3.2	56	**151	5.4	1.6	47
25 - 34	19072	6443	25.7	33.8	109	1326	20.3	7.0	86	1194	26.0	6.3	110	728	26.1	3.8	111
35 - 44	14591	4873	19.4	33.4	108	1338	20.5	9.2	114	1042	22.7	7.1	126	623	22.4	4.3	124
45 - 54	11345	3096	12.3	27.3	88	1012	15.5	8.9	111	687	15.0	6.1	107	*340	12.2	3.0	87
55 - 64	11635	3861	15.4	33.2	107	1359	20.8	11.7	145	559	12.2	4.8	85	*427	15.3	3.7	107
65 OR OLDER	15061	3726	14.8	24.7	80	1075	16.5	7.1	89	819	17.8	5.4	96	517	18.6	3.4	100
18 - 34	28354	9558	38.1	33.7	109	1743	26.7	6.1	76	1488	32.4	5.2	92	879	31.6	3.1	90
18 - 49	48339	16071	64.0	33.2	107	3644	55.8	7.5	94	2867	62.4	5.9	105	1648	59.2	3.4	99
25 - 54	45008	14413	57.4	32.0	103	3676	56.3	8.2	101	2923	63.6	6.5	114	1691	60.7	3.8	109
35 - 49	19985	6514	25.9	32.6	105	1900	29.1	9.5	118	1379	30.0	6.9	122	769	27.6	3.8	112
50 OR OLDER	32647	9043	36.0	27.7	89	2883	44.2	8.8	110	1728	37.6	5.3	93	1137	40.8	3.5	101
GRADUATED COLLEGE	11155	3500	13.9	31.4	101	787	12.1	7.1	88	*443	9.6	4.0	70	*418	15.0	3.7	109
ATTENDED COLLEGE	13682	4925	19.6	36.0	116	1369	21.0	10.0	124	784	17.1	5.7	101	620	22.3	4.5	132
GRADUATED HIGH SCHOOL	33880	11017	43.9	32.5	105	2934	45.0	8.7	107	2192	47.7	6.5	114	1224	43.9	3.6	105
DID NOT GRADUATE HIGH SCHOOL	22270	5672	22.6	25.5	82	1436	22.0	6.4	80	1176	25.6	5.3	93	523	18.8	2.3	68
EMPLOYED	40306	13521	53.8	33.5	108	3190	48.9	7.9	98	1959	42.6	4.9	86	1243	44.6	3.1	90
EMPLOYED FULL-TIME	32850	10873	43.3	33.1	107	2558	39.2	7.8	97	1630	35.5	5.0	87	1014	36.4	3.1	90
EMPLOYED PART-TIME	7456	2648	10.5	35.5	115	632	9.7	8.5	105	*329	7.2	4.4	78	*230	8.3	3.1	90
NOT EMPLOYED	40680	11592	46.2	28.5	92	3337	51.1	8.2	102	2636	57.4	6.5	114	1542	55.4	3.8	110
PROFESSIONAL/MANAGER	10392	3481	13.9	33.5	108	769	11.8	7.4	92	*389	8.5	3.7	66	*278	10.0	2.7	78
TECH/CLERICAL/SALES	17574	6397	25.5	36.4	117	1509	23.1	8.6	107	872	19.0	5.0	87	648	23.3	3.7	107
PRECISION/CRAFT	985	*240	1.0	24.4	79	**87	1.3	8.8	110	**73	1.6	7.4	131	**35	1.3	3.6	103
OTHER EMPLOYED	11354	3404	13.6	30.0	97	825	12.6	7.3	90	625	13.6	5.5	97	*282	10.1	2.5	72
SINGLE	9863	3161	12.6	32.0	103	579	8.9	5.9	73	470	10.2	4.8	84	*197	7.1	2.0	58
MARRIED	51375	16313	65.0	31.8	102	4484	68.7	8.7	108	3337	72.6	6.5	114	2044	73.4	4.0	116
DIVORCED/SEPARATED/WIDOWED	19748	5639	22.5	28.6	92	1464	22.4	7.4	92	788	17.1	4.0	70	544	19.5	2.8	80
PARENTS	32590	11156	44.4	34.2	110	2664	40.8	8.2	101	2396	52.1	7.4	130	1349	48.4	4.1	120
WHITE	70416	22333	88.9	31.7	102	5659	86.7	8.0	100	*176	90.9	5.9	105	2367	85.0	3.4	98
BLACK	8778	2276	9.1	25.9	84	674	10.3	7.7	95	*326	7.1	3.7	65	*403	14.5	4.6	134
OTHER	1791	**505	2.0	28.2	91	**194	3.0	10.8	134	**93	2.0	5.2	92	**15	0.5	0.8	24
NORTHEAST-CENSUS	17786	4895	19.5	27.5	89	1256	19.2	7.1	88	960	20.9	5.4	95	**163	5.9	0.9	27
NORTH CENTRAL	20741	6746	26.9	32.5	105	1944	29.8	9.4	116	2701	58.8	13.0	230	1429	51.3	6.9	200
SOUTH	27775	8818	35.1	31.7	102	2320	35.5	8.4	104	659	14.3	2.4	42	661	23.7	2.4	69
WEST	14683	4656	18.5	31.7	102	1007	15.4	6.9	85	*275	6.0	1.9	33	532	19.1	3.6	105
NORTHEAST-MKTG.	17961	4793	19.1	26.7	86	1236	18.9	6.9	85	602	13.1	3.4	59	**197	7.1	1.1	32
EAST CENTRAL	11885	2981	11.9	25.1	81	782	12.0	6.6	82	968	21.1	8.1	144	**77	2.8	0.6	19
WEST CENTRAL	14090	5289	21.1	37.5	121	1591	24.4	11.3	140	2300	50.1	16.3	288	1498	53.8	10.6	309
SOUTH	24081	8073	32.1	33.5	108	2173	33.3	9.0	112	*558	12.1	2.3	41	600	21.5	2.5	72
PACIFIC	12969	3978	15.8	30.7	99	*746	11.4	5.8	71	**166	3.6	1.3	23	*414	14.9	3.2	93
COUNTY SIZE A	32439	9216	36.7	28.4	92	2023	31.0	6.2	77	1698	37.0	5.2	92	592	21.3	1.8	53
COUNTY SIZE B	24915	8087	32.2	32.5	105	2051	31.4	8.2	102	1107	24.1	4.4	78	909	32.6	3.6	106
COUNTY SIZE C	12930	4531	18.0	35.0	113	1442	22.1	11.2	138	680	14.8	5.3	93	*343	12.3	2.7	77
COUNTY SIZE D	10703	3279	13.1	30.6	99	1011	15.5	9.4	117	1110	24.2	10.4	183	941	33.8	8.8	256
METRO CENTRAL CITY	24518	7890	31.4	32.2	104	1744	26.7	7.1	88	1143	24.9	4.7	82	821	29.5	3.3	97
METRO SUBURBAN	35919	11091	44.2	30.9	100	2668	40.9	7.4	92	1797	39.1	5.0	88	749	26.9	2.1	61
NON METRO	20549	6133	24.4	29.8	96	2115	32.4	10.3	128	1655	36.0	8.1	142	1215	43.6	5.9	172
TOP 5 ADI'S	18341	5343	21.3	29.1	94	1118	17.1	6.1	76	781	17.0	4.3	75	**228	8.2	1.2	36
TOP 10 ADI'S	25378	7022	28.0	27.7	89	1659	25.4	6.5	81	912	19.8	3.6	63	*317	11.4	1.2	36
TOP 20 ADI'S	36488	10184	40.6	27.9	90	2448	37.5	6.7	83	1854	40.3	5.1	90	702	25.2	1.9	56
HSGLD INC. \$50,000 OR MORE	6612	2420	9.6	36.6	118	*683	10.5	10.3	128	**250	5.4	3.8	67	**147	5.3	2.2	65
\$40,000 OR MORE	12659	4361	17.4	34.4	111	1204	18.4	9.5	118	*534	11.6	4.2	74	*379	13.6	3.0	87
\$30,000 OR MORE	24698	8396	33.4	34.0	110	2196	33.6	8.9	110	1547	33.7	6.3	110	899	32.3	3.6	106
\$25,000 OR MORE	32077	10878	43.3	33.9	109	2729	41.8	8.5	106	1922	41.8	6.0	106	1211	43.5	3.8	110
\$20,000 - \$24,999	9144	3089	12.3	33.8	109	831	12.7	9.1	113	*444	9.7	4.9	86	*332	11.9	3.6	106
\$15,000 - \$19,999	8728	3082	12.3	35.3	114	633	9.7	7.3	90	*457	9.9	5.2	92	*424	15.2	4.9	141
\$10,000 - \$14,999	12562	3714	14.8	29.6	95	1136	17.4	9.0	112	899	19.6	7.2	126	*351	12.6	2.8	81
UNDER \$10,000	18475	4350	17.3	23.5	76	1198	18.4	6.5	80	873	19.0	4.7	83	466	16.7	2.5	73
HOUSEHOLD OF 1 PERSON	11987	3146	12.5	26.2	85	737	11.3	6.1	76	497	10.8	4.1	73	308	11.1	2.6	75
2 PEOPLE	26577	7844	31.2	29.5	95	2047	31.4	7.7	96	1217	26.5	4.6	81	742	26.6	2.8	81
3 OR 4 PEOPLE	30617	10248	40.8	33.5	108	2574	39.4	8.4	104	1835	39.9	6.0	106	1156	41.5	3.8	110
5 OR MORE PEOPLE	11804	3876	15.4	32.8	106	1169	17.9	9.9	123	1046	22.8	8.9	156	*580	20.8	4.9	143
NO CHILD IN HSHLD	46165	13187	52.5	28.6	92	3741	57.3	8.1	101	2013	43.8	4.4	77	1369	49.2	3.0	86
CHILD(REN) UNDER 2 YRS	5325	1853	7.4	34.8	112	*356	5.5	6.7	83	*322	7.0	6.0	107	**187	6.7	3.5	102
2 - 5 YEARS	14221	4762	19.0	33.5	108	1084	16.6	7.6	95	1040	22.6	7.3	129	726	26.1	5.1	148
6 - 11 YEARS	15117	5023	20.0	33.2	107	1250	19.2	8.3	103	1174	25.5	7.8	137	666	23.9	4.4	128
12 - 17 YEARS	16611	5667	22.6	34.1	110	1427	21.9	8.6	107	1378	30.0	8.3	146	566	20.3	3.4	99
RESIDENCE OWNED	55884	17678	70.4	31.6	102	5017	76.9	9.0	111	3464	75.4	6.2	109	2171	78.0	3.9	113
VALUE: \$50,000 OR MORE	31744	10295	41.0	32.4	105	2928	44.9	9.2	114	1799	39.2	5.7	100	1222	43.9	3.8	112
VALUE: UNDER \$50,000	24140	7384	29.4	30.6	99	2089	32.0	8.7	107	1664	36.2	6.9	121	949	34.1	3.9	114

		TOTAL U.S. '000	OSCAR MAYER				SWIFT PREMIUM				WILSON CORN KING				MORRELL			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	25114	100.0	31.0	100	6527	100.0	8.1	100	4595	100.0	5.7	100	2785	100.0	3.4	100
MAGAZINES	QUINTILE 1	15799	5807	23.1	36.8	119	1430	21.9	9.1	112	896	19.5	5.7	100	743	26.7	4.7	137
	QUINTILE 2	17259	5674	22.6	32.9	106	1691	25.9	9.8	122	1087	23.7	6.3	111	517	18.6	3.0	87
	QUINTILE 3	13545	4190	16.7	30.9	100	1152	17.6	8.5	106	642	14.0	4.7	84	*414	14.9	3.1	89
	QUINTILE 4	15133	4368	17.4	28.9	93	973	14.9	6.4	80	960	20.9	6.3	112	563	20.2	3.7	108
	QUINTILE 5	19250	5075	20.2	26.4	85	1281	19.6	6.7	83	1010	22.0	5.2	92	548	19.7	2.8	83
NEWSPAPERS	QUINTILE 1	12413	4090	16.3	32.9	106	1040	15.9	8.4	104	632	13.8	5.1	90	*315	11.3	2.5	74
	QUINTILE 2	24116	7747	30.8	32.1	104	2160	33.1	9.0	111	1417	30.8	5.9	104	909	32.6	3.8	110
	QUINTILE 3	11261	3610	14.4	32.1	103	856	13.1	7.6	94	657	14.3	5.8	103	*475	17.1	4.2	122
	QUINTILE 4	20255	6432	25.6	31.8	102	1719	26.3	8.5	105	1209	26.3	6.0	105	758	27.2	3.7	109
	QUINTILE 5	12940	3235	12.9	25.0	81	753	11.5	5.8	72	681	14.8	5.3	93	*328	11.8	2.5	74
OUTDOOR	QUINTILE 1	14852	4990	19.9	33.6	108	1118	17.1	7.5	93	907	19.7	6.1	108	*391	14.0	2.6	77
	QUINTILE 2	15725	4743	18.9	30.2	97	1269	19.4	8.1	100	929	20.2	5.9	104	597	21.4	3.8	110
	QUINTILE 3	16330	5064	20.2	31.0	100	1495	22.9	9.2	114	900	19.6	5.5	97	521	18.7	3.2	93
	QUINTILE 4	16744	5359	21.3	32.0	103	1288	19.7	7.7	95	747	16.3	4.5	79	601	21.6	3.6	104
	QUINTILE 5	17334	4958	19.7	28.6	92	1358	20.8	7.8	97	1113	24.2	6.4	113	674	24.2	3.9	113
RADIO-DRIVE TIME	QUINTILE 1	15911	5505	21.9	34.6	112	1433	22.0	9.0	112	864	18.8	5.4	96	543	19.5	3.4	99
	QUINTILE 2	14837	4359	17.4	29.4	95	1237	19.0	8.3	103	768	16.7	5.2	91	580	20.8	3.9	114
	QUINTILE 3	15339	4738	18.9	30.9	100	1235	18.9	8.1	100	838	18.2	5.5	96	554	19.9	3.6	105
	QUINTILE 4	16723	5268	21.0	31.5	102	1290	19.8	7.7	96	1199	26.1	7.2	126	603	21.7	3.6	105
	QUINTILE 5	18176	5244	20.9	28.9	93	1331	20.4	7.3	91	926	20.2	5.1	90	506	18.2	2.8	81
RADIO-MID- DAY	TERCILE 1	21020	6946	27.7	33.0	107	1722	26.4	8.2	102	1379	30.0	6.6	116	840	30.2	4.0	116
	TERCILE 2	21610	7051	28.1	32.6	105	1879	28.8	8.7	108	1416	30.8	6.6	115	720	25.9	3.3	97
	TERCILE 3	38355	11117	44.3	29.0	93	2926	44.8	7.6	95	1800	39.2	4.7	83	1226	44.0	3.2	93
RADIO-TOTAL	QUINTILE 1	15988	5231	20.8	32.7	106	1403	21.5	8.8	109	889	19.3	5.6	98	610	21.9	3.8	111
	QUINTILE 2	15626	4770	19.0	30.5	98	1004	15.4	6.4	80	963	21.0	6.2	109	598	21.5	3.8	111
	QUINTILE 3	16723	5508	21.9	32.9	106	1833	28.1	11.0	136	1039	22.6	6.2	110	505	18.1	3.0	88
	QUINTILE 4	16342	5098	20.3	31.2	101	1120	17.2	6.9	85	836	18.2	5.1	90	666	23.9	4.1	119
	QUINTILE 5	16306	4507	17.9	27.6	89	1167	17.9	7.2	89	868	18.9	5.3	94	*406	14.6	2.5	72
TV-PRIME TIME	QUINTILE 1	15953	4621	18.4	29.0	93	1258	19.3	7.9	98	1073	23.4	6.7	119	*408	14.6	2.6	74
	QUINTILE 2	16137	5162	20.6	32.0	103	1225	18.8	7.6	94	872	19.0	5.4	95	*413	14.8	2.6	74
	QUINTILE 3	16420	5304	21.1	32.3	104	1402	21.5	8.5	106	963	21.0	5.9	103	585	21.0	3.6	104
	QUINTILE 4	16687	5247	20.9	31.4	101	1368	21.0	8.2	102	702	15.3	4.2	74	645	23.2	3.9	112
	QUINTILE 5	15789	4781	19.0	30.3	98	1274	19.5	8.1	100	986	21.5	6.2	110	734	26.4	4.6	135
TV-DAYTIME	TERCILE 1	27736	8030	32.0	29.0	93	2280	34.9	8.2	102	1787	38.9	6.4	114	1142	41.0	4.1	120
	TERCILE 2	26489	8384	33.4	31.7	102	1943	29.8	7.3	91	1503	32.7	5.7	100	777	27.9	2.9	85
	TERCILE 3	26761	8700	34.6	32.5	105	2304	35.3	8.6	107	1305	28.4	4.9	86	866	31.1	3.2	94
TV-TOTAL	QUINTILE 1	16345	4547	18.1	27.8	90	1482	22.7	9.1	113	1137	24.7	7.0	123	502	18.0	3.1	89
	QUINTILE 2	16447	5256	20.9	32.0	103	1160	17.8	7.1	88	947	20.6	5.8	101	634	22.8	3.9	112
	QUINTILE 3	15980	4970	19.8	31.1	100	1338	20.5	8.4	104	880	19.2	5.5	97	572	20.5	3.6	104
	QUINTILE 4	15887	5173	20.6	32.6	105	1153	17.7	7.3	90	871	19.0	5.5	97	*476	17.1	3.0	87
	QUINTILE 5	16326	5169	20.6	31.7	102	1394	21.4	8.5	106	761	16.6	4.7	82	601	21.6	3.7	107
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	7116	28.3	34.3	111	1896	29.0	9.2	114	1127	24.5	5.4	96	769	27.6	3.7	108
	NEWSPAPER IMPERATIVE	19186	6387	25.4	33.3	107	1766	27.1	9.2	114	1173	25.5	6.1	108	735	26.4	3.8	111
	NEWSPAPER IMPERATIVE	21899	6525	26.0	29.8	96	1804	27.6	8.2	102	1276	27.8	5.8	103	702	25.2	3.2	93
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	5528	22.0	35.8	115	1409	21.6	9.1	113	912	19.8	5.9	104	577	20.7	3.7	109
	OUTDOOR IMPERATIVE	25953	8619	34.3	33.2	107	2405	36.8	9.3	115	1481	32.2	5.7	101	936	33.6	3.6	105
	OUTDOOR IMPERATIVE	24400	6791	27.0	27.8	90	1726	26.4	7.1	88	1433	31.2	5.9	104	738	26.5	3.0	88
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	6285	25.0	34.8	112	1591	24.4	8.8	109	942	20.5	5.2	92	643	23.1	3.6	104
	RADIO IMPERATIVE	23571	7940	31.6	33.7	109	2283	35.0	9.7	120	1442	31.4	6.1	108	799	28.7	3.4	99
	RADIO IMPERATIVE	23278	6766	26.9	29.1	94	1719	26.3	7.4	92	1439	31.3	6.2	109	864	31.0	3.7	108
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	5169	20.6	33.4	108	1560	23.9	10.1	125	946	20.6	6.1	108	565	20.3	3.7	106
	TELEVISION IMPERATIVE	25829	9005	35.9	34.9	112	2278	34.9	8.8	109	1345	29.3	5.2	92	993	35.7	3.8	112
	TELEVISION IMPERATIVE	26039	7041	28.0	27.0	87	1755	26.9	6.7	84	1598	34.8	6.1	108	869	31.2	3.3	97
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	5293	21.1	31.9	103	1349	20.7	8.1	101	829	18.0	5.0	88	*489	17.6	2.9	86
	OUTDOOR IMPERATIVE	26834	8808	35.1	32.8	106	2330	35.7	8.7	108	1651	35.9	6.2	108	1058	38.0	3.9	115
	OUTDOOR IMPERATIVE	23346	7214	28.7	30.9	100	1921	29.4	8.2	102	1416	30.8	6.1	107	767	27.5	3.3	96
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	5782	23.0	33.7	109	1363	20.9	8.0	99	944	20.5	5.5	97	651	23.4	3.8	110
	RADIO IMPERATIVE	25892	8113	32.3	31.3	101	2284	35.0	8.8	109	1501	32.7	5.8	102	810	29.1	3.1	91
	RADIO IMPERATIVE	23167	7118	28.3	30.7	99	1822	27.9	7.9	98	1410	30.7	6.1	107	847	30.4	3.7	106
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	5492	21.9	32.0	103	1361	20.9	7.9	98	1108	24.1	6.5	114	588	21.1	3.4	100
	TELEVISION IMPERATIVE	26214	8494	33.8	32.4	104	2340	35.9	8.9	111	1299	28.3	5.0	87	941	33.8	3.6	104
	TELEVISION IMPERATIVE	23412	6810	27.1	29.1	94	1841	28.2	7.9	98	1434	31.2	6.1	108	799	28.7	3.4	99
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	5127	20.4	33.5	108	1281	19.6	8.4	104	940	20.5	6.1	108	519	18.6	3.4	99
	RADIO IMPERATIVE	24901	7483	29.8	30.1	97	2023	31.0	8.1	101	1456	31.7	5.8	103	740	26.6	3.0	86
	RADIO IMPERATIVE	26492	8188	32.6	30.9	100	2271	34.8	8.6	106	1488	32.4	5.6	99	1000	35.9	3.8	110
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	14794	4687	18.7														

	TOTAL U.S. '000	OSCAR MAYER				SHIFT PREMIUM				WILSON CORN KING				MORRELL			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	25114	100.0	31.0	100	6527	100.0	8.1	100	4595	100.0	5.7	100	2785	100.0	3.4	100
ATLANTIC MONTHLY	415	*133	0.5	32.0	103	**49	0.8	11.8	147	**18	0.4	4.3	76	**24	0.9	5.8	168
BARRON'S	453	**114	0.5	25.2	81	**8	0.1	1.8	22	**41	0.9	9.1	160	**10	0.4	2.2	64
BETTER HOMES & GARDENS	16256	5236	20.8	32.2	104	1602	24.5	9.9	122	1271	27.7	7.8	138	710	25.5	4.4	127
BON APPETIT	2535	844	3.4	33.3	107	*148	2.3	5.8	72	**48	1.0	1.9	33	**148	5.3	5.8	170
BUSINESS WEEK	1278	393	1.6	30.8	99	**71	1.1	5.6	69	**68	1.5	5.3	94	**38	1.4	3.0	86
CAR AND DRIVER	378	**123	0.5	32.5	105	**3	0.0	0.8	10	**18	0.4	4.8	84	**24	0.9	6.3	185
CBS MAGAZINE NETWORK (GROSS)	1498	630	2.5	42.1	136	*171	2.6	11.4	142	**109	2.4	7.3	128	**126	4.5	8.4	245
CHANGING TIMES	1505	389	1.5	25.8	83	*165	2.5	11.0	136	**102	2.2	6.8	119	**29	1.0	1.9	56
COLONIAL HOMES	1231	419	1.7	34.0	110	**80	1.2	6.5	81	**68	1.5	5.5	97	**51	1.8	4.1	120
CONDE NAST MAG. PKG. (GROSS)	14146	4839	19.3	34.2	110	1230	18.8	8.7	108	672	14.6	4.8	84	463	16.6	3.3	95
CONSUMERS DIGEST	1323	452	1.8	34.2	110	**122	1.9	9.2	114	**110	2.4	8.3	147	**101	3.6	7.6	222
COSMOPOLITAN	7102	2430	9.7	34.2	110	568	8.7	8.0	99	311	6.8	4.4	77	*142	5.1	2.0	58
COUNTRY LIVING	2481	880	3.5	35.5	114	*227	3.5	9.1	114	*181	3.9	7.3	129	*136	4.9	5.5	159
CUISINE	1472	482	1.9	32.7	106	**73	1.1	5.0	62	**77	1.7	5.2	92	**70	2.5	4.8	138
CYCLE WORLD	425	**142	0.6	33.4	108	**85	1.3	20.0	248	**28	0.6	6.6	116	**10	0.4	2.4	68
DCI:CREATIVE IDEAS FOR LIV	2510	992	3.9	39.5	127	316	4.8	12.6	156	*284	6.2	11.3	199	*125	4.5	5.0	145
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2779	11.1	41.5	134	740	11.3	11.1	137	418	9.1	6.2	110	*259	9.3	3.9	113
DISCOVER	894	289	1.2	32.3	104	**60	0.9	6.7	83	**51	1.1	5.7	101	**41	1.5	4.6	133
EBONY	3507	1000	4.0	28.5	92	249	3.8	7.1	88	190	4.1	5.4	95	*175	6.3	5.0	145
ESQUIRE	1083	255	1.0	23.5	76	**73	1.1	6.7	84	**91	2.0	8.4	148	**51	1.8	4.7	137
ESSENCE	1830	555	2.2	30.3	98	*156	2.4	8.5	106	*114	2.5	6.2	110	**104	3.7	5.7	165
FAMILY CIRCLE	15930	5350	21.3	33.6	108	1590	24.4	10.0	124	907	19.7	5.7	100	620	22.3	3.9	113
THE FAMILY HANDYMAN	1126	415	1.7	36.9	119	**117	1.8	10.4	129	**60	1.3	5.3	94	**50	1.8	4.4	129
FAMILY WEEKLY	11468	4038	16.1	35.2	114	1066	16.3	9.3	115	733	16.0	6.4	113	319	11.5	2.8	81
FIELD & STREAM	2234	746	3.0	33.4	108	*255	3.9	11.4	142	**127	2.8	5.7	100	**136	4.9	6.1	177
FOOD & WINE	579	*215	0.9	37.1	120	**25	0.4	4.3	54	**36	0.8	6.2	110	**15	0.5	2.6	75
FORBES	728	*157	0.6	21.6	70	**44	0.7	6.0	75	**54	1.2	7.4	131	**23	0.8	3.2	92
FORTUNE	906	*238	0.9	26.3	85	*33	0.5	3.6	45	**46	1.0	5.1	89	**28	1.0	3.1	90
GENTLEMEN'S QUARTERLY	791	329	1.3	41.6	134	**48	0.7	6.1	75	**33	0.7	4.2	74	**6	0.2	0.8	22
GLAMOUR	5265	1797	7.2	34.1	110	358	5.5	6.8	84	226	4.9	4.3	76	*132	4.7	2.5	73
GOLF DIGEST	636	*162	0.6	25.5	82	**72	1.1	11.3	140	**33	0.7	5.2	91	**33	1.2	5.2	151
GOLF DIGEST/TENNIS (GROSS)	1186	462	1.8	39.0	126	*137	2.1	11.6	143	**62	1.3	5.2	92	**45	1.6	3.8	110
GOLF MAGAZINE	441	**158	0.6	35.8	116	*39	0.6	8.8	110	**8	0.2	1.8	32	**4	0.1	0.9	26
GOLF MAGAZINE/SKI (GROSS)	922	305	1.2	33.1	107	**58	0.9	6.3	78	**32	0.7	3.5	61	**28	1.0	3.0	88
GOOD HOUSEKEEPING	16487	5689	22.7	34.5	111	1495	22.9	9.1	113	1107	24.1	6.7	118	737	26.5	4.5	130
HARPER'S BAZAAR	2423	782	3.1	32.3	104	*192	2.9	7.9	98	*117	2.5	4.8	85	**67	2.4	2.8	80
HEALTH	1994	624	2.5	31.3	101	*245	3.8	12.3	152	*148	3.2	7.4	131	**65	2.3	3.3	95
HEARST MAG CORP. BUY (GROSS)	44101	14987	59.7	34.0	110	3681	56.4	8.3	104	2753	59.9	6.2	110	1741	62.5	3.9	115
HEARST MAN POWER (GROSS)	1993	597	2.4	30.0	97	*184	2.8	9.2	115	*207	4.5	10.4	183	**98	3.5	4.9	143
HEARST WOMAN POWER (GROSS)	31274	10851	43.2	34.7	112	2637	40.4	8.4	105	1921	41.8	6.1	108	1208	43.4	3.9	112
HOUSE BEAUTIFUL	3623	1145	4.6	31.6	102	282	4.3	7.8	97	*181	3.9	5.0	88	*149	5.4	4.1	120
INC.	283	**85	0.3	30.0	97	**9	0.1	3.2	39	*114	0.3	4.9	87	*14	0.5	4.9	144
JET	2928	810	3.2	27.7	89	253	3.9	8.6	107	*101	2.2	3.4	61	**107	3.8	3.7	106
LADIES' HOME JOURNAL	11918	3914	15.6	32.8	106	1077	16.5	9.0	112	776	16.9	6.5	115	506	18.2	4.2	123
LHJ FAMILY GRP COMBO(GROSS)	16764	5547	22.1	33.1	107	1591	24.4	9.5	118	1146	24.9	6.8	120	694	24.9	4.1	120
LIFE	4254	1317	5.2	31.0	100	339	5.2	8.0	99	285	6.2	6.7	118	*144	5.2	3.4	98
L.A. TIMES HOME MAGAZINE	1145	395	1.6	34.5	111	**61	0.9	5.3	66	**0	0.0	0.0	0	**10	0.4	0.9	25
MADEMOISELLE	2884	1025	4.1	35.5	115	*317	4.9	11.0	136	*159	3.5	5.5	97	**102	3.7	3.5	103
MC CALL'S	13460	4723	18.8	35.1	113	1171	17.9	8.7	108	891	19.4	6.6	117	640	23.0	4.8	138
MC CALL'S/WRK MOTHER (GROSS)	14606	5154	20.5	35.3	114	1265	19.4	8.7	107	1000	21.8	6.8	121	734	26.4	5.0	146
MECHANIX ILLUSTRATED	772	*240	1.0	31.1	100	**107	1.6	13.9	172	**66	1.4	8.5	151	**14	0.5	1.8	53
METROPOLITAN HOME	967	354	1.4	36.6	118	**48	0.7	5.0	62	**61	1.3	6.3	111	**11	0.4	1.1	33
MONEY	1588	531	2.1	33.4	108	**124	1.9	7.8	97	**100	2.2	6.3	111	**61	1.5	2.6	75
MOTHER EARTH NEWS	1002	307	1.2	30.6	99	*76	1.2	7.6	94	*137	3.0	13.7	241	**23	0.8	2.3	67
MS.	825	292	1.2	35.4	114	**61	0.9	7.4	92	**77	1.7	9.3	164	**48	1.7	5.8	169
NATIONAL ENQUIRER	10336	3324	13.2	32.2	104	857	13.1	8.3	103	637	13.9	6.2	109	278	10.0	2.7	78
NATIONAL GEOGRAPHIC	9597	3291	13.1	34.3	111	847	13.0	8.8	110	510	11.1	5.3	94	432	15.5	4.5	131
NATIONAL SUNDAY MAGAZINE PKG	49558	15983	63.6	32.3	104	4148	63.6	8.4	104	2937	63.9	5.9	104	1685	60.5	3.4	99
NATURAL HISTORY	573	**105	0.4	18.3	59	*95	1.5	16.6	206	*18	0.4	3.1	55	**3	0.1	0.5	15
NEW WOMAN	1699	557	2.2	32.8	106	**145	2.2	8.5	106	*115	2.5	6.8	119	**54	1.9	3.2	92
NEW YORK INCLUDING CUE	443	*111	0.4	25.1	81	*32	0.5	7.2	90	**29	0.6	6.5	115	**6	0.2	1.4	39
THE NEW YORKER	1270	388	1.5	30.6	99	*82	1.3	6.5	80	**101	2.2	8.0	140	**24	0.9	1.9	55
NEWSWEEK	6277	2016	8.0	32.1	104	485	7.4	7.7	96	331	7.2	5.3	93	*175	6.3	2.8	81
THE N.Y. TIMES DAILY EDITION	1205	349	1.4	29.0	93	*74	1.1	6.1	76	*24	0.5	2.0	35	*1	0.0	0.1	2
THE N.Y. TIMES MAGAZINE	2081	713	2.8	34.3	110	*107	1.6	5.1	64	*60	1.3	2.9	51	*11	0.4	0.5	15
OMNI	788	267	1.1	33.9	109	**69	1.1	8.8	109	**80	1.7	10.2	179	**21	0.8	2.7	77
ON CABLE	1158	373	1.5	32.2	104	*65	1.0	5.6	70	**128	2.8	11.1	195	**115	4.1	9.9	289
1001 HOME IDEAS	2852	1009	4.0	35.4	114	*270	4.1	9.5	117	223	4.9	7.8	138	*123	4.4	4.3	125
ORGANIC GARDENING	1658	592	2.4	35.7	115	*171	2.6	10.3	128	**147	3.2	8.9	156	*92	3.3	5.5	161
OUTDOOR LIFE	896	345	1.4	38.5	124	*104	1.6	11.6	144	*126	2.7	14.1	248	*22	0.8	2.5	71
PARADE MAGAZINE	24275	7625	30.4	31.4	101	1886	28.9	7.8	96	1439	31.3	5.9	104	790	28.4	3.3	95

	TOTAL U.S. '000	OSCAR MAYER				SWIFT PREMIUM				WILSON CORN KING				MORRELL			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOME MAKERS	80986	25114	100.0	31.0	100	6527	100.0	8.1	100	4595	100.0	5.7	100	2785	100.0	3.4	100
PARENTS	3845	1473	5.9	38.3	124	323	4.9	8.4	104	325	7.1	8.5	149	*173	6.2	4.5	131
PENTHOUSE	831	*306	1.2	36.8	119	*79	1.2	9.5	118	*87	1.9	10.5	185	*39	1.4	4.7	136
PEOPLE	11645	3733	14.9	32.1	103	865	13.3	7.4	92	625	13.6	5.4	95	350	12.6	3.0	87
PLAYBOY	2006	565	2.2	28.2	91	*180	2.8	9.0	111	*99	2.2	4.9	87	*58	2.1	2.9	84
POPULAR HOT RODDING	297	**128	0.5	43.1	139	*29	0.4	9.8	121	*33	0.7	11.1	196	*40	1.4	13.5	392
POPULAR MECHANICS	1018	*340	1.4	33.4	108	*126	1.9	12.4	154	*113	2.5	11.1	196	*50	1.8	4.9	143
POPULAR SCIENCE	878	286	1.1	32.6	105	*104	1.6	11.8	147	*69	1.5	7.9	139	*47	1.7	5.4	156
PREVENTION	3913	1185	4.7	30.3	98	419	6.4	10.7	133	*272	5.9	7.0	123	*97	3.5	2.5	72
PSYCHOLOGY TODAY	1710	679	2.7	39.7	128	*173	2.7	10.1	126	*131	2.9	7.7	135	*48	1.7	2.8	82
READER'S DIGEST	22204	7671	30.5	34.5	111	2216	34.0	10.0	124	1457	31.7	6.6	116	901	32.4	4.1	118
REDBOOK	7684	2732	10.9	35.6	115	574	8.8	7.5	93	502	10.9	6.5	115	329	11.8	4.3	125
ROAD & TRACK	410	*162	0.6	39.5	127	*29	0.4	7.1	88	*33	0.7	8.0	142	*19	0.7	4.6	135
ROLLING STONE	969	391	1.6	40.4	130	*152	2.3	15.7	195	*89	1.9	9.2	162	*44	1.6	4.5	132
RUNNER'S WORLD	298	*112	0.4	37.6	121	*39	0.6	13.1	162	*15	0.3	5.0	89	*18	0.6	6.0	176
SATURDAY EVENING POST	1169	401	1.6	34.3	111	*88	1.3	7.5	93	*76	1.7	6.5	115	*48	1.6	3.8	109
SCIENCE 84	587	*185	0.7	31.5	102	*59	0.9	10.1	125	*41	0.9	7.0	123	*19	0.7	3.2	94
SCIENCE DIGEST	482	*137	0.5	28.4	92	*36	0.6	7.5	93	*60	1.3	12.4	219	*17	0.6	3.5	103
SCIENTIFIC AMERICAN	594	*211	0.8	35.5	115	*42	0.6	7.1	88	*67	1.5	11.3	199	*33	1.2	5.6	162
SELF	2089	712	2.8	34.1	110	*219	3.4	10.5	130	*93	2.0	4.5	78	*123	4.4	5.9	171
SEVENTEEN	2411	918	3.7	38.1	123	*153	2.3	6.3	79	*156	3.4	6.5	114	*73	2.6	3.0	88
SKI	480	*148	0.6	30.8	99	*19	0.3	4.0	49	*24	0.5	5.0	88	*24	0.9	5.0	145
SMITHSONIAN	2760	963	3.8	34.9	113	*202	3.1	7.3	91	*115	2.5	4.2	73	*86	3.1	3.1	91
SOAP OPERA DIGEST	3013	1102	4.4	36.6	118	*218	3.3	7.2	90	*247	5.4	8.2	144	*106	3.8	3.5	102
SOUTHERN LIVING	4184	1787	7.1	42.7	138	425	6.5	10.2	126	*134	2.9	3.2	56	*133	4.8	3.2	92
SPORT	559	*191	0.8	34.2	110	*49	0.8	8.8	109	*67	1.5	12.0	211	*26	0.9	4.7	135
THE SPORTING NEWS	436	*134	0.5	30.7	99	*21	0.3	4.8	60	*47	1.0	8.8	190	*13	0.5	3.0	87
SPORTS AFIELD	493	*120	0.5	24.3	78	*22	0.3	4.5	55	*34	0.7	6.9	122	*31	1.1	6.3	183
SPORTS ILLUSTRATED	2758	993	4.0	36.0	116	*277	4.2	10.0	125	*206	4.5	7.5	132	*144	5.2	5.2	152
STAR	7456	2504	10.0	33.6	108	585	9.0	7.8	97	499	10.9	6.7	118	*215	7.7	2.9	84
SUNDAY	24936	7789	31.0	31.2	101	2103	32.2	8.4	105	1544	33.6	6.2	109	804	28.9	3.2	94
SUNSET	2124	704	2.8	33.1	107	*156	2.4	7.3	91	*77	1.7	3.6	64	*162	5.8	7.6	222
TV GUIDE	21661	6990	27.8	32.3	104	1813	27.8	8.4	104	1058	23.0	4.9	86	703	25.2	3.2	94
TENNIS	550	*301	1.2	54.7	176	*65	1.0	11.8	147	*29	0.6	5.3	93	*12	0.4	2.2	63
TIME	8880	3044	12.1	34.3	111	778	11.9	8.8	109	514	11.2	5.8	102	282	10.1	3.2	92
TOWN & COUNTRY	917	284	1.1	31.0	100	*77	1.2	8.4	104	*48	1.0	5.2	92	*24	0.9	2.6	76
TRAVEL & LEISURE	972	288	1.1	29.6	96	*62	0.9	6.4	79	*42	0.9	4.3	76	*55	2.0	5.7	165
TRUE STORY	3356	1150	4.6	34.3	111	319	4.9	9.5	118	256	5.6	7.6	134	*92	3.3	2.7	80
USA NEWS & WORLD REPORT	3410	1113	4.4	32.6	105	381	5.8	11.2	139	230	5.0	6.7	119	*149	5.4	4.4	127
USA TODAY	1759	528	2.1	30.0	97	*151	2.3	8.6	107	*86	1.9	4.9	86	*82	2.9	4.7	136
US	1873	653	2.6	34.9	112	*173	2.7	9.2	115	*122	2.7	6.5	115	*81	2.9	4.3	126
VOGUE	3909	1305	5.2	33.4	108	336	5.1	8.6	107	*195	4.2	5.0	88	*106	3.8	2.7	79
WALL STREET JOURNAL	1886	673	2.7	35.7	115	*157	2.4	8.3	103	*71	1.5	3.8	66	*116	4.2	6.2	179
WEIGHT WATCHERS	2120	716	2.9	33.8	109	*158	2.4	7.5	92	*147	3.2	6.9	122	*71	2.5	3.3	97
WOMAN'S DAY	14172	4936	19.7	34.8	112	1357	20.8	9.6	119	1122	24.4	7.9	140	588	21.1	4.1	121
WORKING MOTHER	1146	431	1.7	37.6	121	*95	1.5	8.3	103	*109	2.4	9.5	168	*94	3.4	8.2	239
WORKING WOMAN	1322	454	1.8	34.3	111	*104	1.6	7.9	98	*77	1.7	5.8	103	*44	1.6	3.3	97
WORLD TENNIS	*163	*82	0.3	50.3	162	*29	0.4	17.8	221	*11	0.2	6.7	119	*8	0.3	4.9	143
ZIFF-DAVIS MAG NETHK (GROSS)	2532	849	3.4	33.5	108	*159	2.4	6.3	78	*210	4.6	8.3	146	*76	2.7	3.0	87
BLAIR INSERTS	43657	14032	55.9	32.1	104	3552	54.4	8.1	101	2438	53.1	5.6	98	1455	52.2	3.3	97
DAILY NEWSPAPERS																	
READ ANY	51633	16582	66.0	32.1	104	4499	68.9	8.7	108	2853	62.1	5.5	97	1989	71.4	3.9	112
READ ONE	43463	13813	55.0	31.8	102	3682	56.4	8.5	105	2532	55.1	5.8	103	1766	63.4	4.1	118
READ TWO OR MORE	8170	2769	11.0	33.9	109	817	12.5	10.0	124	321	7.0	3.9	69	*223	8.0	2.7	79
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17027	67.8	32.3	104	4390	67.3	8.3	103	3083	67.1	5.9	103	1704	61.2	3.2	94
READ ONE	46126	14823	59.0	32.1	104	3855	59.1	8.4	104	2680	58.3	5.8	102	1602	57.5	3.5	101
READ TWO OR MORE	6552	2203	8.8	33.6	108	535	8.2	8.2	101	403	8.8	6.2	108	*101	3.6	1.5	45
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.87				27.77				30.12				27.22			
30 DAY REACH	71455	22311	88.8	31.2	101	5628	86.2	7.9	98	3852	83.8	5.4	95	2333	83.8	3.3	95
50 SHWG - 30 DAY AV FREQ	14.56	15.24				14.58				15.80				14.43			
30 DAY REACH	67742	21183	84.3	31.3	101	5395	82.7	8.0	99	3681	80.1	5.4	96	2214	79.5	3.3	95
25 SHWG - 30 DAY AV FREQ	7.94	8.21				7.70				8.56				7.67			
30 DAY REACH	62117	19659	78.3	31.6	102	5106	78.2	8.2	102	3413	74.3	5.5	97	2092	75.1	3.4	98
CABLE TV: HOME WIRED	32077	10740	42.8	33.5	108	2895	44.4	9.0	112	1832	39.9	5.7	101	1154	41.4	3.6	105
HOME NOT WIRED	48909	14374	57.2	29.4	95	3632	55.6	7.4	92	2763	60.1	5.6	100	1631	58.6	3.3	97
HAVE PAY CABLE	15935	5753	22.9	36.1	116	1636	25.1	10.3	127	845	18.4	5.3	93	*579	20.8	3.6	106

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	25114	100.0	31.0	100	6527	100.0	8.1	100	4595	100.0	5.7	100	2785	100.0	3.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	7502	29.9	28.8	93	2230	34.2	8.6	106	1489	32.4	5.7	101	881	31.6	3.4	98
NETWORK AFFILIATES - LATE		20261	6352	25.3	31.4	101	1857	28.5	9.2	114	1480	32.2	7.3	129	814	29.2	4.0	117
INDEPENDENTS - LATE		2076	561	2.2	27.0	87	131	2.0	6.3	78	*68	1.5	3.3	58	**28	1.0	1.3	39
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	3115	12.4	29.8	96	765	11.7	7.3	91	592	12.9	5.7	100	212	7.6	2.0	59
ABC MONDAY NIGHT MOVIE		A 6412	2148	8.6	33.5	108	428	6.6	6.7	83	404	8.8	6.3	111	241	8.7	3.8	109
ABC SUNDAY NIGHT MOVIE		A 12407	3943	15.7	31.8	102	962	14.7	7.8	96	666	14.5	5.4	95	343	12.3	2.8	80
ABC WORLD NEWS TONIGHT		A 6176	1916	7.6	31.0	100	502	7.7	8.1	101	384	8.4	6.2	110	262	9.4	4.2	122
AFTERMASH		C 5863	1640	6.5	28.0	90	478	7.3	8.2	101	*375	8.2	6.4	113	*196	7.0	3.3	97
ALICE		C 9594	2946	11.7	30.7	99	691	10.6	7.2	89	546	11.9	5.7	100	309	11.1	3.2	94
AMERICAN PARADE		C 6622	2108	8.4	31.8	103	474	7.3	7.2	89	455	9.9	6.9	121	268	9.6	4.0	118
BENSON		A 10886	3358	13.4	30.8	99	998	15.3	9.2	114	739	16.1	6.8	120	323	11.6	3.0	86
BLUE THUNDER		A 5036	1626	6.5	32.3	104	443	6.8	8.8	109	391	8.5	7.8	137	*143	5.1	2.8	83
CAGNEY & LACEY		C 9965	3445	13.7	34.6	111	802	12.3	8.0	100	765	16.6	7.7	135	355	12.7	3.6	104
CBS EVENING NEWS-DEAN		C 3491	1082	4.3	31.0	100	293	4.5	8.4	104	*218	4.7	6.2	110	*129	4.6	3.7	107
CBS EVENING NEWS-RATHER		C 7123	2151	8.6	30.2	97	808	12.4	11.3	141	496	10.8	7.0	123	286	10.3	4.0	117
CBS SAT. NEWS-SCHIEFFER		C 3621	1029	4.1	28.4	92	308	4.7	8.5	106	131	2.9	3.6	64	100	3.6	2.8	80
CBS SATURDAY NIGHT MOVIE		C 5436	1715	6.8	31.5	102	414	6.3	7.6	94	365	7.9	6.7	118	148	5.3	2.7	79
CBS WEDNESDAY NIGHT MOVIE		C 6100	2078	8.3	34.1	110	464	7.1	7.6	94	480	10.4	7.9	139	243	8.7	4.0	116
CHEERS		N 8889	2842	11.3	32.0	103	797	12.2	9.0	111	614	13.4	6.9	122	201	7.2	2.3	66
DALLAS		C 22109	6898	27.5	31.2	101	1781	27.3	8.1	100	1278	27.8	5.8	102	759	27.3	3.4	100
DIFF'RENT STROKES		N 6940	2182	8.7	31.4	101	722	11.1	10.4	129	*234	5.1	3.4	59	*190	6.8	2.7	80
DOUBLE TROUBLE		N 7223	2378	9.5	32.9	106	690	10.6	9.6	119	481	10.5	6.7	117	228	8.2	3.2	92
DUCK FACTORY		N 5595	1774	7.1	31.7	102	490	7.5	8.8	109	353	7.7	6.3	111	*109	3.9	1.9	57
DUKES OF HAZZARD		C 5768	1821	7.3	31.6	102	461	7.1	8.0	99	443	9.6	7.7	135	266	9.6	4.6	134
DYNASTY		A 20053	6010	23.9	30.0	97	1369	21.0	6.8	85	1149	25.0	5.7	101	586	21.0	2.9	85
FACTS OF LIFE		N 8087	2725	10.9	33.7	109	746	11.4	9.2	114	500	10.9	6.2	109	248	8.9	3.1	89
FALCON CREST		C 20046	6304	25.1	31.4	101	1493	22.9	7.4	92	1308	28.5	6.5	115	712	25.6	3.6	103
FALL GUY		A 9084	2822	11.2	31.1	100	831	12.7	9.1	114	653	14.2	7.2	127	327	11.7	3.6	105
FAMILY TIES		N 7964	2564	10.2	32.2	104	829	12.7	10.4	129	564	12.3	7.1	125	*178	6.4	2.2	65
FANTASY ISLAND		A 7687	2272	9.0	29.6	95	480	7.4	6.2	77	447	9.7	5.8	102	252	9.0	3.3	95
FOULUPS, BLEEPES & BLUNDERS		A 8861	3009	12.0	34.0	110	687	10.5	7.8	96	444	9.7	5.0	88	349	12.5	3.9	115
FOUR SEASONS		C 5095	1510	6.0	29.6	96	*427	6.5	8.4	104	*345	7.5	6.8	119	*184	6.6	3.6	105
GIMME A BREAK		N 8838	2361	9.4	26.7	86	843	12.9	9.5	118	551	12.0	6.2	110	*193	6.9	2.2	64
HART TO HART		A 8978	2898	11.5	32.3	104	663	10.2	7.4	92	667	14.5	7.4	131	344	12.4	3.8	111
HILL STREET BLUES		N 8590	2744	10.9	31.9	103	731	11.2	8.5	106	453	9.9	5.3	93	222	8.0	2.6	75
HOTEL		A 14085	4302	17.1	30.5	98	1076	16.5	7.6	95	939	20.4	6.7	117	470	16.9	3.3	97
JEFFERSONS		C 9360	2672	10.6	28.5	92	747	11.4	8.0	99	548	11.9	5.9	103	303	10.9	3.2	94
JENNIFER SLEPT HERE		N 5841	1828	7.3	31.3	101	586	9.0	10.0	124	*181	3.9	3.1	55	*137	4.9	2.3	68
KATE & ALLIE		C 9206	2991	11.9	32.5	105	791	12.1	8.6	107	653	14.2	7.1	125	275	9.9	3.0	87
KNIGHT RIDER		N 7076	2270	9.0	32.1	103	551	8.4	7.8	97	332	7.2	4.7	83	*176	6.3	2.5	72
LOVE BOAT		A 12219	3421	13.6	28.0	90	927	14.2	7.6	94	531	11.6	4.3	77	323	11.6	2.6	77
MAGNUM PI		C 11199	3596	14.3	32.1	104	1017	15.6	9.1	113	681	14.8	6.1	107	419	15.0	3.7	109
MAMA'S FAMILY		N 6057	1905	7.6	31.5	101	660	10.1	10.9	135	246	5.4	4.1	72	*232	8.3	3.8	111
MASTER, THE		N 3598	1110	4.4	30.9	99	345	5.3	9.6	119	237	5.2	6.6	116	*96	3.4	2.7	78
MATT HOUSTON		A 6344	1953	7.8	30.8	99	577	8.8	9.1	113	444	9.7	7.0	123	*180	6.5	2.8	83
NBC MONDAY NIGHT MOVIE		N 11994	3488	13.9	29.1	94	854	13.1	7.1	88	726	15.8	6.1	107	351	12.6	2.9	85
NBC NIGHTLY NEWS		N 5132	1437	5.7	28.0	90	457	7.0	8.9	110	182	4.0	3.5	63	130	4.7	2.5	74
NBC NIGHTLY NEWS-SAT		N 3375	921	3.7	27.3	88	304	4.7	9.0	112	*116	2.5	3.4	61	*87	3.1	2.6	75
NBC NIGHTLY NEWS-SUN		N 3130	714	2.8	22.8	74	279	4.3	8.9	111	*138	3.0	4.4	78	*63	2.3	2.0	59
NBC SUNDAY NIGHT MOVIE		N 8284	2440	9.7	29.5	95	648	9.9	7.8	97	465	10.1	5.6	99	*192	6.9	2.3	67
NEWHART		C 9240	3078	12.3	33.3	107	776	11.9	8.4	104	758	16.5	8.2	145	273	9.8	3.0	86
ONE DAY AT A TIME		C 7288	2148	8.6	29.5	95	501	7.7	6.9	85	467	10.2	6.4	113	328	11.8	4.5	131
PEOPLE ARE FUNNY		N 4855	1621	6.5	33.4	108	601	9.2	12.4	154	*240	5.2	4.9	87	*222	8.0	4.6	133
REAL PEOPLE		N 8869	2437	9.7	27.5	89	787	12.1	8.9	110	480	10.4	5.4	95	266	9.6	3.0	87
REMINGTON STEELE		N 7743	2366	9.4	30.6	99	647	9.9	8.4	104	445	9.7	5.7	101	225	8.1	2.9	85
RIPLEY'S BELIEVE IT - NOT		A 5345	2046	8.1	38.3	123	466	7.1	8.7	108	316	6.9	5.9	104	*202	7.3	3.8	110
RIPTIDE		N 6988	2060	8.2	29.5	95	657	10.1	9.4	117	415	9.0	5.9	105	*207	7.4	3.0	86
SCARECROW & MRS. KING		C 10002	3155	12.6	31.5	102	804	12.3	8.0	100	665	14.5	6.6	117	358	12.9	3.6	104
SIMON & SIMON		C 10638	3447	13.7	32.4	104	951	14.6	8.9	111	783	17.0	7.4	130	511	18.3	4.8	140
60 MINUTES		C 13293	3926	15.6	29.5	95	1117	17.1	8.4	104	745	16.2	5.6	99	449	16.1	3.4	98
ST. ELSEWHERE		N 7017	2355	9.4	33.6	108	544	8.3	7.8	96	551	12.0	7.9	138	272	9.8	3.9	113
THREE'S COMPANY		A 10917	3443	13.7	31.5	102	794	12.2	7.3	90	593	12.9	5.4	96	332	11.9	3.0	88
T.J. HOOKER		A 9204	2715	10.8	29.5	95	781	12.0	8.5	105	521	11.3	5.7	100	273	9.8	3.0	86
TONIGHT SHOW		N 2372	794	3.2	33.5	108	249	3.8	10.5	130	205	4.5	8.6	152	84	3.0	3.5	103
TRAPPER JOHN, M.D.		C 9846	3006	12.0	30.5	98	894	13.7	9.1	113	777	14.7	6.9	121	270	9.7	2.7	80
TV BLOOPERS & PRAC. JOKES		N 9105	2793	11.1	30.7	99	704	10.8	7.7	96	449	9.8	4.9	87	296	10.6	3.3	91
20/20		A 9387	3156	12.6	33.6	108	752	11.5	8.0	99	618	13.4	6.6	116	293	10.5	3.1	95
WEBSTER		A 11067	3259	13.0	29.4	95	977	15.0	8.8	110	725	15.8	6.6	115	312	11.2	2.8	82
WORLD NEWS - SUN		A 3062	1058	4.2	34.6	111	*288	4.4	9.4	117	*201	4.4	6.6	116	*75	2.7	2.4	71
YELLOW ROSE		N 4978	1614	6.4														

PORK SAUSAGES

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-6

		'000	%	UNWEIGHTED															
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?		YES	52688	65.1	5939														
		NO	28298	34.9	3496														
		ALL		SOLE		PRIMARY		SECONDARY											
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED									
IF YES																			
5B. WHAT FORMS ARE USED BY YOUR HOUSEHOLD?																			
LINK		34878	43.1	19625	24.2	11658	14.4	3596	4.4	3953									
ROLL		20936	25.9	10349	12.8	7200	8.9	3387	4.2	2293									
PATTIES		16002	19.8	5777	7.1	6080	7.5	4145	5.1	1754									
DO NOT KNOW		393	.5							55									
5C. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?																			
PRE-COOKED		17636	21.8	12270	15.2	3613	4.5	1753	2.2	1976									
NOT PRE-COOKED		38876	48.0	33509	41.4	3375	4.2	1992	2.5	4357									
DO NOT KNOW		1542	1.9							189									
5D. WHAT KINDS ARE USED BY YOUR HOUSEHOLD?																			
HOT		11069	13.7	4887	6.0	3820	4.7	2361	2.9	1200									
MILD/REGULAR		44417	54.8	36778	45.4	6016	7.4	1624	2.0	5028									
SAGE		5292	6.5	1967	2.4	2138	2.6	1187	1.5	596									
DO NOT KNOW		992	1.2							113									
		'000	%	UNWEIGHTED															
5E. ABOUT HOW MANY POUNDS (OR 1-POUND PACKAGES) OF PORK SAUSAGES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?																			
SIX OR MORE	H	2235	2.8	227															
FIVE	H	1290	1.6	134															
FOUR	H	3940	4.9	392															
THREE	H	6099	7.5	659															
TWO	M	12460	15.4	1385															
ONE	M	13179	16.3	1540															
LESS THAN ONE	L	7406	9.1	908															
NONE	L	6078	7.5	694															

PORK SAUSAGES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE LBS.				MEDIUM USERS ONE - TWO LBS.				LIGHT USERS LESS THAN ONE LB.			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	52688	100.0	65.1	100	13564	100.0	16.7	100	25639	100.0	31.7	100	13484	100.0	16.6	100
18 - 24	9282	5675	10.8	61.1	94	1635	12.1	17.6	105	2369	9.2	25.5	81	1671	12.4	18.0	108
25 - 34	19072	12587	23.9	66.0	101	3015	22.2	15.8	94	5865	22.9	30.8	97	3707	27.5	19.4	117
35 - 44	14591	10138	19.2	69.5	107	2916	21.5	20.0	119	4658	18.2	31.9	101	2564	19.0	17.6	106
45 - 54	11345	7837	14.9	69.1	106	2166	16.0	19.1	114	3995	15.6	35.2	111	1676	12.4	14.8	89
55 - 64	11635	7750	14.7	66.6	102	1910	14.1	16.4	98	4105	16.0	35.3	111	1735	12.9	14.9	90
65 OR OLDER	15061	8702	16.5	57.8	89	1923	14.2	12.8	76	4647	18.1	30.9	97	2132	15.8	14.2	85
18 - 34	28354	18261	34.7	64.4	99	4650	34.3	16.4	98	8134	32.1	29.0	92	5377	39.9	19.0	114
18 - 49	48339	32208	61.1	66.6	102	8673	63.9	17.9	107	14728	57.4	30.5	96	8807	65.3	18.2	109
25 - 54	45008	30561	58.0	67.9	104	8097	59.7	18.0	107	14518	56.6	32.3	102	7947	58.9	17.7	106
35 - 49	19985	13947	26.5	69.8	107	4023	29.7	20.1	120	6494	25.3	32.5	103	3430	25.4	17.2	103
50 OR OLDER	32647	20480	38.9	62.7	96	4891	36.1	15.0	89	10912	42.6	33.4	106	4677	34.7	14.3	86
GRADUATED COLLEGE	11155	6866	13.0	61.6	95	1390	10.2	12.5	77	3443	13.5	31.0	98	2015	14.9	18.1	108
ATTENDED COLLEGE	13682	9069	17.2	66.3	102	1767	13.0	12.9	74	4469	17.4	32.7	103	2833	21.0	20.7	124
GRADUATED HIGH SCHOOL	33880	22858	43.4	67.5	104	5992	44.2	17.7	106	10843	42.3	32.0	101	6023	44.7	17.8	107
DID NOT GRADUATE HIGH SCHOOL	22270	13896	26.4	62.4	96	4416	32.6	19.8	118	8846	26.8	30.8	97	2614	19.4	11.7	70
EMPLOYED	40306	26091	49.5	64.7	99	6594	48.6	16.4	98	12403	48.4	30.8	97	7094	52.6	17.6	106
EMPLOYED FULL-TIME	32850	21383	40.6	65.1	100	5526	40.7	16.8	100	10033	39.1	30.5	96	5826	43.2	17.7	107
EMPLOYED PART-TIME	7456	4708	8.9	63.1	97	1067	7.9	14.3	86	2371	9.2	31.8	100	1268	9.4	17.0	102
NOT EMPLOYED	40680	26597	50.5	65.4	100	6970	51.4	17.1	102	13237	51.6	32.5	103	6390	47.4	15.7	94
PROFESSIONAL/MANAGER	10392	6050	11.5	58.2	89	1144	8.4	11.0	66	2943	11.6	28.5	90	1943	14.4	18.7	112
TECH/CLERICAL/SALES	17574	11799	22.4	67.1	103	2793	20.6	15.9	95	5513	21.5	31.4	99	3493	25.9	19.9	119
PRECISION/CRAFT	985	574	1.1	58.3	90	**108	0.8	11.0	65	*324	1.3	32.9	104	**142	1.1	14.4	87
OTHER EMPLOYED	11354	7667	14.6	67.5	104	2547	18.8	22.4	134	3604	14.1	31.7	100	1516	11.2	13.4	80
SINGLE	9863	5635	10.7	57.1	88	1501	11.1	15.2	91	2338	9.1	23.7	75	1796	13.3	18.2	109
MARRIED	51375	35509	67.4	69.1	106	9391	69.2	18.3	109	17458	68.1	34.0	107	8660	64.2	16.9	101
DIVORCED/SEPARATED/WIDOWED	19748	11544	21.9	58.5	90	2671	19.7	13.5	81	5844	22.8	29.6	93	3029	22.5	15.3	92
PARENTS	32590	22538	42.8	69.2	106	6563	48.4	20.1	120	10719	41.8	32.9	104	5255	39.0	16.1	97
WHITE	70416	45806	86.9	65.1	100	10905	80.4	15.5	92	22441	87.5	31.9	101	12461	92.4	17.7	106
BLACK	8778	6039	11.5	68.8	106	2376	17.5	27.1	162	2828	11.0	32.2	102	834	6.2	9.5	57
OTHER	1791	*843	1.6	47.1	72	**283	2.1	15.8	94	**370	1.4	20.7	65	**190	1.4	10.6	64
NORTHEAST-CENSUS	17786	10330	19.6	58.1	89	2403	17.7	13.5	81	5221	20.4	29.4	93	2706	20.1	15.2	91
NORTH CENTRAL	20741	14856	28.2	71.6	110	3669	27.0	17.7	106	7323	28.6	35.3	112	3865	28.7	18.6	112
SOUTH	27775	19030	36.1	68.5	105	5653	41.7	20.4	122	9473	36.9	34.1	108	3904	29.0	14.1	84
WEST	14683	8472	16.1	57.7	89	1839	13.6	12.5	75	3623	14.1	24.7	78	3010	22.3	20.5	123
NORTHEAST-MKTG.	17961	10460	19.9	58.2	90	2458	18.1	13.7	82	5540	21.6	30.8	97	2463	18.3	13.7	82
EAST CENTRAL	11885	8440	16.0	71.0	109	2408	17.8	20.3	121	4343	16.9	36.5	115	1688	12.5	14.2	85
WEST CENTRAL	14090	10035	19.0	71.2	109	2223	16.4	15.8	94	4775	18.6	33.9	107	3037	22.5	21.6	129
SOUTH	24081	16476	31.3	68.4	105	4796	35.4	19.9	119	8042	31.4	33.4	105	3639	27.0	15.1	91
PACIFIC	12969	7277	13.8	56.1	86	1680	12.4	13.0	77	2940	11.5	22.7	72	2657	19.7	20.5	123
COUNTY SIZE A	32439	19543	37.1	60.2	93	4798	35.4	14.8	88	9757	38.1	30.1	95	4989	37.0	15.4	92
COUNTY SIZE B	24915	16780	31.8	67.3	104	4457	32.9	17.9	107	7953	31.0	31.9	101	4371	32.4	17.5	105
COUNTY SIZE C	12930	8853	16.8	68.5	105	2068	15.2	16.0	95	4242	16.5	32.8	104	2544	18.9	19.7	118
COUNTY SIZE D	10703	7511	14.3	70.2	108	2242	16.5	20.9	125	3885	14.4	34.5	109	1580	11.7	14.8	89
METRO CENTRAL CITY	24518	14896	28.3	60.8	93	3865	28.5	15.8	94	7042	27.5	28.7	91	3990	29.6	16.3	98
METRO SUBURBAN	35919	23403	44.4	65.2	100	5642	41.6	15.7	94	11582	45.2	32.2	102	6179	45.8	17.2	103
NON METRO	20549	14388	27.3	70.0	108	4058	29.9	19.7	118	7016	27.4	34.1	108	3315	24.6	16.1	97
TOP 5 ADI'S	18341	10566	20.1	57.6	89	2672	19.7	14.6	87	5075	19.6	27.4	87	2869	21.3	15.6	94
TOP 10 ADI'S	25378	15003	28.5	59.1	91	3501	25.8	13.8	82	7668	29.9	30.2	95	3833	28.4	15.1	91
TOP 20 ADI'S	36488	22162	42.1	60.7	93	5173	38.1	14.2	85	11184	43.6	30.7	97	5805	43.1	15.9	96
HSHLD INC. \$50,000 OR MORE	6612	4528	8.6	68.5	105	896	6.6	13.6	81	2297	9.0	34.7	110	1335	9.9	20.2	121
\$40,000 OR MORE	12659	8692	16.5	68.7	106	1896	14.0	15.0	89	4406	17.2	34.8	110	2390	17.7	18.9	113
\$30,000 OR MORE	24698	16966	32.2	68.7	106	3723	27.4	15.1	90	8617	33.6	34.9	110	4627	34.3	18.7	113
\$25,000 OR MORE	32077	22027	41.8	68.7	106	4838	35.7	15.1	90	11292	44.0	35.2	111	5897	43.7	18.4	110
\$20,000 - \$24,999	9144	6209	11.8	67.9	104	1726	12.7	18.9	113	2803	10.9	30.7	97	1680	12.5	18.4	110
\$15,000 - \$19,999	8728	5305	10.1	60.8	93	1325	9.8	15.2	91	2357	9.2	27.0	85	1623	12.0	18.6	112
\$10,000 - \$14,999	12562	8213	15.6	65.4	100	2533	18.7	20.2	120	4028	15.7	32.1	101	1652	12.3	13.2	79
UNDER \$10,000	18475	10933	20.8	59.2	91	3141	23.2	17.0	102	5159	20.1	27.9	88	2633	19.5	14.3	86
HOUSEHOLD OF 1 PERSON	11987	5903	11.2	49.2	76	778	5.7	6.5	39	2941	11.5	24.5	77	2185	16.2	18.2	109
2 PEOPLE	26577	17612	33.4	66.3	102	3985	29.4	15.0	90	8770	34.2	33.0	104	4857	36.0	18.3	110
3 OR 4 PEOPLE	30617	20639	39.2	67.4	104	5662	41.7	18.5	110	10142	39.6	33.1	105	4836	35.9	15.8	95
5 OR MORE PEOPLE	11804	8533	16.2	72.3	111	3139	23.1	26.6	159	3787	14.8	32.1	101	1607	11.9	13.6	82
NO CHILD IN HSHLD	46165	28477	54.0	61.7	95	6469	47.7	14.0	84	14063	54.9	30.5	96	7945	58.9	17.2	103
CHILD(REN) UNDER 2 YRS	5325	3577	6.8	67.2	103	831	6.1	15.6	93	1617	6.3	30.4	96	1129	8.4	21.2	127
2 - 5 YEARS	14221	9655	18.3	67.9	104	2974	21.9	20.9	125	4327	16.9	30.4	96	2354	17.5	16.6	99
6 - 11 YEARS	15117	10840	20.6	71.7	110	3272	24.1	21.6	129	5284	20.6	35.0	110	2283	16.9	15.1	91
12 - 17 YEARS	16611	11777	22.4	70.9	109	3801	28.0	22.9	137	5716	22.3	34.4	109	2261	16.8	13.6	82
RESIDENCE OWNED	55884	38007	72.1	68.0	105	9608	70.8	17.2	103	19071	74.4	34.1	108	9327	69.2	16.7	100
VALUE: \$50,000 OR MORE	31744	21677	41.1	68.3	105	5080	37.5	16.0	96	10936	42.7	34.5	109	5661	42.0	17.8	107
VALUE: UNDER \$50,000	24140	16330	31.0	67.6	104	4529	33.4	18.8	112	8135	31.7	33.7	106	3666	27.2	15.2	91

PORK SAUSAGES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE LBS.				MEDIUM USERS ONE - TWO LBS.				LIGHT USERS LESS THAN ONE LB.			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	52688	100.0	65.1	100	13564	100.0	16.7	100	25639	100.0	31.7	100	13484	100.0	16.6	100
MAGAZINES	QUINTILE 1	15799	10690	20.3	67.7	104	2789	20.6	17.7	105	5080	19.8	32.2	102	2821	20.9	17.9	107
	QUINTILE 2	17259	11656	22.1	67.5	104	2824	20.8	16.4	98	6014	23.5	34.8	110	2818	20.9	16.3	98
	QUINTILE 3	13545	9081	17.2	67.0	103	2480	18.3	18.3	109	4314	16.8	31.8	101	2286	17.0	16.9	101
	QUINTILE 4	15133	9822	18.6	64.9	100	2250	16.6	14.9	89	4909	19.1	32.4	102	2663	19.7	17.6	106
	QUINTILE 5	19250	11439	21.7	59.4	91	3221	23.7	16.7	100	5322	20.8	27.6	87	2896	21.5	15.0	90
NEWSPAPERS	QUINTILE 1	12413	8229	15.6	66.3	102	2188	16.1	17.6	105	4342	16.9	35.0	110	1699	12.6	13.7	82
	QUINTILE 2	24116	16214	30.8	67.2	103	3850	28.4	16.0	95	8197	32.0	34.0	107	4167	30.9	17.3	104
	QUINTILE 3	11261	7512	14.3	66.7	103	2056	15.2	18.3	109	3535	13.8	31.4	99	1922	14.3	17.1	103
	QUINTILE 4	20255	12925	24.5	63.8	98	3135	23.1	15.5	92	6184	24.1	30.5	96	3606	26.7	17.8	107
	QUINTILE 5	12940	7808	14.8	60.3	93	2335	17.2	18.0	108	3382	13.2	26.1	83	2091	15.5	16.2	97
OUTDOOR	QUINTILE 1	14852	9888	18.8	66.6	102	2331	17.2	15.7	94	4677	18.2	31.5	99	2880	21.4	19.4	116
	QUINTILE 2	15725	10676	20.3	67.9	104	2579	19.0	16.4	98	5186	20.2	33.0	104	2912	21.6	18.5	111
	QUINTILE 3	16330	10657	20.2	65.3	100	2834	20.9	17.4	104	4852	18.9	29.7	94	2971	22.0	18.2	109
	QUINTILE 4	16744	10610	20.1	63.4	97	2937	21.7	17.5	105	5176	20.2	30.9	98	2497	18.5	14.9	90
	QUINTILE 5	17334	10857	20.6	62.6	96	2884	21.3	16.6	99	5748	22.4	33.2	105	2224	16.5	12.8	77
RADIO-DRIVE TIME	QUINTILE 1	15911	10639	20.2	66.9	103	2811	20.7	17.7	105	5131	20.0	32.2	102	2697	20.0	17.0	102
	QUINTILE 2	14837	10093	19.2	68.0	105	2916	21.5	19.7	117	4671	18.2	31.5	99	2505	18.6	16.9	101
	QUINTILE 3	15339	9752	18.5	63.6	98	2365	17.4	15.4	92	4782	18.7	31.2	98	2605	19.3	17.0	102
	QUINTILE 4	16723	10635	20.2	63.6	98	2890	21.3	17.3	103	5016	19.6	30.0	95	2730	20.2	16.3	98
	QUINTILE 5	18176	11568	22.0	63.6	98	2582	19.0	14.2	85	6040	23.6	33.2	105	2947	21.9	16.2	97
RADIO-MID- DAY	TERCILE 1	21020	13790	26.2	65.6	101	3766	27.8	17.9	107	6470	25.2	30.8	97	3554	26.4	16.9	102
	TERCILE 2	21610	14356	27.2	66.4	102	3742	27.6	17.3	103	7060	27.5	32.7	103	3554	26.4	16.4	99
	TERCILE 3	38355	24542	46.6	64.0	98	6056	44.6	15.8	94	12109	47.2	31.6	100	6376	47.3	16.6	100
RADIO-TOTAL	QUINTILE 1	15988	10569	20.1	66.1	102	2681	19.8	16.8	100	5214	20.3	32.6	103	2674	19.8	16.7	100
	QUINTILE 2	15626	10354	19.7	66.3	102	3182	23.5	20.4	122	4617	18.0	29.5	93	2555	18.9	16.4	98
	QUINTILE 3	16723	11197	21.3	67.0	103	2931	21.6	17.5	105	5281	20.6	31.6	100	2984	22.1	17.8	107
	QUINTILE 4	16342	10351	19.6	63.3	97	2542	18.7	15.6	93	5169	20.2	31.6	100	2641	19.6	16.2	97
	QUINTILE 5	16306	10216	19.4	62.7	96	2228	16.4	13.7	82	5358	20.9	32.9	104	2631	19.5	16.1	97
TV-PRIME TIME	QUINTILE 1	15953	10322	19.6	64.7	99	2726	20.1	17.1	102	5132	20.0	32.2	102	2464	18.3	15.4	93
	QUINTILE 2	16137	10797	20.5	66.9	103	3029	22.3	18.8	112	5167	20.2	32.0	101	2602	19.3	16.1	97
	QUINTILE 3	16420	10921	20.7	66.5	102	2628	19.4	16.0	96	5348	20.9	32.6	103	2945	21.8	17.9	108
	QUINTILE 4	16687	10791	20.5	64.7	99	2697	19.9	16.2	96	4982	19.4	29.9	94	3112	23.1	18.6	112
	QUINTILE 5	15789	9857	18.7	62.4	96	2485	18.3	15.7	94	5011	19.5	31.7	100	2361	17.5	15.0	90
TV-DAYTIME	TERCILE 1	27736	18688	35.5	67.4	104	5236	38.6	18.9	113	8839	34.5	31.9	101	4614	34.2	16.6	100
	TERCILE 2	26489	17206	32.7	65.0	100	4395	32.4	16.6	99	8593	33.5	32.4	102	4218	31.3	15.9	96
	TERCILE 3	26761	16793	31.9	62.8	96	3933	29.0	14.7	88	8208	32.0	30.7	97	4563	34.5	17.4	104
TV-TOTAL	QUINTILE 1	16345	10585	20.1	64.8	100	3116	23.0	19.1	114	4927	19.2	30.1	95	2542	18.9	15.6	93
	QUINTILE 2	16447	11423	21.7	69.5	107	3094	22.8	18.8	112	5695	22.2	34.6	109	2634	19.5	16.0	96
	QUINTILE 3	15980	10541	20.0	66.0	101	2554	18.8	16.0	95	5112	19.9	32.0	101	2874	21.3	18.0	108
	QUINTILE 4	15887	9884	18.8	62.2	96	2170	16.0	13.7	82	4973	19.4	31.3	99	2741	20.3	17.3	104
	QUINTILE 5	16326	10255	19.5	62.8	97	2630	19.4	16.1	96	4933	19.2	30.2	95	2692	20.0	16.5	99
MAGAZINES-NEWSPAPERS: DUAL		20721	14062	26.7	67.9	104	3459	25.5	16.7	100	7237	28.2	34.9	110	3366	25.0	16.2	98
MAGAZINE IMPERATIVE		19186	12740	24.2	66.4	102	3357	24.7	17.5	104	5941	23.2	31.0	98	3442	25.5	17.9	108
NEWSPAPER IMPERATIVE		21899	14274	27.1	65.2	100	3643	26.9	16.6	99	7210	28.1	32.9	104	3421	25.4	15.6	94
MAGAZINES-OUTDOOR: DUAL		15451	10785	20.5	69.8	107	2579	19.0	16.7	100	5146	20.1	33.3	105	3061	22.7	19.8	119
MAGAZINE IMPERATIVE		25953	16948	32.2	65.3	100	4599	33.9	17.7	106	8449	33.0	32.6	103	3899	28.9	15.0	90
OUTDOOR IMPERATIVE		24400	15717	29.8	64.4	99	3829	28.2	15.7	94	7439	29.0	30.5	96	4449	33.0	18.2	110
MAGAZINES-RADIO: DUAL		18049	12305	23.4	68.2	105	3318	24.5	18.4	110	5891	23.0	32.6	103	3096	23.0	17.2	103
MAGAZINE IMPERATIVE		23571	15843	30.1	67.2	103	3754	27.7	15.9	95	8080	31.5	34.3	108	4009	29.7	17.0	102
RADIO IMPERATIVE		23278	15081	28.6	64.8	100	4128	30.4	17.7	106	6864	26.8	29.5	93	4089	30.3	17.6	106
MAGAZINES-TELEVISION: DUAL		15459	10871	20.6	70.3	108	3015	22.2	19.5	116	5302	20.7	34.3	108	2554	18.9	16.5	99
MAGAZINE IMPERATIVE		25829	16777	31.8	65.0	100	3932	29.0	15.2	91	8283	32.3	32.1	101	4562	33.8	17.7	106
TELEVISION IMPERATIVE		26039	16923	32.1	65.0	100	4601	33.9	17.7	105	8011	31.2	30.8	97	4311	32.0	16.6	99
NEWSPAPERS-OUTDOOR: DUAL		16605	11423	21.7	68.8	106	2704	19.9	16.3	97	5637	22.0	33.9	107	3083	22.9	18.6	112
MAGAZINE IMPERATIVE		26834	17611	33.4	65.6	101	4546	33.5	16.9	101	9170	35.8	34.2	108	3895	28.9	14.5	87
OUTDOOR IMPERATIVE		23346	15144	28.7	64.9	100	3995	29.5	17.1	102	6819	26.6	29.2	92	4330	32.1	18.5	111
NEWSPAPERS-RADIO: DUAL		17133	11715	22.2	68.4	105	3196	23.6	18.7	111	5596	21.8	32.7	103	2923	21.7	17.1	102
NEWSPAPER IMPERATIVE		25892	17140	32.5	66.2	102	3922	28.9	15.1	90	9083	35.4	35.1	111	4136	30.7	16.0	96
RADIO IMPERATIVE		23167	14988	28.4	64.7	99	4225	31.1	18.2	109	6739	26.3	29.1	92	4024	29.8	17.4	104
NEWSPAPERS-TELEVISION: DUAL		17159	11731	22.3	68.4	105	3187	23.5	18.6	111	5959	23.2	34.7	110	2586	19.2	15.1	91
NEWSPAPER IMPERATIVE		26214	16997	32.3	64.8	100	3879	28.6	14.8	88	8722	34.0	33.3	105	4397	32.6	16.8	101
TELEVISION IMPERATIVE		23412	15353	29.1	65.6	101	4237	31.2	18.1	108	6974	27.2	29.8	94	4142	30.7	17.7	106
OUTDOOR-RADIO: DUAL		15303	10607	20.1	69.3	107	2790											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE LBS.				MEDIUM USERS ONE - TWO LBS.				LIGHT USERS LESS THAN ONE LB.			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	52688	100.0	65.1	100	13564	100.0	16.7	100	25639	100.0	31.7	100	13484	100.0	16.6	100
ATLANTIC MONTHLY	415	242	0.5	58.3	90	**99	0.7	23.9	142	**87	0.3	21.0	66	**56	0.4	13.5	81
BARRON'S	453	295	0.6	65.1	100	**83	0.6	18.3	109	**113	0.4	24.9	79	**99	0.7	21.9	131
BETTER HOMES & GARDENS	16256	11298	21.4	69.5	107	2807	20.7	17.3	103	5574	21.7	34.3	108	2917	21.6	17.9	108
BON APPETIT	2535	1710	3.2	67.5	104	335	2.5	13.2	79	823	3.2	32.5	103	553	4.1	21.8	131
BUSINESS WEEK	1278	845	1.6	66.1	102	*150	1.1	11.7	70	481	1.9	37.6	119	*214	1.6	16.7	101
CAR AND DRIVER	378	*205	0.4	54.2	83	**42	0.3	11.1	66	**82	0.3	21.7	69	**81	0.6	21.4	129
CBS MAGAZINE NETWORK (GROSS)	1498	1144	2.2	76.4	117	276	2.0	18.4	110	612	2.4	40.9	129	*257	1.9	17.2	103
CHANGING TIMES	1505	958	1.8	63.7	98	*171	1.3	11.4	68	559	2.2	37.1	117	229	1.7	15.2	91
COLONIAL HOMES	1231	870	1.7	70.7	109	*176	1.3	14.3	85	470	1.8	38.2	121	*224	1.7	18.2	109
CONDE NAST MAG. PKG. (GROSS)	14146	8999	17.1	63.6	98	2340	17.3	16.5	99	4371	17.0	30.9	98	2288	17.0	16.2	97
CONSUMERS DIGEST	1323	858	1.6	64.9	100	*166	1.2	12.5	75	586	2.3	44.3	140	*105	0.8	7.9	48
COSMOPOLITAN	7102	4592	8.7	64.7	99	1264	9.3	17.8	106	2000	7.8	28.2	89	1327	9.8	18.7	112
COUNTRY LIVING	2481	1909	3.6	76.9	118	387	2.9	15.6	93	993	3.9	40.0	126	528	3.9	21.3	128
CUISINE	1472	994	1.9	67.5	104	*141	1.0	9.6	57	531	2.1	36.1	114	322	2.4	21.9	131
CYCLE WORLD	425	*321	0.6	75.5	116	**90	0.7	21.2	126	**176	0.7	41.4	131	**55	0.4	12.9	78
DCI:CREATIVE IDEAS FOR LIV	2510	1867	3.5	74.4	114	545	4.0	21.7	130	896	3.5	35.7	113	426	3.2	17.0	102
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5007	9.5	74.8	115	1250	9.2	18.7	111	2735	10.7	40.9	129	1022	7.6	15.3	92
DISCOVER	894	498	0.9	55.7	86	**109	0.8	12.2	73	*227	0.9	25.4	80	*162	1.2	18.1	109
EBONY	3507	2549	4.8	72.7	112	1016	7.5	29.0	173	1235	4.8	35.2	111	298	2.2	8.5	51
ESQUIRE	1083	731	1.4	67.5	104	*225	1.7	20.8	124	360	1.4	33.2	105	*146	1.1	13.5	81
ESSENCE	1830	1318	2.5	72.0	111	570	4.2	31.1	186	597	2.3	32.6	103	*151	1.1	8.3	50
FAMILY CIRCLE	15930	11001	20.9	69.1	106	2629	19.4	16.5	99	5455	21.3	34.2	108	2917	21.6	18.3	110
THE FAMILY HANDYMAN	1126	802	1.5	71.2	109	*187	1.4	16.6	99	457	1.8	40.6	128	*157	1.2	13.9	84
FAMILY WEEKLY	11468	7925	15.0	69.1	106	1993	14.7	17.4	104	3860	15.1	33.7	106	2073	15.4	18.1	109
FIELD & STREAM	2234	1566	3.0	70.1	108	299	2.2	13.4	80	966	3.8	43.2	137	301	2.2	13.5	81
FOOD & WINE	579	328	0.6	56.6	87	**86	0.6	14.9	89	*160	0.6	27.6	87	**81	0.6	14.0	84
FORBES	728	439	0.8	60.3	93	**86	0.6	11.8	71	*241	0.9	33.1	105	**111	0.8	15.2	92
FORTUNE	906	595	1.1	65.7	101	*181	1.3	20.0	119	258	1.0	28.5	90	*156	1.2	17.2	103
GENTLEMEN'S QUARTERLY	791	480	0.9	60.7	93	*185	1.4	23.4	140	*179	0.7	22.6	71	**116	0.9	14.7	88
GLAMOUR	5265	3399	6.5	64.6	99	814	6.0	15.5	92	1712	6.7	32.5	103	873	6.5	16.6	100
GOLF DIGEST	636	495	0.9	77.8	120	*156	1.2	24.5	146	*254	1.0	39.9	126	**85	0.6	13.4	80
GOLF DIGEST/TENNIS (GROSS)	1186	900	1.7	75.9	117	293	2.2	24.7	148	388	1.5	32.7	103	*219	1.6	18.5	111
GOLF MAGAZINE	441	324	0.6	73.5	113	**107	0.8	24.3	145	*140	0.5	31.7	100	*177	0.6	17.5	105
GOLF MAGAZINE/SKI (GROSS)	922	654	1.2	70.9	109	*207	1.5	22.5	134	278	1.1	30.2	95	*170	1.3	18.4	111
GOOD HOUSEKEEPING	16487	11503	21.8	69.8	107	2723	20.1	16.5	99	5844	22.8	35.4	112	2936	21.8	17.8	107
HARPER'S BAZAAR	2423	1469	2.8	60.6	93	403	3.0	16.6	99	716	2.8	29.6	93	349	2.6	14.4	87
HEALTH	1994	1309	2.5	65.6	101	492	3.6	24.7	147	590	2.3	29.6	93	*227	1.7	11.4	68
HEARST MAG CORP. BUY (GROSS)	44101	30180	57.3	68.4	105	7522	55.5	17.1	102	14628	57.1	33.2	105	8031	59.6	18.2	109
HEARST MAN POWER (GROSS)	1993	1450	2.8	72.8	112	378	2.8	19.0	113	731	2.9	36.7	116	341	2.5	17.1	103
HEARST WOMAN POWER (GROSS)	31274	21366	40.6	68.3	105	5353	39.5	17.1	102	10344	40.3	33.1	104	5669	42.0	18.1	109
HOUSE BEAUTIFUL	3623	2392	4.5	66.0	101	630	4.6	17.4	104	1101	4.3	30.4	96	661	4.9	18.2	110
INC.	283	*194	0.4	68.6	105	**58	0.4	20.5	122	**96	0.4	33.9	107	**40	0.3	14.1	85
JET	2928	1967	3.7	67.2	103	828	6.1	28.3	169	918	3.6	31.4	99	222	1.6	7.6	46
LADIES' HOME JOURNAL	1918	1813	15.4	68.2	105	1969	14.5	16.5	99	4038	15.7	33.9	107	2126	15.8	17.8	107
LHJ FAMILY GRP COMBO(GROSS)	16764	11456	21.7	68.3	105	2889	21.3	17.2	103	5682	22.2	33.9	107	2885	21.4	17.2	103
LIFE	4254	2787	5.3	65.5	101	805	5.9	18.9	113	1426	5.6	33.5	106	555	4.1	13.0	78
L.A. TIMES HOME MAGAZINE	1145	639	1.2	55.8	86	**128	0.9	11.2	67	339	1.3	29.6	94	*173	1.3	15.1	91
MADemoiselle	2884	1875	3.6	65.0	100	474	3.5	16.4	98	935	3.6	32.4	102	466	3.5	16.2	97
MC CALL'S	13460	9265	17.6	68.8	106	2390	17.6	17.8	106	4649	18.1	34.5	109	2226	16.5	16.5	99
MC CALL'S/WRK MOTHER (GROSS)	14606	10108	19.2	69.2	106	2621	19.3	17.9	107	5031	19.6	34.4	109	2456	18.2	16.8	101
MECHANIX ILLUSTRATED	772	628	1.2	81.3	125	*195	1.4	25.3	151	328	1.3	42.5	134	**106	0.8	13.7	82
METROPOLITAN HOME	967	575	1.1	59.5	91	*151	1.1	15.6	93	271	1.1	28.0	89	*152	1.1	15.7	94
MONEY	1588	995	1.9	62.7	96	*276	2.0	17.4	104	450	1.8	28.3	90	268	2.0	16.9	101
MOTHER EARTH NEWS	1002	784	1.5	78.2	120	*210	1.5	21.0	125	365	1.4	36.4	115	*210	1.6	21.0	126
MS.	825	506	1.0	61.3	94	*169	1.2	20.5	122	*147	0.6	17.8	56	*189	1.4	22.9	138
NATIONAL ENQUIRER	10336	7041	13.4	68.1	105	2301	17.0	22.3	133	3359	13.1	32.5	103	1382	10.2	13.4	80
NATIONAL GEOGRAPHIC	9597	6293	11.9	65.6	101	1175	8.7	12.2	73	3295	12.9	34.3	108	1823	13.5	19.0	114
NATIONAL SUNDAY MAGAZINE PKG	49558	32821	62.3	66.2	102	8277	61.0	16.7	100	16438	64.1	33.2	105	8105	60.1	16.4	98
NATURAL HISTORY	573	359	0.7	62.7	96	**97	0.7	16.9	101	*155	0.6	27.1	85	*106	0.8	18.5	111
NEW WOMAN	1699	1074	2.0	63.2	97	271	2.0	16.0	95	448	1.7	26.4	83	355	2.6	20.9	125
NEW YORK INCLUDING CUE	443	259	0.5	58.5	90	**76	0.6	17.2	102	*104	0.4	23.5	74	*79	0.6	17.8	107
THE NEW YORKER	1270	771	1.5	60.7	93	*156	1.2	12.3	73	348	1.4	27.4	87	266	2.0	20.9	126
NEWSWEEK	6277	3819	7.2	60.8	94	849	6.3	13.5	81	1943	7.6	31.0	98	1027	7.6	16.4	98
THE N.Y. TIMES DAILY EDITION	1205	591	1.1	49.0	75	**116	0.9	9.6	57	310	1.2	25.7	81	*166	1.2	13.8	83
THE N.Y. TIMES MAGAZINE	2081	1079	2.0	51.9	80	*167	1.2	8.0	48	487	1.9	23.4	74	425	3.2	20.4	123
OMNI	788	534	1.0	67.8	104	**107	0.8	13.6	81	*251	1.0	31.9	101	*176	1.3	22.3	134
ON CABLE	1158	742	1.4	64.1	98	300	2.2	25.9	155	*290	1.1	25.0	79	**152	1.1	13.1	79
1001 HOME IDEAS	2852	2014	3.8	70.6	109	429	3.2	15.0	90	1054	4.1	37.0	117	531	3.9	18.6	112
ORGANIC GARDENING	1658	1169	2.2	70.5	108	398	2.9	24.0	143	408	1.6	24.6	78	363	2.7	21.9	131
OUTDOOR LIFE	896	670	1.3	74.8	115	*141	1.0	15.7	94	414	1.6	46.2	146	**115	0.9	12.8	77
PARADE MAGAZINE	24275	16350	31.0	67.4	104	4080	30.1	16.8	100	8459	33.0	34.8	110	3810	28.3	15.7	94

PORK SAUSAGES: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE LBS.				MEDIUM USERS ONE - TWO LBS.				LIGHT USERS LESS THAN ONE LB.			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	50985	52685	100.0	65.1	100	13564	100.0	16.7	100	25639	100.0	31.7	100	13484	100.0	16.6	100
PARENTS	3845	2758	5.2	71.7	110	622	4.6	16.2	97	1301	5.1	33.8	107	835	6.2	21.7	130
PENTHOUSE	831	644	1.2	77.5	119	*188	1.4	22.6	135	*219	0.9	26.4	83	*237	1.8	28.5	171
PEOPLE	11645	7654	14.5	65.7	101	1949	14.4	16.7	100	3710	14.5	31.9	101	1996	14.8	17.1	103
PLAYBOY	2006	1375	2.6	68.5	105	417	3.1	20.8	124	657	2.6	32.8	103	301	2.2	15.0	90
POPULAR HOT RODDING	297	*237	0.4	79.8	123	*443	0.3	14.5	86	*161	0.6	54.2	171	*233	0.2	11.1	67
POPULAR MECHANICS	1018	811	1.5	79.7	122	*228	1.7	22.4	134	425	1.7	41.7	132	*157	1.2	15.4	93
POPULAR SCIENCE	878	710	1.3	80.9	124	*170	1.3	19.4	116	*277	1.1	31.5	100	*262	1.9	29.8	179
PREVENTION	3913	2536	4.8	64.8	100	553	4.1	14.1	84	1286	5.0	32.9	104	698	5.2	17.8	107
PSYCHOLOGY TODAY	1710	1167	2.2	68.2	105	*237	1.7	13.9	83	558	2.2	32.6	103	371	2.8	21.7	130
READER'S DIGEST	22204	15095	28.6	68.0	104	3739	27.6	16.8	101	7566	29.5	34.1	108	3790	28.1	17.1	103
REDBOOK	7684	5271	10.0	68.6	105	1365	10.1	17.8	106	2500	9.8	32.5	103	1406	10.4	18.3	110
ROAD & TRACK	410	*299	0.6	72.9	112	**79	0.6	19.3	115	**120	0.5	29.3	92	**99	0.7	24.1	145
ROLLING STONE	969	682	1.3	70.4	108	*193	1.4	19.9	119	297	1.2	30.7	97	*192	1.4	19.8	119
RUNNER'S WORLD	298	*202	0.4	67.8	104	*556	0.4	18.8	112	**111	0.4	37.2	118	**35	0.3	11.7	71
SATURDAY EVENING POST	1169	779	1.5	66.6	102	*194	1.4	16.6	99	353	1.4	30.2	95	*232	1.7	19.8	119
SCIENCE 84	587	398	0.8	67.8	104	**131	1.0	22.3	133	*175	0.7	29.8	94	**92	0.7	15.7	94
SCIENCE DIGEST	482	299	0.6	62.0	95	**80	0.6	16.6	99	*121	0.5	25.1	79	**99	0.7	20.5	123
SCIENTIFIC AMERICAN	594	386	0.7	65.0	100	**120	0.9	20.2	121	*169	0.7	28.5	90	**98	0.7	16.5	99
SELF	2089	1282	2.4	61.4	94	358	2.6	17.1	102	601	2.3	28.8	91	322	2.4	15.4	93
SEVENTEEN	2411	1456	2.8	60.4	93	479	3.5	19.9	119	691	2.7	28.7	91	286	2.1	11.9	71
SKI	480	331	0.6	69.0	106	**101	0.7	21.0	126	*137	0.5	28.5	90	**93	0.7	19.4	116
SMITHSONIAN	2760	1705	3.2	61.8	95	301	2.2	10.9	65	905	3.5	32.8	104	498	3.7	18.0	108
SOAP OPERA DIGEST	3013	2071	3.9	68.7	106	664	4.9	22.0	132	1047	4.1	34.7	110	361	2.7	12.0	72
SOUTHERN LIVING	4184	3139	6.0	75.0	115	704	5.2	16.8	100	1839	7.2	44.0	139	596	4.4	14.2	86
SPORT	559	406	0.8	72.6	112	**121	0.9	21.6	129	*219	0.9	39.2	124	**66	0.5	11.8	71
THE SPORTING NEWS	436	*336	0.6	77.1	118	**109	0.8	25.0	149	**189	0.7	43.3	137	**38	0.3	8.7	52
SPORTS AFIELD	493	340	0.6	69.0	106	**70	0.5	14.2	85	*186	0.7	37.7	119	**84	0.6	17.0	102
SPORTS ILLUSTRATED	2758	1886	3.6	68.4	105	587	4.3	21.3	127	834	3.3	30.2	96	465	3.4	16.9	101
STAR	7456	5199	9.9	69.7	107	1599	11.8	21.4	128	2628	10.3	35.2	111	972	7.2	13.0	78
SUNDAY	24936	16120	10.6	64.6	99	4039	29.8	16.2	97	8023	31.3	32.2	102	4058	30.1	16.3	98
SUNSET	2124	1338	2.5	63.0	97	*238	1.8	11.2	67	602	2.3	28.3	90	498	3.7	23.4	141
TV GUIDE	21661	14066	26.7	64.9	100	3707	27.3	17.1	102	6867	26.8	31.7	100	3493	25.9	16.1	97
TENNIS	550	404	0.8	73.5	113	**137	1.0	24.9	149	**134	0.5	24.4	77	**134	1.0	24.4	146
TIME	8880	5722	10.9	64.4	99	*1356	10.0	15.3	91	2846	11.1	32.0	101	1520	11.3	17.1	103
TOWN & COUNTRY	917	588	1.1	64.1	99	**146	1.1	15.9	95	*224	0.9	24.4	77	*219	1.6	23.9	143
TRAVEL & LEISURE	972	671	1.3	69.0	106	*191	1.4	19.7	117	311	1.2	32.0	101	*169	1.3	17.4	104
TRUE STORY	3356	2367	4.5	70.5	108	834	6.1	24.9	148	1040	4.1	31.0	98	493	3.7	14.7	88
U.S. NEWS & WORLD REPORT	3410	2322	4.4	68.1	105	593	4.4	17.4	104	1104	4.3	32.4	102	625	4.6	18.3	110
USA TODAY	1759	1165	2.2	66.2	102	305	2.2	17.3	104	556	2.2	31.6	100	304	2.3	17.3	104
US	1873	1284	2.4	68.6	105	367	2.7	19.6	117	581	2.3	31.0	98	336	2.5	17.9	108
VOGUE	3909	2443	4.6	62.5	96	694	5.1	17.8	106	1123	4.4	28.7	91	627	4.6	16.0	96
WALL STREET JOURNAL	1886	1316	2.5	69.8	107	310	2.3	16.4	98	519	2.0	27.5	87	487	3.6	25.8	155
WEIGHT WATCHERS	2120	1396	2.6	65.8	101	331	2.4	15.6	93	757	3.0	35.7	113	308	2.3	14.5	87
WOMAN'S DAY	14172	9828	18.7	69.3	107	2532	18.7	17.9	107	4836	18.9	34.1	108	2460	18.2	17.4	104
WORKING MOTHER	1146	843	1.6	73.6	113	231	1.7	20.2	120	383	1.5	33.4	106	*230	1.7	20.1	121
WORKING WOMAN	1322	901	1.7	68.2	105	260	1.9	19.7	117	352	1.4	26.6	84	289	2.1	21.9	131
WORLD TENNIS	*163	*129	0.2	79.1	122	**46	0.3	28.2	168	**47	0.2	28.8	91	**36	0.3	22.1	133
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1780	3.4	70.3	108	415	3.1	16.4	98	929	3.6	36.7	116	436	3.2	17.2	103
BLAIR INSERTS	43657	28545	54.2	65.4	101	7025	51.8	16.1	96	14428	56.3	33.0	104	7093	52.6	16.2	98
DAILY NEWSPAPERS																	
READ ANY	51633	34213	64.9	66.3	102	8521	62.8	16.5	99	17333	67.6	33.6	106	8358	62.0	16.2	97
READ ONE	43463	28758	54.6	66.2	102	7117	52.5	16.4	98	14426	56.3	33.2	105	7215	53.5	16.6	100
READ TWO OR MORE	8170	5455	10.4	66.8	103	1405	10.4	17.2	103	2907	11.3	35.6	112	1144	8.5	14.0	84
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	34837	66.1	66.1	102	8688	64.1	16.5	98	17412	67.9	33.1	104	8738	64.8	16.6	100
READ ONE	46126	30433	57.8	66.0	101	7571	55.8	16.4	98	15125	59.0	32.8	104	7737	57.4	16.8	101
READ TWO OR MORE	6552	4404	8.4	67.2	103	1117	8.2	17.0	102	2286	8.9	34.9	110	1001	7.4	15.3	92
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.20				26.51				27.95				30.29			
30 DAY REACH	71455	46631	88.5	65.3	100	11900	87.7	16.7	99	22344	87.1	31.3	99	12386	91.9	17.3	104
50 SHWG - 30 DAY AV FREQ	14.56	14.83				13.87				14.74				15.93			
30 DAY REACH	67742	44462	84.4	65.6	101	11406	84.1	16.8	101	21238	82.8	31.4	99	11818	87.6	17.4	105
25 SHWG - 30 DAY AV FREQ	7.94	8.05				7.56				8.05				8.51			
30 DAY REACH	62117	40929	77.7	65.9	101	10443	77.0	16.8	100	19467	75.9	31.3	99	11020	81.7	17.7	107
CABLE TV: HOME WIRED	32077	21501	40.8	67.0	103	5166	38.1	16.1	96	10620	41.4	33.1	105	5715	42.4	17.8	107
HOME NOT WIRED	48909	31186	59.2	63.8	98	8398	61.9	17.2	103	15019	58.6	30.7	97	7770	57.6	15.9	95
HAVE PAY CABLE	15935	10806	20.5	67.8	104	2877	21.2	18.1	108	5220	20.4	32.8	103	2709	20.1	17.0	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE LBS.				MEDIUM USERS ONE - TWO LBS.				LIGHT USERS LESS THAN ONE LB.			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	52682	100.0	65.1	100	13564	100.0	16.7	100	25639	100.0	31.7	100	13484	100.0	16.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	27083	55.2	66.2	102	7614	56.1	17.3	104	14012	54.7	31.9	101	7457	55.3	17.0	102
10:00 AM - 3:00 PM	30659	20153	38.2	65.7	101	5265	38.8	17.2	103	9710	37.9	31.7	100	5178	38.4	16.9	101
3:00 PM - 7:00 PM	31045	20603	39.1	66.4	102	5303	39.1	17.1	102	9712	37.9	31.3	99	5588	41.4	18.0	108
7:00 PM - MIDNIGHT	15767	10059	19.1	63.8	98	2676	19.7	17.0	101	4709	18.4	29.9	94	2675	19.8	17.0	102
MIDNIGHT - 6:00 AM	9120	6308	12.0	69.2	106	1557	11.5	17.1	102	3047	11.9	33.4	106	1705	12.6	18.7	112
6:00 AM - MIDNIGHT	58527	38599	73.3	66.0	101	10115	74.6	17.3	103	18474	72.1	31.6	100	10010	74.2	17.1	103
ENTIRE DAY	59311	39139	74.3	66.0	101	10242	75.5	17.3	103	18741	73.1	31.6	100	10155	75.3	17.1	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	10901	20.7	67.4	104	2807	20.7	17.4	104	5282	20.6	32.7	103	2817	20.9	17.4	104
ALL NEWS	2256	1236	2.3	54.8	84	278	2.0	12.3	74	613	2.4	27.2	86	344	2.6	15.2	92
AOR/PROGRESSIVE	3874	2527	4.8	65.2	100	522	3.8	13.5	80	1255	4.9	32.4	102	750	5.6	19.4	116
BEAUTIFUL MUSIC	5660	3860	7.3	68.2	105	988	7.3	17.5	104	1858	7.2	32.8	104	1014	7.5	17.9	108
BLACK	2204	1479	2.8	67.1	103	640	4.7	29.0	173	698	2.7	31.7	100	*142	1.1	6.4	88
CLASSICAL	1418	852	1.6	60.1	92	*232	1.7	16.4	98	346	1.3	24.4	77	*274	2.0	19.3	116
CHR/ROCK	9538	6308	12.0	66.1	102	1579	11.6	16.6	99	2996	11.7	31.4	99	1733	12.9	18.2	109
COUNTRY	12648	8002	16.9	70.4	108	2392	17.6	18.9	113	4285	16.7	33.9	107	2225	16.5	17.6	106
GOLDEN OLDIES	1191	686	1.3	57.6	89	*201	1.5	16.9	101	255	1.0	21.4	68	*230	1.7	19.3	116
MOR/NOSTALGIA	4757	2927	5.6	61.5	95	587	4.3	12.3	74	1424	5.6	29.9	95	916	6.8	19.3	116
NEWS/TALK	3863	2480	4.7	64.2	99	552	4.1	14.3	85	1199	4.7	31.0	98	729	5.4	18.9	113
RELIGIOUS	3084	1790	3.4	58.0	89	441	3.3	14.3	85	827	3.2	26.8	85	522	3.9	16.9	102
SOFT ROCK	521	373	0.7	71.6	110	**90	0.7	17.3	103	*215	0.8	41.3	130	**68	0.5	13.1	78
URBAN CONTEMPORARY	1585	1013	1.9	63.9	98	422	3.1	26.6	159	449	1.8	28.3	89	*142	1.1	9.0	54
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2160	4.1	66.2	102	617	4.5	18.9	113	1013	4.0	31.1	98	529	3.9	16.2	97
ABC DIRECTION	2316	1564	3.0	67.5	104	386	2.8	16.7	100	847	3.3	36.6	116	331	2.5	14.3	86
ABC ENTERTAINMENT	4834	3145	6.0	65.1	100	716	5.3	14.8	88	1595	6.2	33.0	104	834	6.2	17.3	104
ABC FM	2202	1564	3.0	71.0	109	427	3.1	19.4	116	776	3.0	35.2	111	362	2.7	16.4	99
ABC INFORMATION	5425	3554	6.7	65.5	101	809	6.0	14.9	89	1748	6.8	32.2	102	997	7.4	18.4	110
ABC ROCK	1677	1124	2.1	67.0	103	*246	1.8	14.7	88	596	2.3	35.5	112	*281	2.1	16.8	101
CBS	4430	2810	5.3	63.4	97	619	4.6	14.0	83	1406	5.5	31.7	100	785	5.8	17.7	106
MUTUAL	4992	3445	6.5	69.0	106	841	6.2	16.8	101	1763	6.9	35.3	112	841	6.2	16.8	101
NBC	4679	3135	6.0	67.0	103	516	3.8	11.0	66	1721	6.7	36.8	116	858	6.7	19.2	115
RADIORADIO	1994	1397	2.7	70.1	108	361	2.7	18.1	108	654	2.6	32.8	104	382	2.8	19.2	115
RKO ONE	2298	1523	2.9	66.3	102	417	3.1	18.1	108	683	2.7	29.7	94	424	3.1	18.5	111
RKO TWO	3311	2299	4.4	69.4	107	669	4.9	20.2	121	1161	4.5	35.1	111	469	3.5	14.2	85
THE SOURCE	2114	1442	2.7	68.2	105	388	2.9	18.4	110	672	2.6	31.8	100	382	2.8	18.1	109
MON-WIRED : BLAIR	8654	5628	10.7	65.0	100	1475	10.9	17.0	102	2718	10.6	31.4	99	1435	10.6	16.6	100
INTERNET	12025	8058	15.3	67.0	103	2376	17.5	19.8	118	3695	14.4	30.7	97	1987	14.7	16.5	99
KATZ RADIO GROUP	15359	10302	19.6	67.1	103	2350	17.3	15.3	91	5086	19.8	33.1	105	2865	21.2	18.7	112
SUPERNET	10628	6947	13.2	65.4	100	1828	13.5	17.2	103	3248	12.7	30.6	97	1872	13.9	17.6	106
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5568	10.6	64.3	99	1398	10.3	16.1	96	2768	10.8	32.0	101	1402	10.4	16.2	97
WKDAY 9:00 AM - 1:00 PM	12163	8081	15.3	66.4	102	2345	17.3	19.3	115	3812	14.9	31.3	99	1924	14.3	15.8	95
WKDAY 1:00 PM - 4:30 PM	16150	10890	20.7	67.4	104	3100	22.9	19.2	115	5151	20.1	31.9	101	2639	19.6	16.3	98
WKDAY 4:30 PM - 7:30 PM	22463	14633	27.8	65.1	100	3925	28.9	17.5	104	7132	27.8	31.7	100	3576	26.5	15.9	96
WKDAY 7:30 PM - 8:00 PM	31795	20868	39.6	65.6	101	5476	40.4	17.2	103	10312	40.2	32.4	102	5080	37.7	16.0	96
WKDAY 11:00 PM - 11:30 PM	23977	16115	30.6	67.2	103	4147	30.6	17.3	103	7832	30.5	32.7	103	4137	30.7	17.3	104
WKDAY 11:30 PM - 1:00 AM	7703	5361	10.2	69.6	107	1522	11.2	19.8	118	2482	9.7	32.2	102	1355	10.1	17.6	106
M-SAT 8-11 PM+SU 7-11 PM	33800	22167	42.1	65.6	101	5809	42.8	17.2	103	10762	42.0	31.8	101	3555	41.5	16.6	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4314	8.2	66.0	101	1187	8.8	18.2	108	2139	8.3	32.7	103	888	7.3	15.1	91
ANOTHER WORLD	N 4620	3211	6.1	69.5	107	1009	7.4	21.8	130	1356	5.3	29.4	93	847	6.3	18.3	110
AS THE WORLD TURNS	C 5614	3769	7.2	67.1	103	965	7.1	17.2	103	1945	7.6	34.6	109	859	6.4	15.3	92
CAPITOL	C 3396	2331	4.4	68.6	106	660	4.9	19.4	116	1168	4.6	34.4	109	502	3.7	14.8	89
CBS MORN. NEWS 1	C 1446	906	1.7	62.7	96	212	1.6	14.7	88	441	1.7	30.5	96	253	1.9	17.5	105
CBS MORN. NEWS 2	C 1207	679	1.3	56.3	86	130	1.0	10.8	64	365	1.4	30.2	96	184	1.4	15.2	92
DAYS OF OUR LIVES	N 5877	4015	7.6	68.3	105	1130	8.3	19.2	115	1757	6.9	29.9	94	1128	8.4	19.2	115
FACTS OF LIFE - DAYTIME	N 2290	1598	3.0	69.8	107	481	3.5	21.0	125	716	2.8	31.3	99	401	3.0	17.5	105
FAMILY FEUD	A 3023	1965	3.7	65.0	100	470	3.5	15.5	93	989	3.9	32.7	103	506	3.8	16.7	101
GENERAL HOSPITAL	A 6097	4214	8.0	69.1	106	1214	9.0	19.9	119	2002	7.8	32.8	104	998	7.4	16.4	98
GOOD MORNING, AMERICA-730	A 3515	2376	4.5	67.6	104	593	4.4	16.9	101	1112	4.3	31.6	100	670	5.0	19.1	114
GOOD MORNING, AMERICA-830	A 2818	1867	3.5	66.3	102	498	3.7	17.7	106	935	3.6	33.2	105	433	3.2	15.4	92
GUIDING LIGHT	C 5339	3473	6.6	65.0	100	881	6.5	16.5	99	1728	6.7	32.4	102	865	6.4	18.2	97
ONE LIFE TO LIVE	A 4478	3137	6.0	70.1	108	868	6.4	19.4	116	1512	5.9	33.8	107	757	5.6	16.9	102
PRESS YOUR LUCK	C 2244	1551	2.9	69.1	106	426	3.1	19.0	113	731	2.9	32.6					

PORK SAUSAGES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE LBS.				MEDIUM USERS ONE - TWO LBS.				LIGHT USERS LESS THAN ONE LB.			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	52688	100.0	65.1	100	13564	100.0	16.7	100	25639	100.0	31.7	100	13484	100.0	16.6	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	17013	32.3	65.3	100	4432	32.7	17.0	102	8261	32.2	31.7	100	4319	32.0	16.6	100
NETWORK AFFILIATES - LATE	20261	13567	25.7	67.0	103	3392	25.0	16.7	100	6610	25.8	32.6	103	3565	26.4	17.6	106
INDEPENDENTS - LATE	2076	1267	2.4	61.0	94	342	2.5	16.5	98	633	2.5	30.5	96	292	2.2	14.1	84
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	7075	13.4	67.7	104	1951	14.4	18.7	111	3593	14.0	34.4	109	1532	11.4	14.7	88
ABC MONDAY NIGHT MOVIE	A 6412	4033	7.7	62.9	97	1035	7.6	16.1	96	1846	7.2	28.8	91	1152	8.5	18.0	108
ABC SUNDAY NIGHT MOVIE	A 12407	7914	15.0	63.8	98	1997	14.7	16.1	96	3692	14.4	29.8	94	2225	16.5	17.9	109
ABC WORLD NEWS TONIGHT	A 6176	4160	7.9	67.4	104	1084	8.0	17.6	105	1948	7.6	31.5	100	1128	8.4	18.3	111
AFTERMASH	C 5863	3863	7.3	65.9	101	957	7.1	16.3	97	1793	7.7	33.7	106	933	6.9	15.9	96
ALICE	C 9594	6404	12.2	66.8	103	1678	12.4	17.5	104	3212	12.5	33.5	106	1514	11.2	15.8	95
AMERICAN PARADE	C 6622	4295	8.2	64.9	100	1060	7.8	16.0	96	2173	8.5	32.8	104	1062	7.9	16.0	96
BENSON	A 10886	7069	13.4	64.9	100	1762	13.0	16.2	97	3406	13.3	31.3	99	1901	14.1	17.5	105
BLUE THUNDER	A 5036	3468	6.6	68.9	106	895	6.6	17.8	106	1731	6.8	34.4	109	841	6.2	16.7	100
CAGNEY & LACEY	C 9965	6673	12.7	67.0	103	1653	12.2	16.6	99	3340	13.0	33.5	106	1680	12.5	16.9	101
CBS EVENING NEWS-DEAN	C 3491	2185	4.1	62.6	96	532	3.9	15.2	91	1034	4.0	29.6	94	619	4.6	17.7	106
CBS EVENING NEWS-RATHER	C 7123	4534	8.6	63.7	98	1094	8.1	15.4	92	2202	8.6	30.9	98	1238	9.2	17.4	104
CBS SAT. NEWS-SCHIEFFER	C 3621	2299	4.4	63.5	98	643	4.7	17.8	106	1062	4.1	29.3	93	594	4.4	16.4	99
CBS SATURDAY NIGHT MOVIE	C 5436	3635	6.9	66.9	103	984	7.3	18.1	108	1718	6.7	31.6	100	933	6.9	17.2	103
CBS WEDNESDAY NIGHT MOVIE	C 6100	3959	7.5	64.9	100	1051	7.7	17.2	103	1942	7.6	31.8	101	965	7.2	15.8	95
CHEERS	N 8889	6080	11.5	68.4	105	1607	11.8	18.1	108	2843	11.1	32.0	101	1630	12.1	18.3	110
DALLAS	C 22109	14554	27.6	65.8	101	3837	28.3	17.4	104	7083	27.6	32.0	101	3635	27.0	16.4	99
DIFF'RENT STROKES	N 6940	4807	9.1	69.3	106	1398	10.3	20.1	120	2234	8.7	32.2	102	1175	8.7	16.9	102
DOUBLE TROUBLE	N 7223	5009	9.5	69.3	107	1389	10.2	19.2	115	2539	9.9	32.2	111	1081	8.0	15.0	90
DUCK FACTORY	N 5595	3861	7.3	69.0	106	913	6.7	16.3	97	1809	7.1	32.3	102	1139	8.4	20.4	122
DUKES OF HAZZARD	C 5768	3975	7.5	68.9	106	1125	8.3	19.5	116	1932	7.5	33.5	106	917	6.8	15.9	95
DYNASTY	A 20053	13403	25.4	66.8	103	3822	28.2	19.1	114	6212	24.2	31.0	98	3368	25.0	16.8	101
FACETS OF LIFE	N 8087	5617	10.7	69.5	107	1655	12.2	20.5	122	2866	11.2	35.4	112	1097	8.1	13.6	81
FALCON CREST	C 20046	13258	25.2	66.1	102	3475	25.6	17.3	104	6620	25.8	33.0	104	3163	23.5	15.8	95
FALL GUY	A 9084	6325	12.0	69.6	107	1691	12.5	18.6	111	3092	12.1	34.0	108	1542	11.4	17.0	102
FAMILY TIES	N 7964	5789	11.0	72.7	112	1565	11.5	19.7	117	2862	11.2	35.9	114	1362	10.1	17.1	103
FANTASY ISLAND	A 7687	4785	9.1	62.2	96	1446	10.7	18.8	112	2236	8.7	29.1	92	1103	8.2	14.3	86
FOULUPS, BLEEPs & BLUNDERS	A 8861	5940	11.3	67.0	103	1582	11.7	17.9	107	2800	10.9	31.6	100	1558	11.6	17.6	106
FOUR SEASONS	C 5095	3327	6.3	65.3	100	801	5.9	15.7	94	1693	6.6	33.2	105	833	6.2	16.3	98
GIMME A BREAK	N 8838	6239	11.8	70.6	109	1724	12.7	19.5	116	3087	12.0	34.9	110	1429	10.6	16.2	97
HART TO HART	A 8978	6055	11.5	67.4	104	1448	10.7	16.1	96	2993	11.7	33.3	105	1614	12.0	18.0	108
HILL STREET BLUES	N 8590	5707	10.8	66.4	102	1386	10.2	16.1	96	2832	11.0	33.0	104	1489	11.0	17.3	104
HOTEL	A 14085	9224	17.5	65.5	101	2566	18.9	18.2	109	4415	17.2	31.3	99	2242	16.6	15.9	96
JEFFERSONS	C 9360	6214	11.8	66.4	102	1703	12.6	18.2	109	3159	12.3	33.8	107	1351	10.0	14.4	87
JENNIFER SLEPT HERE	N 5841	4124	7.8	70.6	109	1152	8.5	19.7	118	1979	7.7	33.9	107	993	7.4	17.0	102
KATE & ALLIE	C 9206	6160	11.7	66.9	103	1533	11.3	16.7	99	3146	12.3	34.2	108	1481	11.0	16.1	97
KNIGHT RIDER	N 7076	4784	9.1	67.6	104	1253	9.2	17.7	106	2379	9.3	33.6	106	1153	8.6	16.3	98
LOVE BOAT	A 12219	8054	15.3	65.9	101	2351	17.3	19.2	115	3833	14.9	31.4	99	1870	13.9	15.3	92
MAGNUM PI	C 11199	7521	14.3	67.2	103	2075	15.3	18.5	111	3666	14.3	32.7	103	1779	13.2	15.9	95
MAMA'S FAMILY	N 6057	3982	7.6	65.7	101	1105	8.1	18.2	109	1819	7.1	30.0	95	1058	7.8	17.5	105
MASTER, THE	N 3598	2472	4.7	68.7	106	680	5.0	18.9	113	1125	4.4	31.3	99	667	4.9	18.5	111
MATT HOUSTON	A 6344	4212	8.0	66.4	102	1080	8.0	17.0	102	2004	7.8	31.6	100	1128	8.4	17.8	107
NBC MONDAY NIGHT MOVIE	N 11994	7807	14.8	65.1	100	2086	15.4	17.4	104	3739	14.6	31.2	98	1981	14.7	16.5	99
NBC NIGHTLY NEWS	N 5132	3534	6.7	68.9	106	935	6.9	18.2	109	1734	6.8	33.8	107	865	6.4	16.9	101
NBC NIGHTLY NEWS-SAT	N 3375	2093	4.0	62.0	95	562	4.1	16.7	99	1048	4.1	31.1	98	482	3.6	14.3	86
NBC NIGHTLY NEWS-SUN	N 3130	1942	3.7	62.0	95	593	4.4	18.9	113	895	3.5	28.6	90	453	3.4	14.5	87
NBC SUNDAY NIGHT MOVIE	N 8284	5711	10.8	68.9	106	1618	11.9	19.5	117	2654	10.4	32.0	101	1439	10.7	17.4	104
NEWMART	C 9240	6308	12.0	68.3	105	1483	10.9	16.0	96	3269	12.8	35.4	112	1556	11.5	16.8	101
ONE DAY AT A TIME	C 7288	4706	8.9	64.6	99	1276	9.4	17.5	105	2212	8.6	30.4	96	1218	9.0	16.7	100
PEOPLE ARE FUNNY	N 4855	3207	6.1	66.1	102	836	6.2	17.2	103	1413	5.5	29.1	92	958	7.1	19.7	119
REAL PEOPLE	N 8869	6013	11.4	67.8	104	1525	11.2	17.2	103	3086	12.0	34.8	110	1402	10.4	15.8	95
REMINGTON STEELE	N 7743	5078	9.6	65.6	101	1182	8.7	15.3	91	2471	9.6	31.9	101	1425	10.6	18.4	111
RIPLEY'S BELIEVE IT - NOT	A 5345	3667	7.0	68.6	105	981	7.2	18.4	110	1560	6.1	29.2	92	1125	8.3	21.0	126
RIPTIDE	N 6988	4758	9.0	68.1	105	1158	8.5	16.6	99	2359	9.2	33.8	107	1241	9.2	17.8	107
SCARECROW & MRS. KING	C 10002	6552	12.4	65.5	101	1713	12.6	17.1	102	3110	12.1	31.1	98	1728	12.8	17.3	104
SIMON & SIMON	C 10638	7437	14.1	69.9	107	2176	16.0	20.5	122	3461	13.5	32.5	103	1800	13.3	16.9	102
60 MINUTES	C 13293	8444	16.0	63.5	98	2127	15.7	16.0	96	4238	16.5	31.9	101	2079	15.4	15.6	94
ST. ELSEWHERE	N 7017	4844	9.2	69.0	106	1148	8.5	16.4	98	2539	9.9	36.2	114	1156	8.6	16.5	99
THREE'S COMPANY																	

	TOTAL U.S. '000	A '000	LINK B % DOWN	C ACROSS %	D INDX	A '000	ROLL B % DOWN	C ACROSS %	D INDX	A '000	PATTIES B % DOWN	C ACROSS %	D INDX	A '000	PRE-COOKED B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	34878	100.0	43.1	100	20936	100.0	25.9	100	16002	100.0	19.8	100	17636	100.0	21.8	100
18 - 24	9282	3473	10.0	37.4	87	2392	11.4	25.8	100	2020	12.6	21.8	110	2104	11.9	22.7	104
25 - 34	19072	9078	26.0	47.6	111	5016	24.0	26.3	102	3815	23.8	20.0	101	4834	27.4	25.3	116
35 - 44	14591	7221	20.7	49.5	115	3821	18.3	26.2	101	3201	20.0	21.9	111	3625	20.6	24.8	114
45 - 54	11345	5041	14.5	44.4	103	3150	15.0	27.8	107	2352	14.7	20.7	105	2392	13.6	21.1	97
55 - 64	11635	5048	14.5	43.4	101	3105	14.8	26.7	103	2004	12.5	17.2	87	2184	12.4	18.8	86
65 OR OLDER	15061	5017	14.4	33.3	77	3453	16.5	22.9	89	2610	16.3	17.3	88	2497	14.2	16.6	76
18 - 34	28354	12551	36.0	44.3	103	7407	35.4	26.1	101	5836	36.5	20.6	104	6938	39.3	24.5	112
18 - 49	48339	22126	63.4	45.8	106	13029	62.2	27.0	104	10224	63.9	21.2	107	11827	67.1	24.5	111
25 - 54	45008	21340	61.2	47.4	110	11986	57.3	26.6	103	9368	58.5	20.8	105	10852	61.5	24.1	111
35 - 49	19985	9575	27.5	47.9	111	5621	26.8	28.1	109	4388	27.4	22.0	111	4889	27.7	24.5	112
50 OR OLDER	32647	12752	36.6	39.1	91	7908	37.8	24.2	94	5778	36.1	17.7	90	5809	32.9	17.8	82
GRADUATED COLLEGE	11155	4990	14.3	44.7	104	2817	13.5	25.3	98	1825	11.4	16.4	83	2744	15.6	24.6	113
ATTENDED COLLEGE	13682	6362	18.2	46.5	108	3629	17.3	26.5	103	2652	16.6	19.4	98	3215	18.2	23.5	108
GRADUATED HIGH SCHOOL	33880	15935	45.7	47.0	109	8736	41.7	25.8	100	6946	43.4	20.5	104	7945	45.0	23.5	108
DID NOT GRADUATE HIGH SCHOOL	22270	7590	21.8	34.1	79	5754	27.5	25.8	100	4580	28.6	20.6	104	3733	21.2	16.8	77
EMPLOYED	40306	17732	50.8	44.0	102	10599	50.6	26.3	102	7926	49.5	19.7	100	9405	53.3	23.3	107
EMPLOYED FULL-TIME	32850	14273	40.9	43.4	101	8658	41.4	26.4	102	6646	41.5	20.2	102	7579	43.0	23.1	106
EMPLOYED PART-TIME	7456	3459	9.9	46.4	108	1941	9.3	26.0	101	1280	8.0	17.2	87	1827	10.4	24.5	113
NOT EMPLOYED	40680	17146	49.2	42.1	98	10338	49.4	25.4	98	8077	50.5	19.9	100	8231	46.7	20.2	93
PROFESSIONAL/MANAGER	10392	4356	12.5	41.9	97	2376	11.3	22.9	88	1768	11.0	17.0	86	2325	13.2	22.4	103
TECH/CLERICAL/SALES	17574	8449	24.2	48.1	112	4625	22.1	26.3	102	3534	22.1	20.1	102	4611	26.1	26.2	120
PRECISION/CRAFT	985	*406	1.2	41.2	96	**230	1.1	23.4	90	**140	0.9	14.2	72	**207	1.2	21.0	97
OTHER EMPLOYED	11354	4521	13.0	39.8	92	3368	16.1	29.7	115	2485	15.5	21.9	111	2262	12.8	19.9	91
SINGLE	9863	3524	10.1	35.7	83	2182	10.4	22.1	86	1672	10.4	17.0	86	2091	11.9	21.2	97
MARRIED	51375	24143	69.2	47.0	109	14484	69.2	28.2	109	10657	66.6	20.7	105	11736	66.5	22.8	105
DIVORCED/SEPARATED/WIDOWED	19748	7211	20.7	36.5	85	4271	20.4	21.6	84	3674	23.0	18.6	94	3809	21.6	19.3	89
PARENTS	32590	15941	45.7	48.9	114	8839	42.2	27.1	105	7479	46.7	22.9	116	8189	46.4	25.1	115
WHITE	70416	30917	88.6	43.9	102	18090	86.4	25.7	99	13142	82.1	18.7	94	15484	87.8	22.0	101
BLACK	8778	3381	9.7	38.5	89	2564	12.2	29.2	113	2646	16.5	30.1	153	1848	10.5	21.1	97
OTHER	1791	*580	1.7	32.4	75	**282	1.3	15.7	61	**214	1.3	11.9	60	**304	1.7	17.0	78
NORTHEAST-CENSUS	17786	8692	24.9	48.9	113	2765	13.2	15.5	60	2141	13.4	12.0	61	4723	26.8	26.6	122
NORTH CENTRAL	20741	10424	29.9	50.3	117	5905	28.2	28.5	110	4420	27.6	21.3	108	5486	31.1	26.5	121
SOUTH	27775	8937	25.6	32.2	75	9700	46.3	34.9	135	7084	44.3	25.5	129	4857	27.5	17.5	80
WEST	14683	6824	19.6	46.5	108	2565	12.3	17.5	68	2359	14.7	16.1	81	2571	14.6	17.5	80
NORTHEAST-MKTG.	17961	8131	23.3	45.3	105	3163	15.1	17.6	68	2210	13.8	12.3	62	4914	27.9	27.4	126
EAST CENTRAL	11885	5501	15.8	46.3	107	3784	18.1	31.8	123	2830	17.7	23.8	121	2327	13.2	19.6	90
WEST CENTRAL	14090	7503	21.5	53.3	124	3515	16.8	24.9	97	2687	16.8	18.1	97	4109	23.3	29.2	134
SOUTH	24081	7811	22.4	32.4	75	8314	39.7	34.5	134	6274	39.2	26.1	132	4044	22.9	16.8	77
PACIFIC	12969	5931	17.0	45.7	106	2160	10.3	16.7	64	2000	12.5	15.4	78	2244	12.7	17.3	79
COUNTY SIZE A	32439	14607	41.9	45.0	105	6781	32.4	20.9	81	5139	32.1	15.8	80	7237	41.0	22.3	102
COUNTY SIZE B	24915	10614	30.4	42.6	99	7175	34.3	28.8	111	5135	32.1	20.6	104	5788	32.8	23.2	107
COUNTY SIZE C	12930	5673	16.3	43.9	102	3618	17.3	28.0	108	3107	19.4	24.0	122	2558	14.5	19.8	91
COUNTY SIZE D	10703	3984	11.4	37.2	86	3362	16.1	31.4	122	2621	16.4	24.5	124	2053	11.6	19.2	88
METRO CENTRAL CITY	24518	9986	28.6	40.7	95	5666	27.1	23.1	89	4540	28.4	18.5	94	5225	29.6	21.3	98
METRO SUBURBAN	35919	16658	47.8	46.4	108	8663	41.4	24.1	93	6551	40.9	18.2	92	8275	46.9	23.0	106
NON METRO	20549	8234	23.6	40.1	93	6607	31.6	32.2	124	4911	30.7	23.9	121	4136	23.5	20.1	92
TOP 5 ADI'S	18341	8560	24.5	46.7	108	3055	14.6	16.7	64	2603	16.3	14.2	72	4414	25.0	24.1	111
TOP 10 ADI'S	25378	11077	31.8	43.6	101	4989	23.8	19.7	76	3794	23.7	14.9	76	6023	34.2	23.7	109
TOP 20 ADI'S	36488	16399	47.0	44.9	104	7339	35.1	20.1	78	6080	38.0	16.7	84	8583	48.7	23.5	108
HSGLD INC. \$50,000 OR MORE	6612	3457	9.9	52.3	121	1679	8.0	25.4	98	1241	7.8	18.8	95	1929	10.9	29.2	134
\$40,000 OR MORE	12659	6301	18.1	49.8	116	3369	16.1	26.6	103	2360	14.7	18.6	94	3371	19.1	26.6	122
\$30,000 OR MORE	24698	12297	35.3	49.8	116	6559	31.3	26.6	103	4772	29.8	19.3	98	6586	37.3	26.7	122
\$25,000 OR MORE	32077	15947	45.7	49.7	115	8495	40.6	26.5	102	6093	38.1	19.0	96	8114	46.0	25.3	116
\$20,000 - \$24,999	9144	4165	11.9	45.5	106	2444	11.7	26.7	103	1894	11.8	20.7	105	1991	11.3	21.8	100
\$15,000 - \$19,999	8728	3529	10.1	40.4	94	2130	10.2	24.4	94	1563	9.8	17.9	91	1961	11.1	22.5	103
\$10,000 - \$14,999	12562	4885	14.0	38.9	90	3434	16.4	27.3	106	2790	17.4	22.2	112	2439	13.8	19.4	89
UNDER \$10,000	18475	6352	18.2	34.4	80	4435	21.2	24.0	93	3663	22.9	19.8	100	3132	17.8	17.0	78
HOUSEHOLD OF 1 PERSON	11987	3365	9.6	28.1	65	2124	10.1	17.7	69	1645	10.3	13.7	69	1767	10.0	14.7	68
2 PEOPLE	26577	11290	32.4	42.5	99	7280	34.8	27.4	106	5153	32.2	19.4	98	5681	32.2	21.4	98
3 OR 4 PEOPLE	30617	13933	39.9	45.5	106	8137	38.9	26.6	103	6661	41.6	21.8	110	6779	38.4	22.1	102
5 OR MORE PEOPLE	11804	6289	18.0	53.3	124	3395	16.2	28.8	111	2543	15.9	21.5	109	3409	19.3	28.9	133
NO CHILD IN HSGLD	46165	17725	50.8	38.4	89	11478	54.8	24.9	96	8049	50.3	17.4	88	8908	50.5	19.3	89
CHILD(REN) UNDER 2 YRS	5325	2552	7.3	47.9	111	1283	6.1	24.1	93	1057	6.6	19.8	100	1289	7.3	24.2	111
2 - 5 YEARS	14221	6814	19.5	47.9	111	3703	17.7	26.0	101	2918	18.2	20.5	104	3672	20.8	25.8	119
6 - 11 YEARS	15117	7760	22.2	51.3	119	4176	19.9	27.6	107	3380	21.1	22.4	113	4193	23.8	27.7	127
12 - 17 YEARS	16611	8499	24.4	51.2	119	4657	22.2	28.0	108	3914	24.5	23.6	119	4347	24.6	26.2	120
RESIDENCE OWNED	55884	24981	71.6	44.7	104	15411	73.6	27.6	107	11201	70.0	20.0	101	12509	70.9	22.4	103
VALUE: \$50,000 OR MORE	31744	15526	44.5	48.9	114	8342	39.8	26.3	102	5773	36.1	18.2	92	8028	45.5	25.3	116
VALUE: UNDER \$50,000	24140	9455	27.1	39.2	91	7069	33.8	29.3	113	5428	33.9	22.5	114	4481	25.4	18.6	85

		TOTAL U.S. '000	A '000	LINK B DOWN	C ACROSS %	D INDEX	A '000	ROLL B DOWN	C ACROSS %	D INDEX	A '000	PATTIES B DOWN	C ACROSS %	D INDEX	A '000	PRE-COOKED B DOWN	C ACROSS %	D INDEX
TOTAL FEMALE HOMEOWNERS		80986	34878	100.0	43.1	100	20936	100.0	25.9	100	16002	100.0	19.8	100	17636	100.0	21.8	100
MAGAZINES	QUINTILE 1	15799	7581	21.7	48.0	111	4433	21.2	28.1	109	3479	21.7	22.0	111	3981	22.6	25.2	116
	QUINTILE 2	17259	8171	23.4	47.3	110	4525	21.6	26.2	101	3466	21.7	20.1	102	3867	21.9	22.4	103
	QUINTILE 3	13545	5828	16.7	43.0	100	3700	17.7	27.3	106	2614	16.3	19.3	98	2901	16.4	21.4	98
	QUINTILE 4	15133	6280	18.0	41.5	96	3706	17.7	24.5	95	2907	18.2	19.2	97	3320	18.8	21.9	101
	QUINTILE 5	19250	7018	20.1	36.5	85	4574	21.8	23.8	92	3537	22.1	18.4	93	3568	20.2	18.5	85
NEWSPAPERS	QUINTILE 1	12413	6135	17.6	49.4	115	2960	14.1	23.8	92	2234	14.0	18.0	91	2876	16.3	23.2	106
	QUINTILE 2	24116	10637	30.5	44.1	102	6825	32.6	28.3	109	4627	28.9	19.2	97	5599	31.7	23.2	107
	QUINTILE 3	11261	5336	15.3	47.4	110	2998	14.3	26.6	103	2284	14.3	20.3	103	2683	15.2	23.8	109
	QUINTILE 4	20255	8345	23.9	41.2	96	4835	23.1	23.9	92	4128	25.8	20.4	103	4401	25.0	21.7	100
	QUINTILE 5	12940	4426	12.7	34.2	79	3319	15.9	25.6	99	2730	17.1	21.1	107	2078	11.8	16.1	74
OUTDOOR	QUINTILE 1	14852	7055	20.2	47.5	110	3899	18.6	26.3	102	2887	18.0	19.4	98	3368	19.1	22.7	104
	QUINTILE 2	15725	7171	20.6	45.6	106	4099	19.6	26.1	101	3292	20.6	20.9	106	3363	22.5	25.2	116
	QUINTILE 3	16330	7209	20.7	44.1	103	4193	20.0	25.7	99	3074	19.2	18.8	95	3535	21.8	23.5	108
	QUINTILE 4	16744	7040	20.2	42.0	98	4093	19.6	24.4	95	3446	21.5	20.6	104	3462	19.6	20.7	95
	QUINTILE 5	17334	6403	18.4	36.9	86	4653	22.2	26.8	104	3304	20.6	19.1	96	3005	17.0	17.3	80
RADIO-DRIVE TIME	QUINTILE 1	15911	7116	20.4	44.7	104	4138	19.8	26.0	101	3380	21.1	21.2	108	3525	20.0	22.2	102
	QUINTILE 2	14837	6445	18.5	43.4	101	4180	20.0	28.2	109	3022	18.9	20.4	103	3493	19.8	23.5	108
	QUINTILE 3	15339	6811	19.5	44.4	103	3489	16.7	22.7	88	2893	18.1	18.9	95	3480	19.7	22.7	104
	QUINTILE 4	16723	7074	20.3	42.3	98	4516	21.6	27.0	104	3345	20.9	20.0	101	3563	20.2	21.3	98
	QUINTILE 5	18176	7432	21.3	40.9	95	4614	22.0	25.4	98	3363	21.0	18.5	94	3576	20.3	19.7	90
RADIO-MID- DAY	QUINTILE 1	21020	9333	26.8	44.4	103	5427	25.9	25.8	100	4183	26.1	19.9	101	4551	25.8	21.7	99
	QUINTILE 2	21610	9558	27.4	44.2	103	5901	28.2	27.3	106	4469	27.9	20.7	105	5127	29.1	23.7	109
	QUINTILE 3	38355	15987	45.8	41.7	97	9608	45.9	25.1	97	7351	45.9	19.2	97	7959	45.1	20.8	95
	QUINTILE 4	15988	7049	20.2	44.1	102	4201	20.1	26.3	102	3289	20.6	20.6	104	3772	21.4	23.6	108
	QUINTILE 5	15626	6716	19.3	43.0	100	3976	19.0	25.4	98	3390	21.2	21.7	110	3243	18.4	20.8	95
RADIO-TOTAL	QUINTILE 1	16723	7730	22.2	46.2	107	4364	20.8	26.1	101	3232	20.2	19.3	98	4113	23.3	24.6	113
	QUINTILE 2	16342	6941	19.9	42.5	99	4241	20.3	26.0	100	2935	18.3	18.0	91	3470	19.7	21.2	98
	QUINTILE 3	16306	6442	18.5	39.5	92	4155	19.8	25.5	99	3158	19.7	19.4	98	3029	17.2	18.6	86
	QUINTILE 4	15953	6863	19.7	43.0	100	3854	18.4	24.2	93	3246	20.3	20.3	103	3249	18.4	20.4	94
	QUINTILE 5	16137	7335	21.0	45.5	106	4144	19.8	25.7	99	3107	19.4	19.3	97	3720	21.1	23.1	106
TV-PRIME TIME	QUINTILE 1	16420	7166	20.5	43.6	101	4756	22.7	29.0	112	3590	22.4	21.9	111	3622	20.5	22.1	101
	QUINTILE 2	16687	6966	20.0	41.7	97	4550	21.7	27.3	105	3171	19.8	19.0	96	3693	20.9	22.1	102
	QUINTILE 3	15789	6547	18.8	41.5	96	3633	17.4	23.0	89	2889	18.1	18.3	93	3353	19.0	21.2	98
	QUINTILE 4	27736	11921	34.2	43.0	100	7332	35.0	26.4	102	6186	38.7	22.3	113	5842	33.1	21.1	97
	QUINTILE 5	26489	11410	32.7	43.1	100	7065	33.7	26.7	103	4803	30.0	18.1	92	5777	32.8	21.8	100
TV-DAYTIME	QUINTILE 1	26761	11547	33.1	43.1	100	6539	31.2	24.4	95	5014	31.3	18.7	95	6017	34.1	22.5	103
	QUINTILE 2	16345	6712	19.2	41.1	95	4251	20.3	26.0	101	3562	22.3	21.8	110	3164	17.9	19.4	89
	QUINTILE 3	16447	7615	21.8	46.3	108	4277	20.4	26.0	101	3337	20.9	20.3	103	3623	20.5	22.0	101
	QUINTILE 4	15980	7084	20.3	44.3	103	4344	20.7	27.2	105	3243	20.3	20.3	103	3863	21.9	24.2	111
	QUINTILE 5	15887	6676	19.1	42.0	98	4096	19.6	25.8	100	3031	18.9	19.1	97	3452	19.6	21.7	100
TV-TOTAL	QUINTILE 1	16326	6790	19.5	41.6	97	3969	19.0	24.3	94	2829	17.7	17.3	88	3536	20.0	21.7	99
	QUINTILE 2	20721	9852	28.2	47.5	110	5911	28.2	28.5	110	4258	26.6	20.5	104	4842	27.5	23.4	107
	QUINTILE 3	19186	8572	24.6	44.7	104	5022	24.0	26.2	101	4072	25.4	21.2	107	4282	24.3	23.3	102
	QUINTILE 4	21899	9571	27.4	43.7	101	5456	26.1	24.9	96	3821	23.9	17.4	88	4913	27.9	22.4	103
	QUINTILE 5	15451	7496	21.5	48.5	113	4479	21.4	29.0	112	3189	19.9	20.6	104	3809	21.6	24.7	113
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	25953	11537	33.1	44.5	103	6780	32.4	26.1	101	5248	32.8	20.2	102	5582	31.7	21.5	99
	QUINTILE 2	24400	10484	30.1	43.0	100	5871	28.0	24.1	93	4668	29.2	19.1	97	5266	30.4	22.0	101
	QUINTILE 3	18049	8325	23.9	46.1	107	4764	22.8	26.4	102	4075	25.5	22.6	114	4152	23.5	23.0	106
	QUINTILE 4	23571	11177	32.0	47.4	110	6580	31.4	27.9	108	4393	27.5	18.6	94	5514	31.3	23.4	107
	QUINTILE 5	23278	9622	27.6	41.3	96	5796	27.7	24.9	96	4469	27.9	19.2	97	5186	29.4	22.3	102
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	15459	7677	22.0	49.7	115	4179	20.0	27.0	105	3240	20.2	21.0	106	3675	20.8	23.8	109
	QUINTILE 2	25829	11500	33.0	44.5	103	7026	33.6	27.2	105	5136	32.1	19.9	101	6035	34.2	23.4	107
	QUINTILE 3	26039	10479	30.0	40.2	93	6638	31.7	25.5	99	5347	33.4	20.5	104	5045	28.6	19.4	89
	QUINTILE 4	16605	8253	23.7	49.7	115	4417	21.1	26.6	103	3119	19.5	18.8	95	4344	24.6	26.2	120
	QUINTILE 5	26834	11692	33.5	43.6	101	7141	34.1	26.6	103	5029	31.4	18.7	95	5795	32.9	21.6	99
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	23346	9980	28.6	42.7	99	5962	28.5	25.5	99	5011	31.3	21.5	109	4941	28.0	21.2	97
	QUINTILE 2	17133	8017	23.0	46.8	109	4528	21.6	26.4	102	3659	22.9	21.4	108	4217	23.9	24.6	113
	QUINTILE 3	25892	11883	34.1	45.9	107	6991	33.4	27.0	104	4517	28.2	17.4	88	5796	32.9	22.4	103
	QUINTILE 4	23167	9461	27.1	40.8	95	5884	28.1	25.4	98	4858	30.4	21.0	106	4980	28.2	21.5	99
	QUINTILE 5	17159	8165	23.4	47.6	110	4516	21.6	26.3	102	3380	21.1	19.7	100	3779	21.4	22.0	101
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	26214	11620	33.3	44.3	103	7007	33.5	26.7	103	4885	30.5	18.6	94	6313	35.8	24.1	111
	QUINTILE 2	23412	9659	27.7	41.3	96	6067	29.0	25.9	100	5207	32.5	22.2	113	4935	28.0	21.1	97
	QUINTILE 3	15303	7136	20.5	46.6	108	4036	19.3	26.4	102	3508	21.9	22.9	116	3719	21.1	24.3	112
	QUINTILE 4	24901	11340	32.5														

	TOTAL U.S. '000	A '000	LINK B % DOWN	C ACROSS % INDX	D 100	A '000	ROLL B % DOWN	C ACROSS % INDX	D 100	A '000	PATTIES B % DOWN	C ACROSS % INDX	D 100	A '000	PRE-COOKED B % DOWN	C ACROSS % INDX	D 100
TOTAL FEMALE HOMEMAKERS	80986	34878	100.0	43.1	100	20936	100.0	25.9	100	16002	100.0	19.8	100	17636	100.0	21.8	100
ATLANTIC MONTHLY	415	*189	0.5	45.5	106	**54	0.3	13.0	50	**82	0.5	19.8	100	**67	0.4	16.1	74
BARRON'S	453	*216	0.6	47.7	111	**88	0.4	19.4	75	**62	0.4	13.7	69	**88	0.5	19.4	89
BETTER HOMES & GARDENS	16256	7723	22.1	47.5	110	4810	23.0	29.6	114	3339	20.9	20.5	104	3936	22.3	24.2	111
BON APPETIT	2535	1225	3.5	48.3	112	698	3.3	27.5	107	458	2.9	18.1	91	644	3.7	25.4	117
BUSINESS WEEK	1278	502	1.4	39.3	91	448	2.1	35.1	136	*224	1.4	17.5	89	285	1.6	22.3	102
CAR AND DRIVER	378	*160	0.5	42.3	98	**94	0.4	24.9	96	**44	0.3	11.6	59	**90	0.5	23.8	109
CBS MAGAZINE NETWORK (GROSS)	1498	824	2.4	55.0	128	344	1.6	23.0	89	481	3.0	32.1	163	361	2.0	24.1	111
CHANGING TIMES	1505	660	1.9	43.9	102	406	1.9	27.0	104	295	1.8	19.6	99	272	1.5	18.1	83
COLONIAL HOMES	1231	666	1.9	54.1	126	330	1.6	26.8	104	262	1.6	21.3	108	282	1.6	22.9	105
CONDE NAST MAG. PKG. (GROSS)	14146	6191	17.8	43.8	102	3335	15.9	23.6	91	2607	16.3	18.4	93	3449	19.6	24.4	112
CONSUMERS DIGEST	1323	603	1.7	45.6	106	371	1.8	28.0	108	*182	1.1	13.8	70	*241	1.4	18.2	84
COSMOPOLITAN	7102	3110	8.9	43.8	102	1775	8.5	25.0	97	1256	7.8	17.7	90	1844	10.5	26.0	119
COUNTRY LIVING	2481	1339	3.8	54.0	125	895	4.3	36.1	140	472	2.9	19.0	96	737	4.2	29.7	136
CUISINE	1472	649	1.9	44.1	102	322	1.5	21.9	85	327	2.0	22.2	112	335	1.9	22.8	105
CYCLE WORLD	425	*245	0.7	57.6	134	**84	0.4	19.8	76	**87	0.5	20.5	104	**154	0.9	36.2	166
DCI:CREATIVE IDEAS FOR LIV	2510	1246	3.6	49.6	115	863	4.1	34.4	133	699	4.4	27.8	141	570	3.2	22.7	104
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2871	8.2	42.9	100	2585	12.3	38.6	149	1856	11.6	27.7	140	1336	7.6	20.0	92
DISCOVER	894	329	0.9	36.8	85	*252	1.2	28.2	109	*152	0.9	17.0	86	*131	0.7	14.7	67
EBONY	3507	1512	4.3	43.1	100	1078	5.1	30.7	119	1079	6.7	30.8	156	837	4.7	23.9	110
ESQUIRE	1083	453	1.3	41.8	97	278	1.3	25.7	99	230	1.4	21.2	107	*227	1.3	21.0	96
ESSENCE	1830	747	2.1	40.8	95	587	2.8	32.1	124	555	3.5	30.3	153	418	2.4	22.8	105
FAMILY CIRCLE	15930	7889	22.6	49.5	115	4463	21.3	28.0	108	3034	19.0	19.0	96	3604	20.4	22.6	104
THE FAMILY HANDYMAN	1126	584	1.7	51.9	120	317	1.5	28.2	109	344	2.1	30.6	155	322	1.8	28.6	131
FAMILY WEEKLY	11468	5223	15.0	45.5	106	3242	15.5	28.3	109	2377	14.9	20.7	105	2222	12.6	19.4	89
FIELD & STREAM	2234	1065	3.1	47.7	111	505	2.4	22.6	87	586	3.7	26.2	133	537	3.0	24.0	110
FOOD & WINE	579	*210	0.6	36.3	84	*106	0.5	18.3	71	*104	0.6	18.0	91	**95	0.5	16.4	75
FORBES	728	315	0.9	43.3	100	*134	0.6	18.4	71	*160	1.0	22.0	111	*137	0.8	18.8	86
FORTUNE	906	426	1.2	47.0	109	*250	1.2	27.6	107	*196	1.2	21.6	109	*206	1.2	22.7	104
GENTLEMEN'S QUARTERLY	791	332	1.0	42.0	97	*218	1.0	27.6	107	*197	1.2	24.9	126	**97	0.6	12.3	56
GLAMOUR	5265	2278	6.5	43.3	100	1223	5.8	23.2	90	989	6.2	18.8	95	1359	7.7	25.8	119
GOLF DIGEST	636	309	0.9	48.6	113	*205	1.0	32.2	125	*139	0.9	21.9	111	*175	1.0	27.5	126
GOLF DIGEST/TENNIS (GROSS)	1186	566	1.6	47.7	111	322	1.5	27.2	105	279	1.7	23.5	119	329	1.9	27.7	127
GOLF MAGAZINE	441	*225	0.6	51.0	118	**135	0.6	30.6	118	**118	0.7	26.8	135	**111	0.6	25.2	116
GOLF MAGAZINE/SKI (GROSS)	922	448	1.3	48.6	113	*257	1.2	27.9	108	*241	1.5	26.1	132	*242	1.4	26.2	121
GOOD HOUSEKEEPING	16487	7783	22.3	47.2	110	4773	22.8	29.0	112	3438	21.5	20.9	106	4083	23.2	24.8	114
HARPER'S BAZAAR	2423	990	2.8	40.9	95	567	2.7	23.4	91	408	2.5	16.8	85	499	2.8	20.6	95
HEALTH	1994	874	2.5	43.8	102	526	2.5	26.4	102	468	2.9	23.5	119	501	2.8	25.1	115
HEARST MAG CORP. BUY (GROSS)	44101	20909	59.9	47.4	110	12179	58.2	27.6	107	8814	55.1	20.0	101	10921	61.9	24.8	114
HEARST MAN POWER (GROSS)	1993	1076	3.1	54.0	125	558	2.7	28.0	108	469	2.9	23.5	119	424	2.4	21.3	98
HEARST WOMAN POWER (GROSS)	31274	14649	42.0	46.8	109	8592	41.0	27.5	106	6369	39.8	20.4	103	7910	44.9	25.3	116
HOUSE BEAUTIFUL	3623	1717	4.9	47.4	110	971	4.6	26.8	104	632	3.9	17.4	88	871	4.9	24.0	110
INC.	283	*158	0.5	55.8	130	**86	0.4	30.4	118	**92	0.6	32.5	165	**105	0.6	37.1	170
JET	2928	1143	3.3	39.0	91	930	4.4	31.8	123	821	5.1	28.0	142	601	3.4	20.5	94
LADIES' HOME JOURNAL	11918	5566	16.0	46.7	108	3528	16.9	29.6	115	2410	15.1	20.2	102	2830	16.0	23.7	109
LHJ FAMILY GRP COMBO(GROSS)	16764	7834	22.5	46.7	109	4978	23.8	29.7	115	3451	21.6	20.6	104	4013	22.8	23.9	110
LIFE	4254	1979	5.7	46.5	108	1084	5.2	25.5	99	894	5.6	21.0	106	1070	6.1	25.2	116
L.A. TIMES HOME MAGAZINE	1145	514	1.5	44.9	104	298	1.4	26.0	101	*189	1.2	16.5	84	*184	1.0	16.1	74
MADemoiselle	2884	1259	3.6	43.7	101	683	3.3	23.7	92	538	3.4	18.7	94	641	3.6	22.2	102
MC CALL'S	13460	6172	17.7	45.9	106	4017	19.2	29.8	115	2911	18.2	21.6	109	3013	17.1	22.4	103
MC CALL'S/WRK MOTHER (GROSS)	14606	6805	19.5	46.6	108	4394	21.0	30.1	116	3216	20.1	22.0	111	3333	18.9	22.8	105
MECHANIX ILLUSTRATED	772	372	1.1	48.2	112	*304	1.5	39.4	152	*242	1.5	31.3	159	*174	1.0	22.5	104
METROPOLITAN HOME	967	442	1.3	45.7	106	*190	0.9	19.6	76	*174	1.1	18.0	91	*176	1.0	18.2	84
MONEY	1588	625	1.8	39.4	91	336	1.6	21.2	82	353	2.2	22.2	113	298	1.7	18.8	86
MOTHER EARTH NEWS	1002	533	1.5	53.2	124	439	2.1	43.8	169	*166	1.0	16.6	84	*249	1.4	24.9	114
MS.	825	425	1.2	51.5	120	*148	0.7	17.9	69	*137	0.9	16.6	84	*225	1.3	27.3	125
NATIONAL ENQUIRER	10336	4621	13.2	44.7	104	2687	12.8	26.0	101	2560	16.0	24.8	125	2106	11.9	20.4	94
NATIONAL GEOGRAPHIC	9597	4699	13.5	49.0	114	2413	11.5	25.1	97	1640	10.2	17.1	86	2370	13.4	24.7	113
NATIONAL SUNDAY MAGAZINE PKG	49558	22349	64.1	45.1	105	13076	62.5	26.4	102	9566	59.8	19.3	98	11244	63.8	22.7	104
NATURAL HISTORY	573	316	0.9	55.1	128	**77	0.4	13.4	52	**102	0.6	17.8	90	**155	0.9	27.1	124
NEW WOMAN	1699	727	2.1	42.8	99	398	1.9	23.4	91	432	2.7	25.4	129	361	2.0	21.2	98
NEW YORK INCLUDING CUE	443	192	0.6	43.3	101	*101	0.5	22.8	88	**61	0.4	13.8	70	*115	0.7	26.0	119
THE NEW YORKER	1270	615	1.8	48.4	112	226	1.1	17.8	69	*261	1.6	20.6	104	310	1.8	24.4	112
NEWSWEEK	6277	2682	7.7	42.7	99	1478	7.1	23.5	91	1226	7.7	19.5	99	1517	8.6	24.2	111
THE N.Y. TIMES DAILY EDITION	1205	496	1.4	41.2	96	*112	0.5	9.3	36	*121	0.8	10.0	51	275	1.6	22.8	105
THE N.Y. TIMES MAGAZINE	2081	947	2.7	45.5	106	265	1.3	12.7	49	*244	1.5	11.7	59	497	2.8	23.9	110
OMNI	788	392	1.1	49.7	116	*228	1.1	28.9	112	*157	1.0	19.9	101	*182	1.0	23.1	106
ON CABLE	1158	543	1.6	46.9	109	360	1.7	31.1	120	*159	1.0	13.7	69	321	1.8	27.7	127
1001 HOME IDEAS	2852	1394	4.0	48.9	113	924	4.4	32.4	125	574	3.6	20.1	102	682	3.9	23.9	110
ORGANIC GARDENING	1658	871	2.5	52.5	122	464	2.2	28.0	108	347	2.2	20.9	106	350	2.0	21.1	97
OUTDOOR LIFE	896	474	1.4	52.9	123	*241	1.2	26.9	104	*173	1.1	19.3	98	*237	1.3	26.5	121
PARADE MAGAZINE	24275	11142	31.9	45.9	107	6110	29.2	25.2	97	4738	29.6	19.5	99	5713	32.4	23.5	108

	TOTAL U.S. '000	A '000	LINK B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	34878	100.0	43.1	100	20936	100.0	25.9	100	16002	100.0	19.8	100	17636	100.0	21.8	100				
PARENTS	3845	1979	5.7	51.5	120	1073	5.1	27.9	108	800	5.0	20.8	105	1140	6.5	29.6	136				
PENTHOUSE	831	443	1.3	53.3	124	*210	1.0	25.3	98	*231	1.4	27.8	141	*242	1.4	29.1	134				
PEOPLE	11645	5424	15.6	46.6	108	2822	13.5	24.2	94	2431	15.2	20.9	106	2925	16.6	25.1	115				
PLAYBOY	2006	910	2.6	45.4	105	528	2.5	26.3	102	502	3.1	25.0	127	384	2.2	19.1	88				
POPULAR HOT RODDING	297	*169	0.5	56.9	132	*76	0.4	25.6	99	*75	0.5	25.3	128	*105	0.6	35.4	162				
POPULAR MECHANICS	1018	599	1.7	58.8	137	*310	1.5	30.5	118	*288	1.8	28.3	143	*241	1.4	23.7	109				
POPULAR SCIENCE	878	552	1.6	62.9	146	*287	1.4	32.7	126	*245	1.5	27.9	141	403	2.3	45.9	211				
PREVENTION	3913	1787	5.1	45.7	106	1043	5.0	26.7	103	954	6.0	24.4	123	819	4.6	20.9	96				
PSYCHOLOGY TODAY	1710	754	2.2	44.1	102	484	2.3	28.3	109	372	2.3	21.8	110	425	2.4	24.9	114				
READER'S DIGEST	22204	10197	29.2	45.9	107	6128	29.3	27.6	107	4719	29.5	21.3	108	5304	30.1	23.9	110				
REDBOOK	7684	3755	10.8	48.9	113	2043	9.8	26.6	103	1675	10.5	21.8	110	1983	11.2	25.8	119				
ROAD & TRACK	410	*236	0.7	57.6	134	*107	0.5	26.1	101	*95	0.6	23.2	117	*88	0.5	21.5	99				
ROLLING STONE	969	503	1.4	51.9	121	267	1.3	27.6	107	*216	1.3	22.3	113	251	1.4	25.9	119				
RUNNER'S WORLD	298	*144	0.4	48.3	112	*57	0.3	19.1	74	*94	0.6	31.5	160	*59	0.3	19.8	91				
SATURDAY EVENING POST	1169	518	1.5	44.3	103	344	1.6	29.4	114	*207	1.3	17.7	90	271	1.5	23.2	106				
SCIENCE 84	587	302	0.9	51.4	119	*96	0.5	16.4	63	*150	0.9	25.6	129	*70	0.4	11.9	55				
SCIENCE DIGEST	482	*220	0.6	45.6	106	*93	0.4	19.3	75	*106	0.7	22.0	111	*122	0.7	25.3	116				
SCIENTIFIC AMERICAN	594	301	0.9	50.7	118	*178	0.9	30.0	116	*83	0.5	14.0	71	*155	0.9	26.1	120				
SELF	2089	936	2.7	44.8	104	517	2.5	24.7	96	395	2.5	18.9	96	584	3.3	28.0	128				
SEVENTEEN	2411	1031	3.0	42.8	99	687	3.3	28.5	110	471	2.9	19.5	99	544	3.1	22.6	104				
SKI	480	*224	0.6	46.7	108	*122	0.6	25.4	98	*123	0.8	25.6	130	*131	0.7	27.3	125				
SMITHSONIAN	2760	1302	3.7	47.2	110	642	3.1	23.3	90	550	3.4	19.9	101	653	3.7	23.7	109				
SOAP OPERA DIGEST	3013	1398	4.0	46.4	108	836	4.0	27.7	107	799	5.0	26.5	134	760	4.3	25.2	116				
SOUTHERN LIVING	4184	1626	4.7	38.9	90	1721	8.2	41.1	159	1156	7.2	27.6	140	766	4.3	18.3	84				
SPORT	559	*260	0.7	46.5	108	*167	0.8	29.9	116	*190	1.2	34.0	172	*157	0.9	28.1	129				
THE SPORTING NEWS	436	*228	0.7	52.3	121	*147	0.7	33.7	130	*146	0.9	33.5	169	*100	0.6	22.9	105				
SPORTS AFIELD	493	*257	0.7	52.1	121	*155	0.7	31.4	122	*74	0.5	15.0	76	*61	0.3	12.4	57				
SPORTS ILLUSTRATED	2758	1427	4.1	51.7	120	700	3.3	25.4	98	614	3.8	22.3	113	820	4.6	29.7	137				
STAR	7456	3385	9.7	45.4	105	1976	9.4	26.5	103	1611	10.1	21.6	109	1914	10.9	25.7	118				
SUNDAY	24936	11526	33.0	46.2	107	6312	30.1	25.3	98	4427	27.7	17.8	90	6130	34.8	24.6	113				
SUNSET	2124	1073	3.1	50.5	117	389	1.9	18.3	71	368	2.3	17.3	88	427	2.4	20.1	92				
TV GUIDE	21661	9768	28.0	45.1	105	5423	25.9	25.0	97	4127	25.8	19.1	96	4747	26.9	21.9	101				
TENNIS	550	*257	0.7	46.7	108	*117	0.6	21.3	82	*140	0.9	25.5	129	*155	0.9	28.2	129				
TIME	8880	4257	12.2	47.9	111	2239	10.7	25.2	98	1753	11.0	19.7	100	2381	13.5	26.8	123				
TOWN & COUNTRY	917	365	1.0	39.8	92	*234	1.1	25.5	99	*174	1.1	19.0	96	*157	0.9	17.1	79				
TRAVEL & LEISURE	972	486	1.4	50.0	116	*203	1.0	20.9	81	*226	1.4	23.3	118	*208	1.2	21.4	98				
TRUE STORY	3356	1476	4.2	44.0	102	905	4.3	27.0	104	975	6.1	29.1	147	783	4.4	23.3	107				
U.S. NEWS & WORLD REPORT	3410	1622	4.7	47.6	110	865	4.1	25.4	98	815	5.1	23.9	121	928	5.3	27.2	125				
USA TODAY	1759	911	2.6	51.8	120	363	1.7	20.6	80	354	2.2	20.1	102	435	2.5	24.7	114				
US	1873	939	2.7	50.1	116	438	2.1	23.4	90	434	2.7	23.2	117	515	2.9	27.5	126				
VOGUE	3909	1718	4.9	43.9	102	912	4.4	23.3	90	685	4.3	17.5	89	864	4.9	22.1	101				
WALL STREET JOURNAL	1886	969	2.8	51.4	119	533	2.5	28.3	109	283	1.8	15.0	76	374	2.1	19.8	91				
WEIGHT WATCHERS	2120	941	2.7	44.4	103	544	2.6	25.7	99	527	3.3	24.9	126	448	2.5	21.1	97				
WOMAN'S DAY	14172	6989	20.0	49.3	115	3903	18.6	27.5	107	2869	17.9	20.2	102	3463	19.6	24.4	112				
WORKING MOTHER	1146	633	1.8	55.2	128	377	1.8	32.9	127	305	1.9	26.6	135	321	1.8	28.0	129				
WORKING WOMAN	1322	675	1.9	51.1	119	331	1.6	25.0	97	318	2.0	24.1	122	393	2.2	29.7	137				
WORLD TENNIS	*163	*84	0.2	51.5	120	*33	0.2	20.2	78	*81	0.5	49.7	251	*26	0.1	16.0	73				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1251	3.6	49.4	115	672	3.2	26.5	103	638	4.0	25.2	128	577	3.3	22.8	105				
BLAIR INSERTS	43657	19826	56.8	45.4	105	11185	53.4	25.6	99	8231	51.4	18.9	95	10245	58.1	23.5	108				
DAILY NEWSPAPERS																					
READ ANY	51633	23427	67.2	45.4	105	13455	64.3	26.1	101	9941	62.1	19.3	97	11881	67.4	23.0	106				
READ ONE	43463	19527	56.0	44.9	104	11248	53.7	25.9	100	8477	53.0	19.5	99	10018	56.8	23.0	106				
READ TWO OR MORE	8170	3900	11.2	47.7	111	2206	10.5	27.0	104	1465	9.2	17.9	91	1863	10.6	22.8	105				
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	52678	23835	68.3	45.2	105	13906	66.4	26.4	102	10007	62.5	19.0	96	12165	69.0	23.1	106				
READ ONE	46126	20407	58.5	44.2	103	12388	59.2	26.9	104	8863	55.4	19.2	97	10673	60.5	23.1	106				
READ TWO OR MORE	6552	3428	9.8	52.3	121	1519	7.3	23.2	90	1144	7.1	17.5	88	1491	8.5	22.8	104				
OUTDOOR																					
100 SHMG - 30 DAY AV FREQ	27.55	29.13				27.68				28.12				28.60							
30 DAY REACH	71455	31410	90.1	44.0	102	18263	87.2	25.6	99	14114	88.2	19.8	100	15915	90.2	22.3	102				
50 SHMG - 30 DAY AV FREQ	14.56	15.30				14.58				14.73				14.91							
30 DAY REACH	67742	29974	85.9	44.2	103	17406	83.1	25.7	99	13511	84.4	19.9	101	15275	86.6	22.5	104				
25 SHMG - 30 DAY AV FREQ	7.94	8.23				7.97				7.98				7.91							
30 DAY REACH	62117	27866	79.9	44.9	104	15925	76.1	25.6	99	12466	77.9	20.1	102	14370	81.5	23.1	106				
CABLE TV: HOME WIRED	32077	14893	42.7	46.4	108	8661	41.4	27.0	104	6443	40.3	20.1	102	7725	43.8	24.1	111				
HOME NOT WIRED	48909	19985	57.3	40.9	95	12275	58.6	25.1	97	9559	59.7	19.5	99	9912	56.2	20.3	93				
HAVE PAY CABLE	15935	8042	23.1	50.5	117	4166	19.9	26.1	101	3361	21.0	21.1	107	4179	23.7	26.2	120				

	TOTAL U.S. '000	A '000	LINK B % ACROSS DOWN	C % INDX	D	A '000	ROLL B % ACROSS DOWN	C % INDX	D	A '000	PATTIES B % ACROSS DOWN	C % INDX	D	A '000	PRE-COOKED B % ACROSS DOWN	C % INDX	D
TOTAL FEMALE HOME MAKERS	80956	34878	100.0	43.1	100	20936	100.0	25.9	100	16002	100.0	19.8	100	17636	100.0	21.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	19598	56.2	44.6	104	11342	54.2	25.8	100	9039	56.5	20.6	104	10080	57.2	23.0	105
10:00 AM - 3:00 PM	30659	13628	39.1	44.5	103	7939	37.9	25.9	100	6163	38.5	20.1	102	6945	39.4	22.7	104
3:00 PM - 7:00 PM	31045	13820	39.6	44.5	103	8153	38.9	26.3	102	6027	37.7	19.4	98	7076	40.1	22.8	105
7:00 PM - MIDNIGHT	15767	6796	19.5	43.1	100	3971	19.0	25.2	97	2996	18.7	19.0	96	3498	19.8	22.2	102
MIDNIGHT - 6:00 AM	9120	4244	12.2	46.5	108	2360	11.3	25.9	100	1820	11.4	20.0	101	2298	13.0	25.2	116
6:00 AM - MIDNIGHT	58527	26055	74.7	44.5	103	15109	72.2	25.8	100	11826	73.9	20.2	102	13254	75.2	22.6	104
ENTIRE DAY	59311	26329	75.5	44.4	103	15392	73.5	26.0	100	11975	74.8	20.2	102	13450	76.3	22.7	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	7784	22.3	48.1	112	4023	19.2	24.9	96	3506	21.9	21.7	110	4025	22.8	24.9	114
ALL NEWS	2256	1022	2.9	45.3	105	365	1.7	16.2	63	318	2.0	14.1	71	541	3.1	24.0	110
AOR/PROGRESSIVE	3874	1734	5.0	44.8	104	906	4.3	23.4	90	712	4.4	18.4	93	926	5.3	23.9	110
BEAUTIFUL MUSIC	5664	2516	7.2	44.5	103	1531	7.3	27.0	105	1290	8.1	22.8	115	1218	6.9	21.5	99
BLACK	2204	964	2.8	43.7	102	671	3.2	30.4	118	571	3.6	25.9	131	462	2.6	21.0	96
CLASSICAL	1418	633	1.8	44.6	104	349	1.7	24.6	95	*188	1.2	13.3	67	282	1.6	19.9	91
CHR/ROCK	9538	4418	12.7	46.3	108	2549	12.2	26.7	103	1764	11.0	18.5	94	2344	13.3	24.6	113
COUNTRY	12648	5492	15.7	43.4	101	4022	19.2	31.8	123	2936	18.3	23.2	117	2611	14.8	20.6	95
GOLDEN OLDIES	1191	403	1.2	33.8	79	273	1.3	22.9	89	*229	1.4	19.2	97	*246	1.4	20.7	95
MOR/NOSTALGIA	4757	2107	6.0	44.3	103	946	4.5	19.9	77	919	5.7	19.3	98	1038	5.9	21.8	100
NEWS/TALK	3853	1788	5.1	46.3	107	834	4.0	21.6	84	557	3.5	14.4	73	880	5.0	22.8	105
RELIGIOUS	3084	1019	2.9	33.0	77	719	3.4	23.3	90	544	3.4	17.6	89	570	3.2	18.5	85
SOFT ROCK	521	*302	0.9	58.0	135	**95	0.5	18.2	71	**127	0.8	24.4	123	*190	1.1	36.5	167
URBAN CONTEMPORARY	1585	604	1.7	38.1	88	425	2.0	26.8	104	379	2.4	23.9	121	425	2.4	26.8	123
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1572	4.5	48.2	112	836	4.0	25.6	99	699	4.4	21.4	108	842	4.8	25.8	119
ABC DIRECTION	2316	1027	2.9	44.3	103	524	2.5	22.6	88	428	2.7	18.5	94	594	3.4	25.6	118
ABC ENTERTAINMENT	4834	2128	6.1	44.0	102	1026	4.9	21.2	82	995	6.2	20.6	104	1120	6.4	23.2	106
ABC FM	2202	1038	3.0	47.1	109	579	2.8	26.3	102	611	3.8	27.7	140	637	3.6	28.9	133
ABC INFORMATION	5425	2381	6.8	43.9	102	1441	6.9	26.6	103	1078	6.7	19.9	101	1220	6.9	22.5	103
ABC ROCK	1677	792	2.3	47.2	110	407	1.9	24.3	94	341	2.1	20.3	103	447	2.5	26.7	122
CBS	4430	2036	5.8	46.0	107	1044	5.0	23.6	91	878	5.5	19.8	100	1092	6.2	24.7	113
MUTUAL	4992	2360	6.8	47.3	110	1428	6.8	28.6	111	1273	8.0	25.5	129	1278	7.2	25.6	118
WIC	4679	2276	6.5	48.6	113	1192	5.7	25.5	99	683	4.3	14.6	74	943	5.3	20.2	93
RADIORADIO	1994	983	2.8	49.3	114	578	2.8	29.0	112	465	2.9	23.3	118	537	3.0	26.9	124
RKO ONE	2298	981	2.8	42.7	99	632	3.0	27.5	106	397	2.5	17.3	87	575	3.3	25.0	115
RKO TWO	3311	1487	4.3	44.9	104	971	4.6	29.3	113	705	4.4	21.3	108	692	3.9	20.9	96
THE SOURCE	2114	840	2.4	39.7	92	669	3.2	31.6	122	419	2.6	19.8	100	413	2.3	19.5	90
NON-HIRED: BLAIR	8654	3804	10.9	44.0	102	2215	10.6	25.6	99	1618	10.1	18.7	95	1966	11.1	22.7	104
INTERNET	12025	5449	15.6	45.3	105	3191	15.2	26.5	103	2546	15.9	21.2	107	2796	15.9	23.3	107
KATZ RADIO GROUP	15359	7101	20.4	46.2	107	4040	19.3	26.3	102	3136	19.6	20.4	103	3603	20.4	23.5	108
SUPERNET	10628	5020	14.4	47.3	110	2443	11.7	23.0	89	1947	12.2	18.3	93	2475	14.0	23.3	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8554	3595	10.3	41.5	96	2296	11.0	26.5	103	1734	10.8	20.0	101	1687	9.6	19.5	85
WKDAY 9:00 AM - 1:00 PM	12163	5103	14.6	42.0	97	3356	16.0	27.6	107	2541	15.9	20.9	106	2528	14.3	20.8	95
WKDAY 1:00 PM - 4:30 PM	16150	6949	19.9	43.0	100	4326	20.7	26.8	104	3593	22.5	22.2	113	3484	19.8	21.6	99
WKDAY 4:30 PM - 7:30 PM	22463	9419	27.0	41.9	97	5736	27.4	25.5	99	4604	28.8	20.5	104	4598	26.1	20.5	94
WKDAY 7:30 PM - 8:00 PM	31795	13470	38.6	42.4	98	8483	40.5	26.7	103	6453	40.3	20.3	103	6632	37.6	20.9	96
WKDAY 11:00 PM - 11:30 PM	23977	10817	31.0	45.1	105	6248	29.8	26.1	101	4865	30.4	20.3	103	5310	30.1	22.1	102
WKDAY 11:30 PM - 1:00 AM	7703	3668	10.5	47.6	111	2151	10.3	27.9	108	1616	10.1	21.0	106	1775	10.1	23.0	106
M-SAT 8-11 PM-SUN 7-11 PM	33800	14743	42.3	43.6	101	8767	41.9	25.9	100	6824	42.6	20.2	102	7270	41.2	21.5	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2810	8.1	43.0	100	1685	8.0	25.8	100	1465	9.2	22.4	113	1435	8.1	21.9	101
ANOTHER WORLD	N 4620	1935	5.5	41.9	97	1306	6.2	28.3	109	1109	6.9	24.0	121	995	5.6	21.5	99
AS THE WORLD TURNS	C 5614	2186	6.3	38.9	90	1624	7.8	28.9	112	1229	7.7	21.9	111	1003	5.7	17.9	82
CAPITOL	C 3396	1362	3.9	40.1	93	1039	5.0	30.6	118	774	4.8	22.8	115	685	3.9	20.2	93
CBS MORN. NEWS 1	C 1446	506	1.5	35.0	81	395	1.9	27.3	106	254	1.6	17.6	89	246	1.4	17.0	78
CBS MORN. NEWS 2	C 1207	433	1.2	35.9	83	296	1.4	24.5	95	153	1.0	12.7	64	191	1.1	15.8	73
DAYS OF OUR LIVES	N 5877	2542	7.3	43.3	100	1622	7.7	27.6	107	1339	8.4	22.8	115	1262	7.2	21.5	99
FACTS OF LIFE - DAYTIME	N 2290	920	2.6	40.2	93	794	3.8	34.7	134	440	2.7	19.2	97	441	2.5	19.3	88
FAMILY FEUD	A 3023	1207	3.5	39.9	93	883	4.2	29.2	113	674	4.2	22.3	113	644	3.7	21.3	98
GENERAL HOSPITAL	A 6097	2797	8.0	45.9	107	1591	7.6	26.1	101	1311	8.2	21.5	109	1455	8.3	23.9	110
GOOD MORNING, AMERICA-730A	A 3515	1547	4.4	44.0	102	1034	4.9	29.4	114	691	4.3	19.7	99	791	4.5	22.5	103
GOOD MORNING, AMERICA-830A	A 2818	1280	3.7	45.4	105	801	3.8	28.4	110	468	2.9	16.6	84	603	3.4	21.4	98
GUIDING LIGHT	C 5339	2113	6.1	39.6	92	1392	6.6	26.1	101	1201	7.5	22.5	114	953	5.4	17.8	82
ONE LIFE TO LIVE	A 4478	2094	6.0	46.8	109	1231	5.9	27.5	106	995	6.2	22.2	112	1132	6.4	25.3	116
PRESS YOUR LUCK	C 2244	1037	3.0	46.2	107	558	2.7	24.9	96	477	3.0	21.3	108	563	3.2	25.1	115
PRICE IS RIGHT 1	C 4348	1898	5.4	43.7	101	1192	5.7	27.4	106	927	5.8	21.3	108	977	5.5	22.5	103
PRICE IS RIGHT 2	C 5014	2222	6.4	44.3	103	1320	6.3	26.3	102	1122	7.0	22.4	113	1113	6.3	22.2	102
RYAN'S HOPE	A 3150	1297	3.7	41.2	96	910	4.3	28.9	112	755	4.7	24.0	121	770	4.4	24.4	112
SALE OF THE CENTURY	N 2695	991	2.8	36.8	85	778	3.7	28.9	112	526	3.3	19.5	99	421	2.4	15.6	72
SEARCH FOR TOMORROW	N 2319	988	2.8	42.6	99	609	2.9	26.3	102	594	3.7	25.6	130	580	3.3	25.0	115
TODAY SHOW 1	N 2693	1108	3.2	41.1	96	679	3.2	25.2	98	577	3.6	21.4	108	551	3.1	20.5	94
TODAY SHOW 2	N 2498	1100	3.2	44.0	102	633	3.0	25.3	98	466	2.9	18.7	94	475	2.7	19.0	87
\$25,000 PYRAMID	C 2753	1146	3.3	41.6	97	577	2.8	21.0	81	570	3.6	20.7	105	584	3.3	21.2	97
WHEEL OF FORTUNE	N 4388	1824	5.2	41.6	97	1234	5.9	28.1	109	1036	6.5	23.6	119	886	5.0	20.2	93
YOUNG AND THE RESTLESS	C 5695	2291	6.6	40.2	93	1636	7.8	28.7	111	1340	8.4	23					

PORK SAUSAGES - FORMS, TYPES & KINDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	
TOTAL FEMALE HOMEMAKERS			80986	34878	100.0	43.1	100	20936	100.0	25.9	100	16002	100.0	19.8	100	17636	100.0	21.8	100
WKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY			26063	10525	30.2	40.4	94	6907	33.0	26.5	103	5228	32.7	20.1	102	5202	29.5	20.0	92
NETWORK AFFILIATES - LATE			20261	8955	25.7	44.2	103	5248	25.1	25.9	100	4066	25.4	20.1	102	4487	25.4	22.1	102
INDEPENDENTS - LATE			2076	989	2.8	47.6	111	463	2.2	22.3	86	352	2.2	17.0	86	481	2.7	23.2	106
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM			N 10453	4612	13.2	44.1	102	2902	13.9	27.8	107	2307	14.4	22.1	112	2145	12.2	20.5	94
ABC MONDAY NIGHT MOVIE			A 6412	2629	7.5	41.0	95	1710	8.2	26.7	103	1127	7.0	17.6	89	1454	8.2	22.7	104
ABC SUNDAY NIGHT MOVIE			A 12407	5556	15.9	44.8	104	2953	14.1	23.8	92	2397	15.0	19.3	98	2747	15.6	22.1	102
ABC WORLD NEWS TONIGHT			A 6176	2511	7.2	40.7	94	1694	8.1	27.4	106	1217	7.6	19.7	100	1102	6.2	17.8	82
AFTERMASH			C 5863	2429	7.0	41.4	96	1325	6.3	22.6	87	1343	8.4	22.9	116	1305	7.4	22.3	102
ALICE			C 9594	4043	11.6	42.1	98	2534	12.1	26.4	102	2156	13.5	22.5	114	2158	12.2	22.5	103
AMERICAN PARADE			C 6622	2790	8.0	42.1	98	1754	8.4	26.5	102	1218	7.6	18.4	93	1397	7.9	21.1	97
BENSON			A 10886	4694	13.5	43.1	100	2848	13.6	26.2	101	2141	13.4	19.7	100	2507	14.2	23.0	106
BLUE THUNDER			A 5036	2252	6.5	44.7	104	1364	6.5	27.1	105	1162	7.3	23.1	117	1121	6.4	22.3	102
CAGNEY & LACEY			C 9965	4598	13.2	46.1	107	2474	11.8	24.8	96	1976	12.3	19.8	100	2356	13.4	23.6	109
CBS EVENING NEWS-DEAN			C 3491	1479	4.2	42.4	98	872	4.2	25.0	97	563	3.5	16.1	82	709	4.0	20.3	93
CBS EVENING NEWS-RATHER			C 7123	3058	8.8	42.9	100	1747	8.3	24.5	95	1446	9.0	20.3	103	1602	9.1	22.5	103
CBS SAT. NEWS-SCHIEFFER			C 3621	1434	4.1	39.6	92	958	4.6	26.5	102	692	4.3	19.1	97	711	4.0	19.6	90
CBS SATURDAY NIGHT MOVIE			C 5436	2351	6.7	43.2	100	1417	6.8	26.1	101	1150	7.2	21.2	107	1142	6.5	21.0	96
CBS WEDNESDAY NIGHT MOVIE			C 6100	2606	7.5	42.7	99	1523	7.3	25.0	97	1217	7.6	20.0	101	1143	6.5	18.7	86
CHEERS			N 8889	4326	12.4	48.7	113	2265	10.8	25.5	99	1899	11.9	21.4	108	2163	12.3	24.3	112
DALLAS			C 22109	9149	26.2	41.4	96	5813	27.8	26.3	102	4669	29.2	21.1	107	4707	26.7	21.3	98
DIFF'RENT STROKES			N 6940	3026	8.7	43.6	101	1943	9.3	28.0	108	1567	9.8	22.6	114	1608	9.1	23.2	106
DOUBLE TROUBLE			N 7223	3208	9.2	44.4	103	1983	9.5	27.5	106	1695	10.6	23.5	119	1678	9.5	23.2	107
DUCK FACTORY			N 5595	2662	7.6	47.6	110	1431	6.8	25.6	99	1334	8.3	23.8	121	1361	7.7	24.3	112
DUKES OF HAZZARD			C 5768	2405	6.9	41.7	97	1714	8.2	29.7	115	1331	8.3	23.1	117	1152	6.5	20.0	92
DYNASTY			A 20053	8676	24.9	43.3	100	5453	26.0	27.2	105	4041	25.3	20.2	102	4327	24.5	21.6	99
FACTS OF LIFE			N 8087	3679	10.5	45.5	106	2219	10.6	27.4	106	1810	11.3	22.4	113	1783	10.1	22.0	101
FALCON CREST			C 20046	8307	23.8	41.4	96	5092	24.3	25.4	98	4334	27.1	21.6	109	4305	24.4	21.5	99
FALL GUY			A 9084	4006	11.5	44.1	102	2595	12.4	28.6	111	2137	13.4	23.5	119	2024	11.5	22.3	102
FAMILY TIES			N 7964	3856	11.1	48.4	112	2162	10.3	27.1	105	1787	11.2	22.4	114	1818	10.3	22.8	105
FANTASY ISLAND			A 7687	3224	9.2	41.9	97	1832	8.8	23.8	92	1453	9.1	18.9	96	1502	8.5	19.5	90
FOULUPS, BLEEPERS & BLUNDERS			A 8861	3828	11.0	43.2	100	2535	12.1	28.6	111	1815	11.3	20.5	104	2037	11.6	23.0	106
FOUR SEASONS			C 5095	2106	6.0	41.3	96	1203	5.7	23.6	91	1125	7.0	22.1	112	1125	6.4	22.1	101
GIMME A BREAK			N 8838	3956	11.3	44.8	104	2520	12.0	28.5	110	1934	12.1	21.9	111	1977	11.2	22.4	103
HART TO HART			A 8978	3816	10.9	42.5	99	2467	11.8	27.5	106	1880	11.7	20.9	106	1978	11.2	22.0	101
HILL STREET BLUES			N 8590	3877	11.1	45.1	105	2145	10.2	25.0	97	1709	10.7	19.9	101	1863	10.6	21.7	100
HOTEL			A 14085	6006	17.2	42.6	99	3716	17.7	26.4	102	2753	17.2	19.5	99	2990	17.0	21.2	97
JEFFERSONS			C 9360	3865	11.1	41.3	96	2439	11.6	26.1	101	2051	12.8	21.9	111	2123	12.0	22.7	104
JENNIFER SLEPT HERE			N 5841	2669	7.7	45.7	106	1533	7.3	26.2	102	1316	8.2	22.5	114	1404	8.0	24.0	110
KATE & ALLIE			C 9206	3968	11.4	43.1	100	2425	11.6	26.3	102	1793	11.2	19.5	99	1958	11.1	21.3	98
KNIGHT RIDER			N 7076	3127	9.0	44.2	103	1988	9.5	28.1	109	1455	9.1	20.6	104	1662	9.4	23.5	108
LOVE BOAT			A 12219	5088	14.6	41.6	97	3284	15.7	26.9	104	2490	15.6	20.4	103	2510	14.2	20.5	94
MAGNUM PI			C 11199	4798	13.8	42.8	99	3022	14.4	27.0	104	2576	16.1	23.0	116	2360	13.4	21.1	97
MAMA'S FAMILY			N 6057	2674	7.7	44.1	103	1570	7.5	25.9	100	1250	7.8	20.6	104	1297	7.4	21.4	98
MASTER, THE			N 3598	1733	5.0	48.2	112	1016	4.9	28.2	109	823	5.1	22.9	116	665	3.8	18.5	85
MATT HOUSTON			A 6344	2976	8.5	46.9	109	1583	7.6	25.0	97	1376	8.6	21.7	110	1452	8.2	22.9	105
NBC MONDAY NIGHT MOVIE			N 11994	5356	15.4	44.7	104	3083	14.7	25.7	99	2396	15.0	20.0	101	2499	14.2	20.8	96
NBC NIGHTLY NEWS			N 5132	2153	6.2	42.0	97	1449	6.9	28.2	109	1101	6.9	21.5	109	1152	6.5	22.4	103
NBC NIGHTLY NEWS-SAT			N 3375	1205	3.5	35.7	83	839	4.0	24.9	96	607	3.8	18.0	91	513	2.9	15.2	70
NBC NIGHTLY NEWS-SUN			N 3130	1123	3.2	35.9	83	861	4.1	27.5	106	494	3.1	15.8	80	704	4.0	22.5	103
NBC SUNDAY NIGHT MOVIE			N 8284	3857	11.1	46.6	108	2364	11.3	28.5	110	1809	11.3	21.8	111	1682	9.5	20.3	93
NEWMART			C 9240	4184	12.0	45.3	105	2440	11.7	26.4	102	1771	11.1	19.2	97	2117	12.0	22.9	105
ONE DAY AT A TIME			C 7288	3037	8.7	41.7	97	1863	8.9	25.6	99	1404	8.8	19.3	97	1523	8.6	20.9	96
PEOPLE ARE FUNNY			N 4855	2207	6.3	45.5	106	1144	5.5	23.6	91	1047	6.5	21.6	109	1003	5.7	20.7	95
REAL PEOPLE			N 8869	3691	10.6	41.6	97	2476	11.8	27.9	108	1947	12.2	22.0	111	1784	10.1	20.1	92
REMINGTON STEELE			N 7743	3521	10.1	45.5	106	1731	8.3	22.4	86	1511	9.4	19.5	99	1645	9.3	21.2	98
RIPLEY'S BELIEVE IT - NOT			A 5345	2486	7.1	46.5	108	1500	7.2	28.1	109	1084	6.8	20.3	103	1302	7.4	24.4	112
RIPTIDE			N 6988	3288	9.4	47.1	109	1814	8.7	26.0	100	1452	9.1	20.8	105	1597	9.1	22.9	105
SCARECROW & MRS. KING			C 10002	4019	11.5	40.2	93	2731	13.0	27.3	106	2002	12.5	20.0	101	2168	12.3	21.7	100
SIMON & SIMON			C 10638	4789	13.7	45.0	105	2916	13.9	27.4	106	2578	16.1	24.2	123	2141	12.1	20.1	92
60 MINUTES			C 13293	5228	15.0	39.3	91	3428	16.4	25.8	100	2512	15.7	18.9	96	2705	15.3	20.3	93
ST. ELSEWHERE			N 7017	3230	9.3	46.0	107	1840	8.8	26.2	101	1479	9.2	21.1	107	1630	9.2	23.2	107
THREE'S COMPANY			A 10917	4879	14.0	44.7	104	2951	14.1	27.0	105	2459	15.4	22.5	114	2			

	TOTAL U.S. '000	NOT PRE-COOKED				HOT				MILD/REGULAR				SAGE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	50916	38876	100.0	48.0	100	11069	100.0	13.7	100	44417	100.0	54.8	100	5292	100.0	6.5	100
18 - 24	9282	4050	10.4	43.6	91	1170	10.6	12.6	92	4777	10.8	51.5	94	*570	10.8	6.1	94
25 - 34	19072	9406	24.2	49.3	103	3065	27.7	16.1	118	11050	24.9	57.9	106	1286	24.3	6.7	103
35 - 44	14591	7549	19.4	51.7	108	2139	19.3	14.7	107	8684	19.6	59.5	109	738	13.9	5.1	77
45 - 54	11345	6047	15.6	53.3	111	1823	16.5	16.1	118	6662	15.0	58.7	107	633	12.0	5.6	85
55 - 64	11635	5752	14.8	49.4	103	1634	14.8	14.0	103	6187	13.9	53.2	97	776	14.7	6.7	102
65 OR OLDER	15061	6071	15.6	40.3	84	1237	11.2	8.2	60	7058	15.9	46.9	85	1289	24.4	8.6	131
18 - 34	28354	13457	34.6	47.5	99	4235	38.3	14.9	109	15827	35.6	55.8	102	1856	35.1	6.5	100
18 - 49	48339	23932	61.6	49.5	103	7357	66.5	15.2	111	27755	62.5	57.4	105	2769	52.3	5.7	88
25 - 54	45008	23002	59.2	51.1	106	7027	63.5	15.6	114	26395	59.4	58.6	107	2657	50.2	5.9	90
35 - 49	19985	10475	26.9	52.4	109	3122	28.2	15.6	114	11929	26.9	59.7	109	914	17.3	4.6	70
50 OR OLDER	32647	14944	38.4	45.8	95	3712	33.5	11.4	83	16661	37.5	51.0	93	2523	47.7	7.7	118
GRADUATED COLLEGE	11155	4971	12.8	44.6	93	1719	15.5	15.4	113	5808	13.1	52.1	95	854	16.1	7.7	117
ATTENDED COLLEGE	13682	6799	17.5	49.7	104	2038	18.4	14.9	109	7731	17.4	56.5	103	944	17.8	6.9	106
GRADUATED HIGH SCHOOL	33880	16900	43.5	49.9	104	4562	41.2	13.5	99	19808	44.6	58.5	107	1965	37.1	5.8	89
DID NOT GRADUATE HIGH SCHOOL	22270	10206	26.3	45.8	95	2750	24.8	12.3	90	11070	24.9	49.7	91	1528	28.9	6.9	105
EMPLOYED	40306	19333	49.7	48.0	100	5988	54.1	14.9	109	22261	50.1	55.2	101	2396	45.3	5.9	91
EMPLOYED FULL-TIME	37850	15737	40.5	47.9	100	5090	46.0	15.5	113	18174	40.9	55.3	101	1983	37.5	6.0	92
EMPLOYED PART-TIME	7456	3596	9.2	48.2	100	898	8.1	12.0	88	4087	9.2	54.8	100	*414	7.8	5.6	85
NOT EMPLOYED	40860	19543	50.3	48.0	100	5081	45.9	12.5	91	22156	49.9	54.5	99	2896	54.7	7.1	109
PROFESSIONAL/MANAGER	10392	4549	11.7	43.8	91	1484	13.4	14.3	104	5143	11.6	49.5	90	694	13.1	6.7	102
TECH/CLERICAL/SALES	17574	8493	21.8	48.3	101	2605	23.5	14.8	108	10298	23.2	58.6	107	1075	20.3	6.1	94
PRECISION/CRAFT	985	*417	1.1	42.3	88	*114	1.0	11.6	85	*438	1.0	44.5	81	*998	1.9	9.9	152
OTHER EMPLOYED	11354	5874	15.1	51.7	108	1785	16.1	15.7	115	6383	14.4	56.2	103	*530	10.0	4.7	71
SINGLE	9863	3786	9.7	38.4	80	1454	13.1	14.7	108	4498	10.1	45.6	83	857	16.2	8.7	133
MARRIED	51375	26957	69.3	52.5	109	7212	65.2	14.0	103	30613	68.9	59.6	109	3049	57.6	5.9	91
DIVORCED/SEPARATED/WIDOWED	19748	8133	20.9	41.2	86	2402	21.7	12.2	89	9306	21.0	47.1	86	1387	26.2	7.0	107
PARENTS	32590	16865	43.4	51.7	108	4742	42.8	14.6	106	19912	44.8	61.1	111	1798	34.0	5.5	84
WHITE	70416	33923	87.3	48.2	100	9120	82.4	13.0	95	39076	88.0	55.5	101	4513	85.3	6.4	98
BLACK	8778	4330	11.1	49.3	103	1808	16.3	20.6	151	4680	10.5	53.3	97	663	12.5	7.6	116
OTHER	1791	*622	1.6	34.7	72	*140	1.3	7.8	57	*660	1.5	36.9	97	*115	2.2	6.4	98
NORTHEAST-CENSUS	17786	6704	17.2	37.7	79	2256	20.4	12.7	93	9154	20.6	51.5	94	924	17.5	5.2	80
NORTH CENTRAL	20741	10589	27.2	51.1	106	2077	18.8	10.0	73	13249	29.8	63.9	116	1562	29.5	7.5	115
SOUTH	27775	15047	38.7	54.2	113	4594	41.5	16.5	121	15099	34.0	54.4	99	1911	36.1	6.9	105
WEST	14683	6536	16.8	44.5	93	2141	19.3	14.6	107	6914	15.6	47.1	86	896	16.9	6.1	93
NORTHEAST-MKTG.	17961	6611	17.0	36.8	77	2314	20.9	12.9	94	9027	20.3	50.3	92	1062	20.1	5.9	90
EAST CENTRAL	11885	6605	17.0	55.6	116	1633	14.8	13.7	101	7345	16.5	61.8	113	1242	23.5	10.5	160
WEST CENTRAL	14090	6917	17.8	49.1	102	1143	10.3	8.1	59	9070	20.4	64.4	117	870	16.4	6.2	94
SOUTH	24081	13213	34.0	54.9	114	4052	36.6	16.8	123	13101	29.5	54.4	99	1349	25.5	5.6	86
PACIFIC	12969	5531	14.2	42.6	89	1927	17.4	14.9	109	5874	13.2	45.3	83	769	14.5	5.9	91
COUNTY SIZE A	32439	13887	35.7	42.8	89	3929	35.5	12.1	89	16535	37.2	51.0	93	2144	40.5	6.6	101
COUNTY SIZE B	24915	12321	31.7	49.5	103	3796	34.3	15.2	111	14020	31.6	56.3	103	1621	30.6	6.5	100
COUNTY SIZE C	12930	6898	17.7	53.3	111	2138	19.3	16.5	121	7488	16.9	57.9	106	908	17.2	7.0	107
COUNTY SIZE D	10703	5770	14.8	53.9	112	1206	10.9	11.3	82	6375	14.4	59.6	109	619	11.7	5.8	89
METRO CENTRAL CITY	24518	10812	27.8	44.1	92	3424	30.9	14.0	102	12493	28.1	51.0	93	1244	23.5	5.1	78
METRO SUBURBAN	35919	17129	44.1	47.7	99	4667	42.2	13.0	95	20004	45.0	55.7	102	2465	46.6	6.9	105
NON METRO	20549	10935	28.1	53.2	111	2978	26.9	14.5	106	11920	26.8	58.0	106	1584	29.9	7.7	118
TOP 5 ADI'S	18341	6871	17.7	37.5	78	2183	19.7	11.9	87	9221	20.8	50.3	92	1068	20.2	5.8	89
TOP 10 ADI'S	25378	10146	26.1	40.0	83	3063	27.7	12.1	88	12746	28.7	50.2	92	1670	31.6	6.6	101
TOP 20 ADI'S	36488	15393	39.6	42.2	88	4673	42.2	12.8	94	18663	42.0	51.1	93	2490	47.1	6.8	104
HSULD INC. \$50,000 OR MORE	6612	3107	8.0	47.0	98	1260	11.4	19.1	139	3786	8.5	57.3	104	*573	10.8	8.7	133
\$40,000 OR MORE	12659	6274	16.1	49.6	103	2250	20.3	17.8	130	7212	16.2	57.0	104	945	17.9	7.5	114
\$30,000 OR MORE	24698	12409	31.9	50.2	105	3814	34.5	15.4	113	14360	32.3	58.1	106	1762	33.3	7.1	109
\$25,000 OR MORE	32077	16364	42.1	51.0	106	4692	42.4	14.6	107	18917	42.6	59.0	108	2138	40.4	6.7	102
\$20,000 - \$24,999	9144	4690	12.1	51.3	107	1327	12.0	14.5	106	5236	11.8	57.3	104	747	14.1	8.2	125
\$15,000 - \$19,999	8728	3725	9.6	42.7	89	1008	9.1	11.5	84	4492	10.1	51.5	94	*505	9.5	5.8	89
\$10,000 - \$14,999	12562	6254	16.1	49.8	104	1840	16.6	14.6	107	6827	15.4	54.3	99	898	17.0	7.1	109
UNDER \$10,000	18475	7842	20.2	42.4	88	2200	19.9	11.9	87	8945	20.1	48.4	88	1005	19.0	5.4	83
HOUSEHOLD OF 1 PERSON	11987	4055	10.4	33.8	70	1214	11.0	10.1	74	4535	10.2	37.8	69	727	13.7	6.1	93
2 PEOPLE	26577	12913	33.2	48.6	101	3685	33.3	13.9	101	14774	33.3	55.6	101	2064	39.0	7.8	119
3 OR 4 PEOPLE	30617	15832	40.7	51.7	108	4456	40.3	14.6	106	17653	39.7	57.7	105	1849	34.9	6.0	92
5 OR MORE PEOPLE	11804	6076	15.6	51.5	107	1714	15.5	14.5	106	7455	16.8	63.2	115	*652	12.3	5.5	85
NO CHILD IN HSULD	46165	20741	53.4	44.9	94	6038	54.5	13.1	96	23100	52.0	50.0	91	3363	63.5	7.3	111
CHILD(REN) UNDER 2 YRS	5325	2641	6.8	49.6	103	674	6.1	12.7	93	3258	7.3	61.2	112	*345	6.5	6.5	99
2 - 5 YEARS	14221	6989	18.0	49.1	102	1854	16.7	13.0	95	8611	19.4	60.6	110	809	15.3	5.7	87
6 - 11 YEARS	15117	7831	20.1	51.8	108	2204	19.9	14.6	107	9503	21.4	62.9	115	826	15.6	5.5	84
12 - 17 YEARS	16611	8795	22.6	52.9	110	2522	22.8	15.2	111	10337	23.3	62.2	113	855	16.2	5.1	79
RESIDENCE OWNED	55884	28234	72.6	50.5	105	7918	71.5	14.2	104	31963	72.0	57.2	104	3819	72.2	6.8	105
VALUE: \$50,000 OR MORE	31744	15795	40.6	49.8	104	4635	41.9	14.6	107	18158	40.9	57.2	104	2320	43.8	7.3	112
VALUE: UNDER \$50,000	24140	12439	32.0	51.5	107	3282	29.7	13.6	99	13805	31.1	57.2	104	1500	28.3	6.2	95

PORK SAUSAGES - FORMS, TYPES & KINDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	NOT PRE-COOKED				HOT				MILD/REGULAR				SAGE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	38876	100.0	48.0	100	11069	100.0	13.7	100	44417	100.0	54.8	100	5292	100.0	6.5	100
MAGAZINES	QUINTILE 1	15799	7850	20.2	49.7	104	2354	21.3	14.9	109	9209	20.7	58.3	106	1194	22.6	7.6	116
	QUINTILE 2	17259	8791	22.6	50.9	106	2717	24.5	15.7	115	9865	22.2	57.2	104	1275	24.1	7.4	113
	QUINTILE 3	13545	6803	17.5	50.2	105	1870	16.9	13.8	101	7757	17.5	57.3	104	755	14.3	5.6	85
	QUINTILE 4	15133	6972	17.9	46.1	96	1745	15.8	11.5	84	8301	18.7	54.9	100	868	16.4	5.7	88
	QUINTILE 5	19250	8458	21.8	43.9	92	2382	21.5	12.4	91	9285	20.9	48.2	88	1201	22.7	6.2	95
NEWSPAPERS	QUINTILE 1	12413	5992	15.4	48.3	101	1853	16.7	14.9	109	6971	15.7	56.2	102	811	15.3	6.5	100
	QUINTILE 2	24116	11921	30.7	49.4	103	3181	28.7	13.2	97	13752	31.0	57.0	104	1729	32.7	7.2	110
	QUINTILE 3	11261	5479	14.1	48.7	101	1728	15.6	15.3	112	6376	14.4	56.6	103	638	12.1	5.7	87
	QUINTILE 4	20255	9380	24.1	46.3	96	2552	23.1	12.6	92	10910	24.6	53.9	98	1352	25.5	6.7	102
	QUINTILE 5	12940	6103	15.7	47.2	98	1756	15.9	13.6	99	6408	14.4	49.5	90	762	14.4	5.9	90
OUTDOOR	QUINTILE 1	14852	7373	19.0	49.6	103	2130	19.2	14.3	105	8479	19.1	57.1	104	921	17.4	6.2	95
	QUINTILE 2	15725	7634	19.6	48.5	101	2104	19.0	13.4	98	9379	21.1	59.6	109	877	16.6	5.6	85
	QUINTILE 3	16330	7666	19.7	46.9	98	2276	20.6	13.9	102	8826	19.9	54.0	99	1116	21.1	6.8	105
	QUINTILE 4	16744	7854	20.2	46.9	98	2130	19.2	12.7	93	8809	19.8	52.6	96	1115	21.1	6.7	102
	QUINTILE 5	17334	8349	21.5	48.2	100	2428	21.9	14.0	102	8923	20.1	51.5	94	1264	23.9	7.3	112
RADIO-DRIVE TIME	QUINTILE 1	15911	8097	20.8	50.9	106	2343	21.2	14.7	108	8948	20.1	56.2	103	1200	22.7	7.5	115
	QUINTILE 2	14837	7509	19.3	50.6	105	2142	19.4	14.4	106	8670	19.5	58.4	107	923	17.4	6.2	95
	QUINTILE 3	15339	7109	18.3	46.3	97	1982	17.9	12.9	95	8352	18.8	54.4	99	886	16.7	5.8	88
	QUINTILE 4	16723	7661	19.7	45.8	95	2375	21.5	14.2	104	8844	19.9	52.9	96	1082	20.4	6.5	99
	QUINTILE 5	18176	8500	21.9	46.8	97	2227	20.1	12.3	90	9603	21.6	52.8	96	1202	22.7	6.6	101
RADIO-MID- DAY	TERCILE 1	21020	10324	26.6	49.1	102	2982	26.9	14.2	104	11550	26.0	54.9	100	1401	26.5	6.7	102
	TERCILE 2	21610	10212	26.3	47.3	98	3101	28.0	14.3	105	12263	27.6	56.7	103	1511	28.6	7.0	107
	TERCILE 3	38355	18339	47.2	47.8	100	4986	45.0	13.0	95	20604	46.4	53.7	98	2381	45.0	6.2	95
RADIO-TOTAL	QUINTILE 1	15988	7841	20.2	49.0	102	2322	21.0	14.5	106	8924	20.1	55.8	102	1165	22.0	7.3	112
	QUINTILE 2	15626	7879	20.3	50.4	105	2352	21.2	15.1	110	8797	19.8	56.3	103	1042	19.7	6.7	102
	QUINTILE 3	16723	8091	20.8	48.4	101	2270	20.5	13.6	99	9614	21.6	57.5	105	1044	19.7	6.2	96
	QUINTILE 4	16342	7408	19.1	45.3	94	2169	19.6	13.3	97	8654	19.5	53.0	97	922	17.4	5.6	86
	QUINTILE 5	16306	7658	19.7	47.0	98	1956	17.7	12.0	88	8428	19.0	51.7	94	1119	21.1	6.9	105
TV-PRIME TIME	QUINTILE 1	15953	7553	19.4	47.3	99	2234	20.2	14.0	102	8540	19.2	53.5	98	965	18.2	6.0	93
	QUINTILE 2	16137	7888	20.3	48.9	102	2209	20.0	13.7	100	9202	20.7	57.0	104	991	18.7	6.1	94
	QUINTILE 3	16420	8279	21.3	50.4	105	2546	23.0	15.5	113	9090	20.5	55.4	101	1210	22.9	7.4	113
	QUINTILE 4	16687	7839	20.2	47.0	98	2120	19.2	12.7	93	9167	20.6	54.9	100	1115	21.1	6.7	102
	QUINTILE 5	15789	7317	18.8	46.3	97	1959	17.7	12.4	91	8418	19.0	53.3	97	1011	19.1	6.4	98
TV-DAYTIME	TERCILE 1	27736	13745	35.4	49.6	103	3726	33.7	13.4	98	15648	35.2	56.4	103	1796	33.9	6.5	99
	TERCILE 2	26489	12848	33.0	48.5	101	3502	31.6	13.2	97	14648	33.0	55.3	101	1748	33.0	6.6	101
	TERCILE 3	26761	12283	31.6	45.9	96	3840	34.7	14.3	105	14121	31.8	52.8	96	1749	33.0	6.5	100
TV-TOTAL	QUINTILE 1	16345	7762	20.0	47.5	99	2279	20.6	13.9	102	8586	19.3	52.5	96	1026	19.4	6.3	96
	QUINTILE 2	16447	8437	21.7	51.3	107	2414	21.8	14.7	107	9696	21.8	59.0	107	1105	20.9	6.7	103
	QUINTILE 3	15980	7691	19.8	48.1	100	2063	18.6	12.9	94	9046	20.4	56.6	103	949	17.9	5.9	91
	QUINTILE 4	15887	7376	19.0	46.4	97	2079	18.8	13.1	96	8484	19.1	53.4	97	1118	21.1	7.0	108
	QUINTILE 5	16326	7610	19.6	46.6	97	2234	20.2	13.7	100	8605	19.4	52.7	96	1094	20.7	6.7	103
MAGAZINES-NEWSPAPERS: DUAL		20721	10434	26.8	50.4	105	3321	30.0	16.0	117	11965	26.9	57.7	105	1643	31.0	7.9	121
MAGAZINE IMPERATIVE		19186	9572	24.6	49.9	104	2751	24.9	14.3	105	10998	24.8	57.3	105	1152	21.8	6.0	92
NEWSPAPER IMPERATIVE		21899	10328	26.6	47.2	98	2593	23.4	11.8	87	12051	27.1	55.0	100	1155	21.8	5.3	81
MAGAZINES-OUTDOOR: DUAL		15451	8073	20.8	52.2	109	2611	23.6	16.9	124	9300	20.9	60.2	110	1088	20.6	7.0	108
MAGAZINE IMPERATIVE		25953	12715	32.7	49.0	102	3665	33.1	14.1	103	14194	32.0	54.7	100	1920	36.3	7.4	113
OUTDOOR IMPERATIVE		24400	11234	28.9	46.0	96	2815	25.4	11.5	84	13400	30.2	54.9	100	1353	25.6	5.5	85
MAGAZINES-RADIO: DUAL		18049	9514	24.5	52.7	110	2873	26.0	15.9	116	10485	23.6	58.1	106	1400	26.5	7.8	119
MAGAZINE IMPERATIVE		23571	11574	29.8	49.1	102	3435	31.0	14.6	107	13515	30.4	57.3	105	1535	29.0	6.5	100
RADIO IMPERATIVE		23278	10863	27.9	46.7	97	2840	25.7	12.2	89	12773	28.8	54.9	100	1309	24.7	5.6	86
MAGAZINES-TELEVISION: DUAL		15459	8057	20.7	52.1	109	2305	20.8	14.9	109	9277	20.9	60.0	109	1075	20.3	7.0	106
MAGAZINE IMPERATIVE		25829	12478	32.1	48.3	101	3888	35.1	15.1	110	14383	32.4	55.7	102	1817	34.3	7.0	108
TELEVISION IMPERATIVE		26039	12468	32.1	47.9	100	3294	29.8	12.7	93	14026	31.6	53.9	98	1533	29.0	5.9	90
NEWSPAPERS-OUTDOOR: DUAL		16605	8135	20.9	49.0	102	2462	22.2	14.8	108	9851	22.2	59.3	108	1146	21.7	6.9	106
NEWSPAPER IMPERATIVE		26834	13048	33.6	48.6	101	3618	32.7	13.5	99	14665	33.0	54.7	100	1803	34.1	6.7	103
OUTDOOR IMPERATIVE		23346	11388	29.3	48.8	102	3118	28.2	13.4	98	12885	29.0	55.2	101	1316	24.9	5.6	86
NEWSPAPERS-RADIO: DUAL		17133	8562	22.0	50.0	104	2563	23.2	15.0	109	9817	22.1	57.3	104	1267	23.9	7.4	113
NEWSPAPER IMPERATIVE		25892	12537	32.2	48.4	101	3440	31.1	13.3	97	14585	32.8	56.3	103	1614	30.5	6.2	95
RADIO IMPERATIVE		23167	11246	28.9	48.5	101	3275	29.6	14.1	103	12779	28.8	55.2	101	1485	28.1	6.4	98
NEWSPAPERS-TELEVISION: DUAL		17159	8594	22.1	50.1	104	2343	21.2	13.7	100	10061	22.7	58.6	107	1185	22.4	6.9	106
NEWSPAPER IMPERATIVE		26214	12383	31.9	47.2	98	3621	32.7	13.8	101	14373	32.4	54.8	100	1676	31.7	6.4	98
TELEVISION IMPERATIVE		23412	11316	29.1	48.3	101	3317	30.0	14.2	104	12598	28.4	53.8	98	1387	26.2	5.9	91
OUTDOOR-RADIO: DUAL		15303	7926	20.4	51.8	108	2433	22.0	15.9	116	9074	20.4	59.3	108	848	16.0	5.5	85
OUTDOOR IMPERATIVE		24901	11651	30.0	46.8	97	3202	28.9	12.9	94	13834	31.1	55.6	101	1538	29.1	6.2	95

	TOTAL U.S. '000	NOT PRE-COOKED				HOT				MILD/REGULAR				SAGE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80988	38876	100.0	48.0	100	11069	100.0	13.7	100	44417	100.0	54.8	100	5292	100.0	6.5	100
ATLANTIC MONTHLY	415	*183	0.5	44.1	92	**83	0.7	20.0	146	*211	0.5	50.8	93	**48	0.9	11.6	177
BARRON'S	453	*190	0.5	41.9	87	**65	0.6	14.3	105	*266	0.6	58.7	107	**33	0.6	7.3	111
BETTER HOMES & GARDENS	16256	*228	21.4	51.2	107	2407	21.7	14.8	108	9505	21.4	58.5	107	1337	25.3	8.2	126
BON APPETIT	2535	1267	3.3	50.0	104	497	4.5	19.6	143	1337	3.0	52.7	96	314	5.9	12.4	190
BUSINESS WEEK	1278	597	1.5	46.7	97	*259	2.3	20.3	148	691	1.6	54.1	99	**134	2.5	10.5	161
CAR AND DRIVER	378	*120	0.3	31.7	66	**43	0.4	11.4	83	*175	0.4	46.3	84	**6	0.1	1.6	24
CBS MAGAZINE NETWORK (GROSS)	1498	816	2.1	54.5	113	262	2.4	17.5	128	971	2.2	64.8	118	**79	1.5	5.3	81
CHANGING TIMES	1505	739	1.9	49.1	102	*226	2.0	15.0	110	829	1.9	55.1	100	**94	1.8	6.2	96
COLONIAL HOMES	1231	670	1.7	54.4	113	*227	2.1	18.4	135	758	1.7	61.6	112	**55	1.0	4.5	68
CONDE NAST MAG. PKG. (GROSS)	14146	6486	16.7	45.9	96	2052	18.5	14.5	106	7720	17.4	54.6	100	854	16.1	6.0	92
CONSUMERS DIGEST	1323	683	1.8	51.6	108	*177	1.6	13.4	98	762	1.7	57.6	105	**57	1.1	4.3	66
COSMOPOLITAN	7102	3314	8.5	46.7	97	1051	9.5	14.8	108	3818	8.6	53.8	98	547	10.3	7.7	118
COUNTRY LIVING	2481	1385	3.6	55.8	116	422	3.8	17.0	124	1581	3.6	63.7	116	*237	4.5	9.6	146
CUISINE	1472	705	1.8	47.9	100	*228	2.1	15.5	113	785	1.8	53.3	97	*141	2.7	9.6	147
CYCLE WORLD	425	*183	0.5	43.1	90	**72	0.7	16.9	124	*280	0.6	65.9	120	**8	0.2	1.9	29
DCI:CREATIVE IDEAS FOR LIV	2510	1509	3.9	60.1	125	386	3.5	15.4	113	1555	3.5	62.0	113	*268	5.1	10.7	163
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4124	10.6	61.6	128	1199	10.8	17.9	131	4001	9.0	59.8	109	620	11.7	9.3	142
DISCOVER	894	394	1.0	44.1	92	*174	1.6	19.5	141	391	0.9	43.7	80	**47	0.9	5.3	80
EBONY	3507	1768	4.5	50.4	105	726	6.6	20.7	151	2008	4.5	57.3	104	294	5.6	8.4	128
ESQUIRE	1083	520	1.3	48.0	100	*175	1.6	16.2	118	608	1.4	56.1	102	**73	1.4	6.7	103
ESSENCE	1830	938	2.4	51.3	107	469	4.2	25.6	188	1039	2.3	56.8	104	*124	2.3	6.8	104
FAMILY CIRCLE	15930	8337	21.4	52.3	109	2204	19.9	13.8	101	9478	21.3	59.5	108	1126	21.3	7.1	108
THE FAMILY HANDYMAN	1126	586	1.5	52.0	108	*212	1.9	18.8	138	703	1.6	62.4	114	**98	1.9	8.7	133
FAMILY WEEKLY	11468	6233	16.0	54.4	113	1655	15.0	14.4	106	6682	15.0	58.3	106	731	13.8	6.4	98
FIELD & STREAM	2234	1150	3.0	51.5	107	*252	2.3	11.3	83	1416	3.2	63.4	116	**83	1.6	3.7	57
FOOD & WINE	579	225	0.6	38.9	81	*120	1.1	20.7	152	248	0.6	42.8	78	**51	1.0	8.8	135
FORBES	728	333	0.9	45.7	95	**166	1.5	22.8	167	315	0.7	43.3	79	**37	0.7	5.1	78
FORTUNE	906	481	1.2	53.1	111	*266	2.4	29.4	215	496	1.1	54.7	100	**102	1.9	11.3	172
GENTLEMEN'S QUARTERLY	791	409	1.1	51.7	108	*194	1.8	24.5	179	331	0.7	41.8	76	**74	1.4	9.4	143
GLAMOUR	5265	2377	6.1	45.1	94	686	6.2	13.0	95	2885	6.5	54.8	100	333	6.3	6.3	97
GOLF DIGEST	636	353	0.9	55.5	116	**139	1.3	21.9	160	401	0.9	63.1	115	**53	1.0	8.3	128
GOLF DIGEST/TENNIS (GROSS)	1186	597	1.5	50.3	105	*244	2.2	20.6	151	697	1.6	58.8	107	**104	2.0	8.8	134
GOLF MAGAZINE	441	*273	0.7	61.9	129	**89	0.8	20.2	148	*281	0.6	63.7	116	**39	0.7	8.8	135
GOLF MAGAZINE/SKI (GROSS)	922	512	1.3	55.5	116	*166	1.5	18.0	132	537	1.2	58.2	106	**126	2.4	13.7	209
GOOD HOUSEKEEPING	16487	8511	21.9	51.6	108	2334	21.1	14.2	104	9845	22.2	59.7	109	1138	21.5	6.9	106
HARPER'S BAZAAR	2423	1159	3.0	47.8	100	388	3.5	16.0	117	1257	2.8	51.9	95	*117	2.2	4.8	74
HEALTH	1994	951	2.4	47.7	99	316	2.9	15.8	116	1153	2.6	57.8	105	*120	2.3	6.0	92
HEARST MAG CORP. BUY (GROSS)	44101	22434	57.7	50.9	106	6604	59.7	15.0	110	25580	57.6	58.0	106	3187	60.2	7.2	111
HEARST MAN POWER (GROSS)	1993	1152	3.0	57.8	120	323	2.9	16.2	119	1239	2.8	62.2	113	*239	4.5	12.0	184
HEARST WOMAN POWER (GROSS)	31274	15772	40.6	50.4	105	4486	40.5	14.3	105	18165	40.9	58.1	106	2188	41.3	7.0	107
HOUSE BEAUTIFUL	3623	1776	4.6	49.0	102	577	5.2	15.9	117	1993	4.5	55.0	100	262	5.0	7.2	111
INC.	283	*145	0.4	51.2	107	**71	0.6	25.1	184	*144	0.3	50.9	93	**16	0.3	5.7	87
JET	2928	1389	3.6	47.4	99	705	6.4	24.1	176	1490	3.4	50.9	93	232	4.4	7.9	121
LADIES' HOME JOURNAL	11918	6016	15.5	50.5	105	1601	14.5	13.4	98	7034	15.8	59.0	108	855	16.2	7.2	110
LHJ FAMILY GRP COMBO(GROSS)	16764	8513	21.9	50.8	106	2289	20.7	13.7	100	9869	22.2	58.9	107	1262	23.8	7.5	115
LIFE	4254	2012	5.2	47.3	99	711	6.4	16.7	122	2335	5.3	54.9	100	311	5.9	7.3	112
L.A. TIMES HOME MAGAZINE	1145	471	1.2	41.1	86	*178	1.6	15.5	114	520	1.2	45.4	83	**53	1.0	4.6	77
MADMOISELLE	2884	1411	3.6	48.9	102	457	4.1	15.8	116	1587	3.6	55.0	100	*206	3.9	7.1	109
MC CALL'S	13460	7129	18.3	53.0	110	1993	18.0	14.8	108	7886	17.8	58.6	107	908	17.2	6.7	103
MC CALL'S/WRK MOTHER (GROSS)	14606	7752	19.9	53.1	111	2187	19.8	15.0	110	8668	19.5	59.3	108	993	18.8	6.8	104
MECHANIX ILLUSTRATED	772	532	1.4	68.9	144	**175	1.6	22.7	166	525	1.2	68.0	124	**167	3.2	21.6	331
METROPOLITAN HOME	967	436	1.1	45.1	94	*139	1.3	14.4	105	459	1.0	47.5	87	**69	1.3	7.1	109
MONEY	1588	762	2.0	48.0	100	312	2.8	19.6	144	800	1.8	50.4	92	*144	2.7	9.1	139
MOTHER EARTH NEWS	1002	638	1.6	63.7	133	*235	2.1	23.5	172	634	1.4	63.3	115	*162	3.1	16.2	247
MS.	825	339	0.9	41.1	86	*131	1.2	15.9	116	423	1.0	51.3	93	**54	1.0	6.5	100
NATIONAL ENQUIRER	10336	5383	13.8	52.1	108	1537	13.9	14.9	109	6020	13.6	58.2	106	629	11.9	6.1	93
NATIONAL GEOGRAPHIC	9597	4568	11.8	47.6	99	1230	11.1	12.8	94	5389	12.1	56.2	102	791	14.9	8.2	126
NATIONAL SUNDAY MAGAZINE PKG	49558	24082	61.9	48.6	101	6908	62.4	13.9	102	27651	62.3	55.8	102	3452	65.2	7.0	107
NATURAL HISTORY	573	242	0.6	42.2	88	**119	1.1	20.8	152	315	0.7	55.0	100	**49	0.9	8.6	133
NEW WOMAN	1699	844	2.2	49.7	103	*242	2.2	14.2	104	963	2.2	56.7	103	**86	1.6	5.1	77
NEW YORK INCLUDING CUE	443	*172	0.4	38.8	81	**104	0.9	23.5	172	188	0.4	42.4	77	**41	0.8	9.3	147
THE NEW YORKER	1270	577	1.5	45.4	95	252	2.3	19.8	145	661	1.5	52.0	95	**130	2.5	10.2	157
NEWSWEEK	6277	2713	7.0	43.2	90	929	8.4	14.8	108	3273	7.4	52.1	95	439	8.3	7.0	107
THE N.Y. TIMES DAILY EDITION	1205	357	0.9	29.6	62	*143	1.3	11.9	87	516	1.2	42.8	78	**82	1.5	6.8	104
THE N.Y. TIMES MAGAZINE	2081	678	1.7	32.6	68	288	2.6	13.8	101	1012	2.3	48.6	89	**225	4.3	10.8	169
OMNI	788	420	1.1	53.3	111	*170	1.5	21.6	158	451	1.0	57.2	104	**83	1.6	10.5	161
ON CABLE	1158	506	1.3	43.7	91	*183	1.7	15.8	116	654	1.5	56.5	103	**49	0.9	4.2	61
1001 HOME IDEAS	2852	1546	4.0	54.2	113	373	3.4	13.1	96	1682	4.8	59.0	108	286	5.4	10.0	155
ORGANIC GARDENING	1658	925	2.4	55.8	116	*302	2.7	18.2	133	1008	2.3	60.8	111	**154	2.9	9.3	147
OUTDOOR LIFE	896	498	1.3	55.6	116	**100	0.9	11.2	82	580	1.3	64.7	118	**83	1.6	9.3	147
PARADE MAGAZINE	24275	11808	30.4	48.6	101	3703	33.5	15.3	112	13661	30.8	56.3	103	1677	31.7	6.9	100

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	NOT PRE-COOKED				HOT				MILD/REGULAR				SAGE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	38876	100.0	48.0	100	11069	100.0	13.7	100	44417	100.0	54.8	100	5292	100.0	6.5	100
PARENTS	3845	1902	4.9	49.5	103	455	4.1	11.8	87	2556	5.8	66.5	121	**225	4.3	5.9	90
PENTHOUSE	831	417	1.1	50.2	105	*177	1.6	21.3	156	515	1.2	62.0	113	**102	1.9	12.3	188
PEOPLE	11645	5505	14.2	47.3	98	1681	15.2	14.4	106	6490	14.6	55.7	102	795	15.0	6.8	104
PLAYBOY	2006	1084	2.8	54.0	113	429	3.9	21.4	156	1147	2.6	57.2	104	*162	3.1	8.1	124
POPULAR HOT RODDING	297	*160	0.4	53.9	112	**47	0.4	15.8	116	*216	0.5	72.7	133	**16	0.3	5.4	82
POPULAR MECHANICS	1018	653	1.7	64.1	134	**174	1.6	17.1	125	704	1.6	69.2	126	**181	3.4	17.8	272
POPULAR SCIENCE	878	424	1.1	48.3	101	*169	1.5	19.2	141	646	1.5	73.6	134	**97	1.8	11.0	169
PREVENTION	3913	1881	4.8	48.1	100	597	5.4	15.3	112	2142	4.8	54.7	100	318	6.0	8.1	124
PSYCHOLOGY TODAY	1710	834	2.1	48.8	102	*198	1.8	11.6	85	1032	2.3	60.4	110	*151	2.9	8.8	135
READER'S DIGEST	22204	11104	28.6	50.0	104	3175	28.7	14.3	105	12729	28.7	57.3	105	1394	26.3	6.3	96
REDBOOK	7684	3947	10.2	51.4	107	1101	9.9	14.3	105	4503	10.1	58.6	107	502	9.5	6.5	100
ROAD & TRACK	410	*225	0.6	54.9	114	**81	0.7	19.8	145	*264	0.6	64.4	117	*16	0.3	3.9	60
ROLLING STONE	969	547	1.4	56.4	118	*233	2.1	24.0	176	556	1.3	57.4	105	**99	1.9	10.2	156
RUNNER'S WORLD	298	*180	0.5	60.4	126	**43	0.4	14.4	106	*143	0.3	48.0	87	*33	0.6	11.1	169
SATURDAY EVENING POST	1169	574	1.5	49.1	102	*179	1.6	15.3	112	614	1.4	52.5	96	*123	2.3	10.5	161
SCIENCE 84	587	351	0.9	59.8	125	**189	1.7	32.2	236	312	0.7	53.2	97	**57	1.1	9.7	149
SCIENCE DIGEST	482	*211	0.5	43.8	91	**83	0.7	17.2	126	237	0.5	49.2	90	**18	0.3	3.7	57
SCIENTIFIC AMERICAN	594	284	0.7	47.8	100	**136	1.2	22.9	168	284	0.6	47.8	87	**77	1.5	13.0	198
SELF	2089	916	2.4	43.8	91	*233	2.1	11.2	82	1133	2.6	54.2	99	**91	1.7	4.4	67
SEVENTEEN	2411	1159	3.0	48.1	100	284	2.6	11.8	86	1237	2.8	51.3	94	*190	3.6	7.9	121
SKI	480	*239	0.6	49.8	104	**77	0.7	16.0	117	*255	0.6	53.1	97	**87	1.6	18.1	277
SMITHSONIAN	2760	1318	3.4	47.8	99	451	4.1	16.3	120	1444	3.3	52.3	95	*226	4.3	8.2	125
SOAP OPERA DIGEST	3013	1471	3.8	48.8	102	525	4.7	17.4	127	1753	3.9	58.2	106	*181	3.4	6.0	92
SOUTHERN LIVING	4184	2616	6.7	62.5	130	813	7.3	19.4	142	2446	5.5	58.5	107	351	6.6	8.4	128
SPORT	559	311	0.8	55.6	116	**125	1.1	22.4	164	353	0.8	63.1	115	**30	0.6	5.4	82
THE SPORTING NEWS	436	*272	0.7	62.4	130	**95	0.9	21.8	159	*269	0.6	61.7	112	**67	1.3	15.4	235
SPORTS AFIELD	493	287	0.7	58.2	121	**65	0.6	13.2	96	298	0.7	60.4	110	**41	0.8	8.3	127
SPORTS ILLUSTRATED	2758	1318	3.4	47.8	100	511	4.6	18.5	136	1596	3.6	57.9	106	*235	4.4	8.5	130
STAR	7456	3567	9.2	47.8	100	976	8.8	13.1	96	4575	10.3	61.4	112	477	9.0	6.4	98
SUNDAY	24936	11387	29.3	45.7	95	3256	29.4	13.1	96	13633	30.7	54.7	100	1891	35.7	7.6	116
SUNSET	2124	987	2.5	46.5	97	338	3.1	15.9	116	1122	2.5	52.8	96	*187	3.5	8.8	135
TV GUIDE	21661	10243	26.3	47.3	99	3307	29.9	15.3	112	12043	27.1	55.6	101	1094	20.7	5.1	77
TENNIS	550	*244	0.6	44.4	92	*105	0.9	19.1	140	295	0.7	53.6	98	**51	1.0	9.3	142
TIME	8880	4084	10.5	46.0	96	1290	11.7	14.5	106	4831	10.9	54.4	99	604	11.4	6.8	104
TOWN & COUNTRY	917	424	1.1	46.2	96	*149	1.3	16.2	119	481	1.1	52.5	96	**75	1.4	8.2	125
TRAVEL & LEISURE	972	532	1.4	54.7	114	*143	1.3	14.7	108	583	1.3	60.0	109	**70	1.3	7.2	110
TRUE STORY	3356	1681	4.3	50.1	104	523	4.7	15.6	114	2092	4.7	62.3	114	*169	3.2	5.0	77
U.S. NEWS & WORLD REPORT	3410	1596	4.1	46.8	98	488	4.4	14.3	105	2009	4.5	58.9	107	249	4.7	7.3	112
USA TODAY	1759	860	2.2	48.9	102	327	3.0	18.6	136	967	2.2	55.0	100	**115	2.2	6.5	100
US	1873	883	2.3	47.1	98	356	3.2	19.0	139	1074	2.4	57.3	105	**85	1.6	4.5	69
VOGUE	3909	1782	4.6	45.6	95	677	6.1	17.3	127	2115	4.8	54.1	99	223	4.2	5.7	87
WALL STREET JOURNAL	1886	1020	2.6	54.1	113	377	3.4	20.0	146	1083	2.4	57.4	105	*231	4.4	12.2	187
WEIGHT WATCHERS	2120	1088	2.8	51.3	107	334	3.0	15.8	115	1151	2.6	54.3	99	*157	3.0	7.4	113
WOMAN'S DAY	14172	7428	19.1	52.4	109	1928	17.4	13.6	100	8539	19.2	60.3	110	1099	20.8	7.8	119
WORKING MOTHER	1146	623	1.6	54.4	113	*194	1.8	16.9	124	782	1.8	68.2	124	**85	1.6	7.4	114
WORKING WOMAN	1322	624	1.6	47.2	98	*252	2.3	19.1	139	749	1.7	56.7	103	**87	1.6	6.6	101
WORLD TENNIS	*163	**84	0.2	51.5	107	**34	0.3	20.9	153	**96	0.2	58.9	107	**22	0.4	13.5	207
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1296	3.3	51.2	107	360	3.3	14.2	104	1574	3.5	62.2	113	*150	2.8	5.9	91
BLAIR INSERTS	43657	20595	53.0	47.2	98	6183	55.9	14.2	104	24102	54.3	55.2	101	3055	57.7	7.0	107
DAILY NEWSPAPERS																	
READ ANY	51633	25001	64.3	48.4	101	6914	62.5	13.4	98	29117	65.6	56.4	103	3228	61.0	6.3	96
READ ONE	43463	20948	53.9	48.2	100	5673	51.3	13.1	95	24536	55.2	56.5	103	2706	51.1	6.2	95
READ TWO OR MORE	8170	4053	10.4	49.6	103	1241	11.2	15.2	111	4580	10.3	56.1	102	523	9.9	6.4	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	25405	65.3	48.2	100	7455	67.4	14.2	104	29404	66.2	55.8	102	3712	70.1	7.0	108
READ ONE	46126	22133	56.9	48.0	100	6356	57.4	13.8	101	25734	57.9	55.8	102	3109	58.7	6.7	103
READ TWO OR MORE	6552	3272	8.4	49.9	104	1100	9.9	16.8	123	3670	8.3	56.0	102	603	11.4	9.2	141
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.37				29.14				28.39				28.36			
30 DAY REACH	71455	34106	87.7	47.7	99	9478	85.6	13.3	97	39634	89.2	55.5	101	4547	85.9	6.4	97
50 SHWG - 30 DAY AV FREQ	14.56	14.94				15.12				14.95				14.94			
30 DAY REACH	67742	32498	83.6	48.0	100	9162	82.8	13.5	99	37740	85.0	55.7	102	4329	81.8	6.4	98
25 SHWG - 30 DAY AV FREQ	7.94	8.13				8.16				8.11				8.13			
30 DAY REACH	62117	29856	76.8	48.1	100	8499	76.8	13.7	100	34717	78.2	55.9	102	3971	75.0	6.4	98
CABLE TV: HOME WIRED	32077	15829	40.7	49.3	103	6448	42.0	14.5	106	18598	41.9	58.0	106	2137	40.4	6.7	102
HOME NOT WIRED	48909	23046	59.3	47.1	98	6421	58.0	13.1	96	25819	58.1	52.8	96	3156	59.6	6.5	99
HAVE PAY CABLE	15935	7942	20.4	49.8	104	2262	20.4	14.2	104	9359	21.1	58.7	107	1094	20.7	6.9	105

	TOTAL U.S. '000	NOT PRE-COOKED				HOT				MILD/REGULAR				SAGE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		% ACROSS	% DOWN	% ACROSS	INDX	% ACROSS	% DOWN	% ACROSS	INDX	% ACROSS	% DOWN	% ACROSS	INDX	% ACROSS	% DOWN	% ACROSS	INDX
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	38876	100.0	48.0	100	11069	100.0	13.7	100	44417	100.0	54.8	100	5292	100.0	6.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	21599	55.6	49.2	102	6430	58.1	14.6	107	24540	55.2	55.9	102	2901	54.8	6.6	101
10:00 AM - 3:00 PM	30659	14747	37.9	48.1	100	4286	38.7	14.0	102	17129	38.6	55.9	102	2072	39.2	6.8	103
3:00 PM - 7:00 PM	31045	15326	39.4	49.4	103	4352	39.3	14.0	103	17565	39.5	56.6	103	2023	38.2	6.5	100
7:00 PM - MIDNIGHT	15767	7425	19.1	47.1	98	2280	20.6	14.5	106	8595	19.4	54.5	99	1048	19.8	6.6	102
MIDNIGHT - 6:00 AM	9120	4563	11.7	50.0	104	1283	11.6	14.1	103	5354	12.1	58.7	107	572	10.8	6.3	96
6:00 AM - MIDNIGHT	58527	28530	73.4	48.7	102	8272	74.7	14.1	103	32861	74.0	56.1	102	3740	70.7	6.4	98
ENTIRE DAY	59311	28890	74.3	48.7	101	8378	75.7	14.1	103	33318	75.0	56.2	102	3776	71.4	6.4	97
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	7881	20.3	48.7	102	2317	20.9	14.3	105	9528	21.5	58.9	107	1110	21.0	6.9	105
ALL NEWS	2256	814	2.1	36.1	75	260	2.3	11.5	84	1068	2.4	47.3	86	*113	2.1	5.0	77
AOR/PROGRESSIVE	3874	1916	4.9	49.5	103	606	5.5	15.6	114	2211	5.0	57.1	104	328	6.2	8.5	130
BEAUTIFUL MUSIC	5660	2973	7.6	52.5	109	720	6.5	12.7	93	3318	7.5	58.6	107	377	7.1	6.7	102
BLACK	2204	1142	2.9	51.8	108	446	4.0	20.2	148	1275	2.9	57.8	105	*104	2.0	4.7	72
CLASSICAL	1418	624	1.6	44.0	92	*248	2.2	17.5	128	700	1.6	49.4	90	*168	3.2	11.8	181
CHR/ROCK	9538	4627	11.9	48.5	101	1316	11.9	13.8	101	5428	12.2	56.9	104	589	11.1	6.2	95
COUNTRY	12648	6953	17.9	55.0	115	1893	17.1	15.0	110	7328	16.5	57.9	106	885	16.7	7.0	107
GOLDEN OLDIES	1191	453	1.2	38.0	79	**100	0.9	8.4	61	566	1.3	47.5	87	**59	1.1	5.0	76
MOR/NOSTALGIA	4757	2160	5.6	45.4	95	535	4.8	11.2	82	2611	5.9	54.9	100	235	4.4	4.9	76
NEWS/TALK	3863	1740	4.5	45.0	94	552	5.0	14.3	105	2040	4.6	52.8	96	182	3.4	4.7	72
RELIGIOUS	3084	1313	3.4	42.6	89	241	2.2	7.8	57	1517	3.4	49.2	90	*178	3.4	5.8	88
SOFT ROCK	521	300	0.8	57.6	120	**95	0.9	18.2	133	339	0.8	65.1	119	**42	0.8	8.1	123
URBAN CONTEMPORARY	1585	667	1.7	42.1	88	332	3.0	20.9	153	787	1.8	49.7	91	*118	2.2	7.4	114
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1530	3.9	46.9	98	461	4.2	14.1	103	1878	4.2	57.6	105	*189	3.6	5.8	89
ABC DIRECTION	2316	1082	2.8	46.7	97	269	2.4	11.6	85	1426	3.2	61.6	112	*107	2.0	4.6	71
ABC ENTERTAINMENT	4834	2236	5.8	46.3	96	627	5.7	13.0	95	2750	6.2	56.9	104	*252	4.8	5.2	80
ABC FM	2202	1103	2.8	50.1	104	364	3.3	16.5	121	1345	3.0	61.1	111	*140	2.6	6.4	97
ABC INFORMATION	5425	2624	6.7	48.4	101	913	8.2	16.8	123	2892	6.5	53.3	97	350	6.6	6.5	99
ABC ROCK	1677	811	2.1	48.4	101	*293	2.6	17.5	128	1017	2.3	60.6	111	**124	2.3	7.4	113
CBS	4430	2009	5.2	45.3	94	512	4.6	11.6	85	2443	5.5	55.1	101	266	5.0	6.0	92
MUTUAL	4992	2503	6.4	50.1	104	674	6.1	13.5	99	2976	6.7	59.6	109	322	6.1	6.5	99
NBC	4679	2359	6.1	50.4	105	655	5.9	14.0	102	2669	6.0	57.0	104	248	4.7	5.3	81
RADIORADIO	1994	971	2.5	48.7	101	*243	2.2	12.2	89	1203	2.7	60.3	110	*179	3.4	9.0	137
RKO ONE	2298	1119	2.9	48.7	101	351	3.2	15.3	112	1271	2.9	55.3	101	*121	2.3	5.3	81
RKO TWO	3311	1798	4.6	54.3	113	513	4.6	15.5	113	1982	4.5	59.9	109	*121	2.3	3.7	56
THE SOURCE	2114	1152	3.0	54.5	114	271	2.4	12.8	94	1182	2.7	55.9	102	*213	4.0	10.1	154
NON-WIRED : BLAIR	8654	4126	10.6	47.7	99	1189	10.7	13.7	101	4823	10.9	55.7	102	465	8.8	5.4	82
INTERNET	12025	6074	15.6	50.5	105	1991	18.0	16.6	121	6752	15.2	56.1	102	815	15.4	6.8	104
KATZ RADIO GROUP	15359	7545	19.4	49.1	102	2284	20.6	14.9	109	8786	19.8	57.2	104	1108	20.9	7.2	110
SUPERNET	10628	5112	13.1	48.1	100	1380	12.5	13.0	95	6094	13.7	57.3	105	597	11.3	5.6	86
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4167	10.7	48.1	100	1249	11.3	14.4	106	4526	10.2	52.3	95	545	10.3	6.3	96
WKDAY 9:00 AM - 1:00 PM	12163	5954	15.3	49.0	102	1747	15.8	14.4	105	6690	15.1	55.0	100	806	15.2	6.6	101
WKDAY 1:00 PM - 4:30 PM	16150	7936	20.4	49.1	102	2230	20.1	13.8	101	9116	20.5	56.4	103	1022	19.3	6.3	97
WKDAY 4:30 PM - 7:30 PM	22463	10639	27.4	47.4	99	3042	27.5	13.5	99	12128	27.3	54.0	98	1462	27.6	6.5	100
WKDAY 7:30 PM - 8:00 PM	31795	15253	39.2	48.0	100	4310	38.9	13.6	99	17553	39.5	55.2	101	1996	37.7	6.3	96
WKDAY 11:00 PM - 11:30 PM	23977	11942	30.7	49.8	104	3160	28.5	13.2	96	13607	30.6	56.8	103	1663	31.4	6.9	106
WKDAY 11:30 PM - 1:00 AM	7703	3972	10.2	51.6	107	1072	9.7	13.9	102	4561	10.3	59.2	108	537	10.1	7.0	107
M-SAT 8-11 PM-SUN 7-11 PM	33800	16353	42.1	48.4	101	4718	42.6	14.0	102	18637	42.0	55.1	101	2158	40.8	6.4	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	3083	7.9	47.2	98	945	8.5	14.5	106	3641	8.2	55.7	102	447	8.4	6.8	105
ANOTHER WORLD	N 4620	2238	5.8	48.4	101	697	6.3	15.1	110	2550	5.7	55.2	101	399	7.5	8.6	132
AS THE WORLD TURNS	C 5614	3004	7.7	53.5	111	770	7.0	13.7	100	3141	7.1	55.9	102	354	6.7	6.3	96
CAPITOL	C 3396	1801	4.6	53.0	110	484	4.4	14.3	104	1940	4.4	57.1	104	268	5.1	7.9	121
CBS MORN. NEWS 1	C 1446	662	1.7	45.8	95	200	1.8	13.8	101	707	1.6	48.9	89	*115	2.2	8.0	122
CBS MORN. NEWS 2	C 1207	508	1.3	42.1	88	127	1.1	10.5	77	580	1.3	48.1	88	*63	1.2	5.2	80
DAYS OF OUR LIVES	N 5877	2954	7.6	50.3	105	774	7.0	13.2	96	3392	7.6	57.7	105	421	8.0	7.2	110
FACTS OF LIFE - DAYTIME	N 2290	1155	3.0	50.4	105	401	3.6	17.5	128	1249	2.8	54.5	99	186	3.5	8.1	124
FAMILY FEUD	A 3023	1407	3.6	46.5	97	434	3.9	14.4	105	1669	3.8	55.2	101	189	3.6	6.3	96
GENERAL HOSPITAL	A 6097	2874	7.4	47.1	98	834	7.5	13.7	100	3605	8.1	59.1	108	288	5.4	4.7	72
GOOD MORNING, AMERICA-730	A 3515	1789	4.6	50.9	106	443	4.0	12.6	92	2070	4.7	58.9	107	141	2.7	4.0	61
GOOD MORNING, AMERICA-830	A 2818	1413	3.6	50.1	104	370	3.3	13.1	96	1616	3.6	57.3	105	157	3.0	5.6	85
GUIDING LIGHT	C 5339	2763	7.1	51.8	108	779	7.0										

PORK SAUSAGES - FORMS, TYPES & KINDS
(FEMALE HOMEMAkers)

		TOTAL U.S. '000	A '000	B DOWN	PRE-COOKED C % ACROSS D % INDX	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY																		
NETWORK AFFILIATES - LATE																		
INDEPENDENTS - LATE																		
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM																		
ABC MONDAY NIGHT MOVIE																		
ABC SUNDAY NIGHT MOVIE																		
ABC WORLD NEWS TONIGHT																		
AFTERMASH																		
ALICE																		
AMERICAN PARADE																		
BENSON																		
BLUE THUNDER																		
CAGNEY & LACEY																		
CBS EVENING NEWS-DEAN																		
CBS EVENING NEWS-RATHER																		
CBS SAT. NEWS-SCHIEFFER																		
CBS SATURDAY NIGHT MOVIE																		
CBS WEDNESDAY NIGHT MOVIE																		
CHEERS																		
DALLAS																		
DIFF'RENT STROKES																		
DOUBLE TROUBLE																		
DUCK FACTORY																		
DUKES OF HAZZARD																		
DYNASTY																		
FACTS OF LIFE																		
FALCON CREST																		
FALL GUY																		
FAMILY TIES																		
FANTASY ISLAND																		
FOULUPS, BLEEPERS & BLUNDERS																		
FOUR SEASONS																		
GIMME A BREAK																		
HART TO HART																		
HILL STREET BLUES																		
HOTEL																		
JEFFERSONS																		
JENNIFER SLEPT HERE																		
KATE & ALLIE																		
KNIGHT RIDER																		
LOVE BOAT																		
MAGNUM PI																		
MAMA'S FAMILY																		
MASTER, THE																		
MATT HOUSTON																		
NBC MONDAY NIGHT MOVIE																		
NBC NIGHTLY NEWS																		
NBC NIGHTLY NEWS-SAT																		
NBC NIGHTLY NEWS-SUN																		
NBC SUNDAY NIGHT MOVIE																		
NEWMART																		
ONE DAY AT A TIME																		
PEOPLE ARE FUNNY																		
REAL PEOPLE																		
REMINGTON STEELE																		
RIPLEY'S BELIEVE IT - NOT																		
RIPTIDE																		
SCARECROW & MRS. KING																		
SIMON & SIMON																		
60 MINUTES																		
ST. ELSEWHERE																		
THREE'S COMPANY																		
T.J. HOOKER																		
TONIGHT SHOW																		
TRAPPER JOHN, M.D.																		
TV BLOOPERS & PRAC. JOKES																		
20/20																		
WEBSTER																		
WORLD NEWS - SUN																		
YELLOW ROSE																		
TV VIEWING SPORTS EVENTS																		
BASEBALL																		
BASKETBALL - COLLEGE GAMES																		
BASKETBALL - PRO GAMES																		
BOWLING																		
BOXING																		
FOOTBALL - COLLEGE GAMES																		
FOOTBALL - PRO GAMES																		
GOLF																		
POST-SEASON COLL. FOOTBALL																		
POST-SEASON PRO FOOTBALL																		
TENNIS																		
WRESTLING - PROFESSIONAL																		

QUESTIONNAIRE PAGE H-6

	'000	%	UNWEIGHTED						
YES	29820	36.8	3440						
NO	51166	63.2	5995						
	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED

IF YES

CARNATION	942	1.2	230	.3	514	.6	198	.2	125
GORTON'S	12301	15.2	277	3.4	6829	8.4	2715	3.6	1369
MRS. PAUL'S	18472	22.8	6798	8.4	8597	10.6	3077	3.8	2097
VAN DE KAMP	11197	13.8	2911	3.6	5762	7.1	2524	3.1	1288
HAKEFIELD	661	.8	124	.2	302	.4	235	.3	90
OTHER BRANDS	5029	6.2	2615	3.2	1206	1.5	1208	1.5	554
DO NOT KNOW	236	.3							32

	TOTAL U.S. '000	ALL USERS				GORTON'S				MRS. PAUL'S				VAN DE KAMPS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	29820	100.0	36.8	100	12301	100.0	15.2	100	18472	100.0	22.8	100	11197	100.0	13.8	100
18 - 24	9282	3020	10.1	32.5	88	1272	10.3	13.7	90	1883	10.2	20.3	89	1204	10.8	13.0	94
25 - 34	19072	8072	27.1	42.3	115	3652	29.7	19.1	126	5205	28.2	27.3	120	3459	30.9	18.1	131
35 - 44	14591	6562	22.0	45.0	122	2713	22.1	18.6	122	4031	21.8	27.6	121	2626	23.5	18.0	130
45 - 54	11345	4355	14.6	38.4	104	1704	13.9	15.0	99	2619	14.2	23.1	101	1427	12.7	12.6	91
55 - 64	11635	4072	13.7	35.0	95	1515	12.3	13.0	86	2519	13.6	21.7	95	1144	10.2	9.8	71
65 OR OLDER	15061	3739	12.5	24.8	67	1444	11.7	9.6	63	2215	12.0	14.7	64	1338	11.9	8.9	64
18 - 34	28354	11092	37.2	39.1	106	4924	40.0	17.4	114	7088	38.4	25.0	110	4663	41.6	16.4	119
18 - 49	48339	19800	66.4	41.0	111	8488	69.0	17.6	116	12403	67.1	25.7	112	8053	71.9	16.7	120
25 - 54	45008	18989	63.7	42.2	115	8070	65.6	17.9	118	11855	64.2	26.3	115	7512	67.1	16.7	121
35 - 49	19985	8707	29.2	43.6	118	3564	29.0	17.8	117	5314	28.8	26.6	117	3390	30.3	17.0	123
50 OR OLDER	32647	10021	33.6	30.7	83	3813	31.0	11.7	77	6069	32.9	18.6	82	3144	28.1	9.6	70
GRADUATED COLLEGE	11155	4396	14.7	39.4	107	1808	14.7	16.2	107	2797	15.1	25.1	110	1829	16.3	16.4	119
ATTENDED COLLEGE	13682	5732	19.2	41.9	114	2822	22.9	20.6	136	3599	19.5	26.3	115	2430	21.7	17.8	128
GRADUATED HIGH SCHOOL	33880	13584	45.6	40.1	109	5453	44.3	16.1	106	8305	45.0	24.5	107	5006	44.7	14.8	107
DID NOT GRADUATE HIGH SCHOOL	22270	6109	20.5	27.4	74	2218	18.0	10.0	66	3771	20.4	16.9	74	1932	17.3	8.7	63
EMPLOYED	40306	15987	53.6	39.7	108	6516	53.0	16.2	106	10096	54.7	25.0	110	6223	55.6	15.4	112
EMPLOYED FULL-TIME	32850	13188	44.2	40.1	109	5448	44.3	16.6	109	8251	44.7	25.1	110	4933	44.1	15.0	109
EMPLOYED PART-TIME	7456	2799	9.4	37.5	102	1069	8.7	14.3	94	1845	10.0	24.7	108	1289	11.5	17.3	125
NOT EMPLOYED	40680	13833	46.4	34.0	92	5784	47.0	14.2	94	8376	45.3	20.6	90	4975	44.4	12.2	88
PROFESSIONAL/MANAGER	10392	3752	12.6	36.1	98	1503	12.2	14.5	95	2337	12.7	22.5	99	1643	14.7	15.8	114
TECH/CLERICAL/SALES	17574	7713	25.9	43.9	119	3293	26.8	18.7	123	4976	26.9	28.3	124	3009	26.9	17.1	124
PRECISION/CRAFT	985	*380	1.3	38.6	105	**137	1.1	13.9	92	**227	1.2	23.0	101	**113	1.0	11.5	83
OTHER EMPLOYED	11354	4143	13.9	36.5	99	1584	12.9	14.0	92	2556	13.8	22.5	99	1458	13.0	12.8	93
SINGLE	9863	2929	9.8	29.7	81	1238	10.1	12.6	83	1890	10.2	19.2	84	1351	12.1	13.7	99
MARRIED	51375	20736	69.5	40.4	110	8481	68.9	16.5	109	12926	70.0	25.2	110	7770	69.4	15.1	109
DIVORCED/SEPARATED/WIDOWED	19748	6155	20.6	31.2	85	2581	21.0	13.1	86	3656	19.8	18.5	81	2076	18.5	10.5	76
PARENTS	32590	14379	48.2	44.1	120	6332	51.5	19.4	128	8884	48.1	27.3	120	5789	51.7	17.8	128
WHITE	70416	26825	90.0	38.1	103	11095	90.2	15.8	104	16661	90.2	23.7	104	10276	91.8	14.6	106
BLACK	8778	2532	8.5	28.8	78	987	8.0	11.2	74	1586	8.6	18.1	79	731	6.5	8.3	60
OTHER	1791	*464	1.6	25.9	70	**219	1.8	12.2	81	**225	1.2	12.6	55	**190	1.7	10.6	77
NORTHEAST-CENSUS	17786	7054	23.7	39.7	108	2792	22.7	15.7	103	4532	24.5	25.5	112	2776	24.8	15.6	113
NORTH CENTRAL	20741	8800	29.5	42.4	115	3151	25.6	15.2	100	5579	30.2	26.9	118	3858	34.5	18.6	135
SOUTH	27775	9056	30.4	32.6	89	3869	31.5	13.9	92	5677	30.7	20.4	90	1882	16.8	6.8	49
WEST	14683	4910	16.5	33.4	91	2489	20.2	17.0	112	2684	14.5	18.3	80	2680	23.9	18.3	132
NORTHEAST-MKTG.	17961	7063	23.7	39.3	107	2742	22.3	15.3	101	4439	24.0	24.7	108	2613	23.3	14.5	105
EAST CENTRAL	11885	5018	16.8	42.2	115	1975	16.1	16.6	109	3278	17.7	27.6	121	2182	19.5	18.4	133
WEST CENTRAL	14090	5951	20.0	42.2	115	1992	16.2	14.1	93	3645	19.7	25.9	113	2585	23.1	18.3	133
SOUTH	24081	7594	25.5	31.5	86	3315	26.9	13.8	91	4790	25.9	19.9	87	1482	13.2	6.2	45
PACIFIC	12969	4195	14.1	32.3	88	2277	18.5	17.6	116	2320	12.6	17.9	78	2335	20.9	18.0	130
COUNTY SIZE A	32439	11733	39.3	36.2	98	4847	39.4	14.9	98	7241	39.2	22.3	98	4930	44.0	15.2	110
COUNTY SIZE B	24915	9631	32.3	38.7	105	4169	33.9	16.7	110	6306	34.1	25.3	111	3470	31.0	13.9	101
COUNTY SIZE C	12930	5091	17.1	39.4	107	2268	18.4	17.5	115	2966	16.1	22.9	101	1549	13.8	12.0	87
COUNTY SIZE D	10703	3366	11.3	31.4	85	1017	8.3	9.5	63	1959	10.6	18.3	80	1249	11.2	11.7	84
METRO CENTRAL CITY	24518	8240	27.6	33.6	91	3460	28.1	14.1	93	5427	29.4	22.1	97	3295	29.4	13.4	97
METRO SUBURBAN	35919	14503	48.6	40.4	110	6166	50.1	17.2	113	8990	48.7	25.0	110	5506	49.2	15.3	111
NON METRO	20549	7077	23.7	34.4	94	2675	21.7	13.0	86	4055	22.0	19.7	87	2397	21.4	11.7	84
TOP 5 ADI'S	18341	6681	22.4	36.4	99	2672	21.7	14.6	96	4218	22.8	23.0	101	2836	25.3	15.5	112
TOP 10 ADI'S	25378	9099	30.5	35.9	97	3567	29.0	14.1	93	5584	30.2	22.0	96	3800	33.9	15.0	108
TOP 20 ADI'S	36488	13397	44.9	36.7	100	5670	46.1	15.5	102	8186	44.3	22.4	98	5392	48.2	14.8	107
HSOLD INC. \$50,000 OR MORE	6612	2726	9.1	41.2	112	1055	8.6	16.0	105	1729	9.4	26.1	115	1222	10.9	18.5	134
\$40,000 OR MORE	12659	5197	17.4	41.1	111	2194	17.8	17.3	114	3165	17.1	25.0	110	2059	18.4	16.3	118
\$30,000 OR MORE	24698	9933	33.3	40.2	109	4107	33.4	16.6	109	6147	33.3	24.9	109	4253	38.0	17.2	125
\$25,000 OR MORE	32077	13400	44.9	41.8	113	5471	44.5	17.1	112	8342	45.2	26.0	114	5495	49.1	17.1	124
\$20,000 - \$24,999	9144	3751	12.6	41.0	111	1403	14.7	19.7	130	2221	12.0	24.3	106	1406	12.6	15.4	111
\$15,000 - \$19,999	8728	3170	10.6	36.3	99	1845	11.7	16.6	109	2071	11.2	23.7	104	966	8.6	11.1	80
\$10,000 - \$14,999	12562	4585	15.4	36.5	99	1892	15.4	15.1	99	2973	16.1	23.7	104	1624	14.5	12.9	94
UNDER \$10,000	18475	4916	16.5	26.6	72	1690	13.7	9.1	60	2866	15.5	15.5	68	1707	15.2	9.2	67
HOUSEHOLD OF 1 PERSON	11987	3366	11.3	28.1	76	1300	10.6	10.8	71	2012	10.9	16.8	74	1165	10.4	9.7	70
2 PEOPLE	26577	8528	28.6	32.1	87	3404	27.7	12.8	84	5267	28.5	19.8	87	3006	26.8	11.3	82
3 OR 4 PEOPLE	30617	12591	42.2	41.1	112	4948	40.2	16.2	106	7755	42.0	25.3	111	4811	43.0	15.7	114
5 OR MORE PEOPLE	11804	5336	17.9	45.2	123	2650	21.5	22.5	148	3439	18.6	29.1	128	2216	19.8	18.8	136
NO CHILD IN HSHLD	46165	14507	48.6	31.4	85	5648	45.9	12.2	81	8962	48.5	19.4	85	5074	45.3	11.0	79
CHILD(REN) UNDER 2 YRS	5325	2244	7.5	42.1	114	1062	8.6	19.9	131	1296	7.0	24.3	107	857	7.7	16.1	116
2 - 5 YEARS	14221	6140	20.6	43.2	117	2767	22.5	19.5	128	3750	20.3	26.4	116	2567	22.9	18.1	131
6 - 11 YEARS	15117	6845	23.0	45.3	123	3085	25.1	20.4	134	4287	23.2	28.4	124	2876	25.7	19.0	138
12 - 17 YEARS	16611	7328	24.6	44.1	120	3152	25.6	19.0	125	4630	25.1	27.9	122	2823	25.2	17.0	123
RESIDENCE OWNED	55884	21377	71.7	38.3	104	8465	68.8	15.1	100	13353	72.3	23.9	105	8195	73.2	14.7	106
VALUE: \$50,000 OR MORE	31744	12917	43.3	40.7	111	5327	43.3	16.8	110	7779	42.1	24.5	107	5329	47.6	16.8	121
VALUE: UNDER \$50,000	24140	8460	28.4	35.0	95	3139	25.5	13.0	86	5574	30.2	23.1	101	2865	25.6	11.9	86

FROZEN PREPARED SEAFOOD: BRANDS
(FEMALE HOME MAKERS)

		TOTAL U.S. '000	ALL USERS				GORTON'S				MRS. PAUL'S				VAN DE KAMPS			
		'000	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS		80986	29820	100.0	36.8	100	12301	100.0	15.2	100	18472	100.0	22.8	100	11197	100.0	13.8	100
MAGAZINES	QUINTILE 1	15799	6905	23.2	43.7	119	3112	25.3	19.7	130	4564	24.7	28.9	127	2805	25.1	17.8	128
	QUINTILE 2	17259	6733	22.6	39.0	106	2876	23.4	16.7	110	4175	22.6	24.2	106	2548	22.8	14.8	107
	QUINTILE 3	13545	5261	17.6	38.8	105	2213	18.0	16.3	108	3317	18.0	24.5	107	1940	17.3	14.3	104
	QUINTILE 4	15133	5636	18.9	37.2	101	2162	17.6	14.3	94	3326	18.0	22.0	96	1905	17.0	12.6	91
	QUINTILE 5	19250	5285	17.7	27.5	75	1938	15.8	10.1	66	3091	16.7	16.1	70	2001	17.9	10.4	75
NEWSPAPERS	QUINTILE 1	12413	4829	16.2	38.9	106	1989	16.2	16.0	105	2915	15.8	23.5	103	1803	16.1	14.5	105
	QUINTILE 2	24116	9561	32.1	39.6	108	4061	33.0	16.8	111	5992	32.4	24.8	109	3905	34.9	16.2	117
	QUINTILE 3	11261	4679	15.7	41.6	113	1863	15.1	16.5	109	2866	15.5	25.5	112	1586	14.2	14.1	102
	QUINTILE 4	20255	7289	24.4	36.0	98	3056	24.8	15.1	99	4611	25.0	22.8	100	2713	24.2	13.4	97
	QUINTILE 5	12940	3462	11.6	26.8	73	1331	10.8	10.3	68	2088	11.3	16.1	71	1190	10.6	9.2	67
OUTDOOR	QUINTILE 1	14852	5526	18.5	37.2	101	2303	18.7	15.5	102	3615	19.6	24.3	107	2234	20.0	15.0	109
	QUINTILE 2	15725	5776	19.4	36.7	100	2503	20.3	15.9	105	3531	19.1	22.5	98	2178	19.5	13.9	100
	QUINTILE 3	16330	6374	21.4	39.0	106	2782	22.6	17.0	112	4095	22.2	25.1	110	2515	22.5	15.4	111
	QUINTILE 4	16744	6304	21.1	37.6	102	2388	19.4	14.3	94	3832	20.7	22.9	100	2300	20.5	13.7	99
	QUINTILE 5	17334	5842	19.6	33.7	92	2325	18.9	13.4	88	3399	18.4	19.6	86	1970	17.6	11.4	82
RADIO-DRIVE TIME	QUINTILE 1	15911	6438	21.6	40.5	110	2877	23.4	18.1	119	4059	22.0	25.5	112	2373	21.2	14.9	108
	QUINTILE 2	14837	5507	18.5	37.1	101	2111	17.2	14.2	94	3428	18.6	23.1	101	2308	20.6	15.6	113
	QUINTILE 3	15339	5907	19.8	38.5	105	2411	19.6	15.7	103	3662	19.8	23.9	105	2112	18.9	13.8	100
	QUINTILE 4	16723	6163	20.7	36.9	100	2480	20.2	14.8	98	3770	20.4	22.5	99	2276	20.3	13.6	98
	QUINTILE 5	18176	5806	19.5	31.9	87	2422	19.7	13.3	88	3553	19.2	19.5	86	2128	19.0	11.7	85
RADIO-MID- DAY	TERCILE 1	21020	8276	27.8	39.4	107	3345	27.2	15.9	105	5268	28.5	25.1	110	3076	27.5	14.6	106
	TERCILE 2	21610	8027	26.9	37.1	101	3270	26.6	15.1	100	5001	27.1	23.1	101	3264	29.2	15.1	109
	TERCILE 3	38355	13517	45.3	35.2	96	5686	46.2	14.8	98	8203	44.4	21.4	94	4857	43.4	12.7	92
	QUINTILE 1	15988	6614	22.2	41.4	112	2724	22.1	17.0	112	4207	22.8	26.3	115	2530	22.6	15.8	114
	QUINTILE 2	15626	5891	19.8	37.7	102	2511	20.4	16.1	106	3653	19.8	23.4	102	2302	20.6	14.7	107
RADIO-TOTAL	QUINTILE 3	16723	6154	20.6	36.8	100	2533	20.6	15.1	100	3746	20.3	22.4	98	2462	22.0	14.7	106
	QUINTILE 4	16342	6132	20.6	37.5	102	2471	20.1	15.1	100	3715	20.1	22.7	100	2159	19.3	13.2	96
	QUINTILE 5	16306	5030	16.9	30.8	84	2062	16.8	12.6	83	3151	17.1	19.3	85	1744	15.6	10.7	77
	QUINTILE 1	15953	5608	18.8	35.2	95	2296	18.7	14.4	95	3552	19.2	22.3	98	1972	17.6	12.4	89
	QUINTILE 2	16137	6194	20.8	38.4	104	2547	20.7	15.8	104	3819	20.7	23.7	104	2424	21.6	15.0	109
TV-PRIME TIME	QUINTILE 3	16420	6019	20.2	36.7	100	2611	21.2	15.9	105	3746	20.3	22.8	100	2182	19.5	13.3	96
	QUINTILE 4	16687	6383	21.4	38.3	104	2508	20.4	15.0	99	4133	22.4	24.8	109	2320	20.7	13.9	101
	QUINTILE 5	15789	5616	18.8	35.6	97	2339	19.0	14.8	98	3222	17.4	20.4	89	2299	20.5	14.6	105
	TERCILE 1	27736	9887	33.2	35.6	97	4157	33.8	15.0	99	6077	32.9	21.9	96	3642	32.5	13.1	95
	TERCILE 2	26489	10024	33.6	37.8	103	4278	34.8	16.2	106	6278	34.0	23.7	104	3547	31.7	13.4	97
TV-DAYTIME	TERCILE 3	26761	9910	33.2	37.0	101	3866	31.4	14.4	95	6116	33.1	22.9	100	4009	35.8	15.0	108
	QUINTILE 1	16345	5533	18.6	33.9	92	2224	18.1	13.6	90	3262	17.7	20.0	87	1966	17.6	12.0	87
	QUINTILE 2	16447	6048	20.3	36.8	100	2455	20.0	14.9	98	4053	21.9	24.6	108	2163	19.3	13.2	95
	QUINTILE 3	15980	6316	21.2	39.5	107	2616	21.3	16.4	108	3935	21.3	24.6	108	2309	20.6	14.4	105
	QUINTILE 4	15887	6039	20.3	38.0	103	2646	21.5	16.7	110	3635	19.7	22.9	100	2395	21.4	15.1	109
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	16326	5884	19.7	36.0	98	2359	19.2	14.4	95	3587	19.4	22.0	96	2365	21.1	14.5	105
	MAGAZINE IMPERATIVE	20721	8234	27.6	39.7	108	3710	30.2	17.9	118	5026	27.2	24.3	106	3248	29.0	15.7	113
	NEWSPAPER IMPERATIVE	19186	7871	26.4	41.0	111	3405	27.7	17.7	117	5090	27.6	26.5	116	2926	26.1	15.3	110
		21899	8501	28.5	38.8	105	3290	26.7	15.0	99	5278	28.6	24.1	106	3150	28.1	14.4	104
		15451	6778	22.7	43.9	119	3047	24.8	19.7	130	4464	24.2	28.9	127	2727	24.4	17.6	128
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	10053	33.7	38.7	105	4213	34.2	16.2	107	6261	33.9	24.1	106	3808	34.0	14.7	106
	OUTDOOR IMPERATIVE	24400	8002	26.8	32.8	89	3275	26.6	13.4	88	4815	26.1	19.7	87	3000	26.8	12.3	89
		18049	7540	25.3	41.8	113	3527	28.7	19.5	129	4764	25.8	26.4	116	2951	26.4	16.3	118
	MAGAZINE IMPERATIVE	23571	9334	31.3	39.6	108	3973	32.3	16.9	111	6052	32.8	25.7	113	3587	32.0	15.2	110
	RADIO IMPERATIVE	23278	8427	28.3	36.2	98	3046	24.8	13.1	86	5159	27.9	22.2	97	3122	27.9	13.4	97
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	6452	21.6	41.7	113	2825	23.0	18.3	120	4516	24.4	29.2	128	2378	21.2	15.4	111
	TELEVISION IMPERATIVE	25829	10580	35.5	41.0	111	4659	37.9	18.0	119	6495	35.2	25.1	110	4215	37.6	16.3	118
		26039	8588	28.8	33.0	90	3249	26.4	12.5	82	5018	27.2	19.3	84	2984	26.6	11.5	83
		16605	6867	23.0	41.4	112	3047	24.8	18.3	121	4423	23.9	26.6	117	2856	25.5	17.2	124
	NEWSPAPER IMPERATIVE	26834	10566	35.4	39.4	107	4265	34.7	15.9	105	6324	34.2	23.6	103	3866	34.5	14.4	104
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	23346	7859	26.4	33.7	91	3363	27.3	14.4	95	4941	26.7	21.2	93	2865	25.6	12.3	89
		17133	7067	23.7	41.2	112	3009	24.5	17.6	116	4215	22.8	24.6	108	2707	24.2	15.8	114
	NEWSPAPER IMPERATIVE	25892	9979	33.5	38.5	105	4153	33.8	16.0	106	6211	33.6	24.0	105	3795	33.9	14.7	106
	RADIO IMPERATIVE	23167	8533	28.6	36.8	100	3488	28.4	15.1	99	5531	29.9	23.9	105	3259	29.1	14.1	102
		17159	6681	22.4	38.9	106	2742	22.3	16.0	105	4127	22.3	24.1	105	2510	22.4	14.6	106
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	10539	35.3	40.2	109	4527	36.8	17.3	114	6437	34.8	24.6	108	4185	37.4	16.0	115
	TELEVISION IMPERATIVE	23412	7907	26.5	33.8	92	3151	25.6	13.5	89	5030	27.2	21.5	94	2716	24.3	11.6	84
		15303	6116	20.5	40.0	109	2696	21.9	17.6	116	3652	19.8	23.9	105	2201	19.7	14.4	104
	OUTDOOR IMPERATIVE	24901	8765	29.4	35.2	96	3659	29.7	14.7	97	5649	30.6	22.7	99	3382	30.2	13.6	98
	RADIO IMPERATIVE	26																

	TOTAL U.S. '000	ALL USERS				GORTON'S				MRS. PAUL'S				VAN DE KAMPS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	29820	100.0	36.8	100	12301	100.0	15.2	100	18472	100.0	22.8	100	11197	100.0	13.8	100
ATLANTIC MONTHLY	415	*185	0.6	44.6	121	**55	0.4	13.3	87	**68	0.4	16.4	72	**85	0.8	20.5	148
BARRON'S	453	*194	0.7	42.8	116	**68	0.6	15.0	99	**139	0.8	30.7	135	**77	0.7	17.0	123
BETTER HOMES & GARDENS	16256	7197	24.1	44.3	120	3026	24.6	18.6	123	4506	24.4	27.7	122	2952	26.4	18.2	131
BON APPETIT	2535	867	2.9	34.2	93	424	3.4	16.7	110	511	2.8	20.2	88	383	3.4	15.1	109
BUSINESS WEEK	1278	527	1.8	41.2	112	*182	1.5	14.2	94	*304	1.6	23.8	104	*156	1.4	12.2	88
CAR AND DRIVER	378	*163	0.5	43.1	117	**49	0.4	13.0	85	**88	0.5	23.3	102	**68	0.6	18.0	130
CBS MAGAZINE NETWORK (GROSS)	1498	762	2.6	50.9	138	446	3.6	29.8	196	298	1.6	19.9	87	*232	2.1	15.5	112
CHANGING TIMES	1505	548	1.8	36.4	99	316	2.6	21.0	138	294	1.6	19.5	86	*192	1.7	12.8	92
COLONIAL HOMES	1231	556	1.9	45.2	123	325	2.6	26.4	174	351	1.9	28.5	125	*193	1.7	15.7	113
CONDE NAST MAG. PKG. (GROSS)	14146	5713	19.2	40.4	110	2465	20.0	17.4	115	3724	20.2	26.3	115	2053	18.3	14.5	105
CONSUMERS DIGEST	1323	535	1.8	40.4	110	*281	2.3	21.2	140	296	1.6	22.4	98	*158	1.4	11.9	86
COSMOPOLITAN	7102	2704	9.1	38.1	103	1167	9.5	16.4	108	1961	10.6	27.6	121	1081	9.7	15.2	110
COUNTRY LIVING	2481	1119	3.8	45.1	122	429	3.5	17.3	114	780	4.2	31.4	138	486	4.3	19.6	142
CUISINE	1472	502	1.7	34.1	93	267	2.2	18.1	119	287	1.6	19.5	85	*242	2.2	16.4	119
CYCLE WORLD	425	*241	0.8	56.7	154	**69	0.6	16.2	107	**66	0.4	15.5	68	**80	0.7	18.8	136
DCI:CREATIVE IDEAS FOR LIV	2510	1167	3.9	46.5	126	587	4.8	23.4	154	779	4.2	31.0	136	535	4.8	21.3	154
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2853	9.6	42.6	116	1219	9.9	18.2	120	1794	9.7	26.8	117	914	8.2	13.7	99
DISCOVER	894	386	1.3	43.2	117	*207	1.7	23.2	152	*198	1.1	22.1	97	*150	1.3	16.8	121
EBONY	3507	1206	4.0	34.4	93	506	4.1	14.4	95	797	4.3	22.7	100	340	3.0	9.7	70
ESQUIRE	1083	393	1.3	36.3	99	*159	1.3	14.7	97	*202	1.1	18.7	82	**98	0.9	9.0	65
ESSENCE	1830	717	2.4	39.2	106	340	2.8	18.6	122	465	2.5	25.4	111	192	1.7	10.5	76
FAMILY CIRCLE	15930	6943	23.3	43.6	118	2951	24.0	18.5	122	4310	23.3	27.1	119	2761	24.7	17.3	125
THE FAMILY HANDYMAN	1126	555	1.9	49.3	134	326	2.7	29.0	191	384	2.1	34.1	150	*231	2.1	20.5	148
FAMILY WEEKLY	11468	4299	14.4	37.5	102	1958	15.9	17.1	112	2586	14.0	22.5	99	1678	15.0	14.6	106
FIELD & STREAM	2234	780	2.6	34.9	95	391	3.2	17.5	115	479	2.6	21.4	94	*254	2.3	11.4	82
FOOD & WINE	579	*212	0.7	36.6	99	*118	1.0	20.4	134	*120	0.6	20.7	91	**54	0.5	9.3	67
FORBES	728	266	0.9	36.5	99	*141	1.1	19.4	128	*207	1.1	28.4	125	**89	0.8	12.2	88
FORTUNE	906	366	1.2	40.4	110	*136	1.1	15.0	99	*238	1.3	26.3	115	*158	1.4	17.4	126
GENTLEMEN'S QUARTERLY	791	293	1.0	37.0	101	*151	1.2	19.1	126	*198	1.1	25.0	110	**64	0.6	8.1	59
GLAMOUR	5265	2222	7.5	42.2	115	925	7.5	17.6	116	1435	7.8	27.3	119	850	7.6	16.1	117
GOLF DIGEST	636	300	1.0	47.2	128	**107	0.9	16.8	111	*230	1.2	36.2	159	**113	1.0	17.8	129
GOLF DIGEST/TENNIS (GROSS)	1186	484	1.6	40.8	111	*204	1.7	17.2	113	341	1.8	28.8	126	*169	1.5	14.2	103
GOLF MAGAZINE	441	*192	0.6	43.5	118	**87	0.7	19.7	130	**141	0.8	32.0	140	**69	0.6	15.6	113
GOLF MAGAZINE/SKI (GROSS)	922	361	1.2	39.2	106	*170	1.4	18.4	121	*231	1.3	25.1	110	**159	1.4	17.2	125
GOOD HOUSEKEEPING	16487	7150	24.0	43.4	118	2904	23.6	17.6	116	4420	23.9	26.8	118	2941	26.3	17.8	129
HARPER'S BAZAAR	2423	876	2.9	36.2	98	426	3.5	17.6	116	602	3.3	24.8	109	337	3.0	13.9	101
HEALTH	1994	743	2.5	37.3	101	325	2.6	16.3	107	470	2.5	23.6	103	303	2.7	15.2	110
HEARST MAG CORP. BUY (GROSS)	44101	18783	63.0	42.6	116	7966	64.8	18.1	119	12278	66.5	27.8	122	7568	67.6	17.2	124
HEARST MAN POWER (GROSS)	1993	1057	3.5	53.0	144	446	3.6	22.4	147	667	3.6	33.5	147	477	4.3	23.9	173
HEARST WOMAN POWER (GROSS)	31274	13243	44.4	42.3	115	5529	44.9	17.7	116	8648	46.8	27.7	121	5282	47.2	16.9	122
HOUSE BEAUTIFUL	3623	1555	5.2	42.9	117	644	5.2	17.8	117	954	5.2	26.3	115	655	5.8	18.1	131
INC.	283	**125	0.4	44.2	120	**66	0.5	23.3	154	**28	0.2	9.9	43	**34	0.3	12.0	87
JET	2928	1075	3.6	36.7	100	466	3.8	15.9	105	640	3.5	21.9	96	334	3.0	11.4	83
LADIES' HOME JOURNAL	11918	5616	18.8	47.1	128	2400	19.5	20.1	133	3708	20.1	31.1	136	2014	18.0	16.9	122
LHJ FAMILY GRP COMBO(GROSS)	16764	7785	26.1	46.4	126	3366	27.4	20.1	132	5060	27.4	30.2	132	2907	26.0	17.3	125
LIFE	4254	1667	5.6	39.2	106	658	5.3	15.5	102	1050	5.7	24.7	108	651	5.8	15.3	111
L.A. TIMES HOME MAGAZINE	1145	346	1.2	30.2	82	*185	1.5	16.2	106	*212	1.1	18.5	81	*192	1.7	16.8	121
MADEMOISELLE	2884	1200	4.0	41.6	113	546	4.4	18.9	125	843	4.6	29.2	128	380	3.4	13.2	95
MC CALL'S	13460	6012	20.2	44.7	121	2375	19.3	17.6	116	3927	21.3	29.2	128	2199	19.6	16.3	118
MC CALL'S/WRK MOTHER (GROSS)	14606	6675	22.4	45.7	124	2723	22.1	18.6	123	4342	23.5	29.7	130	2457	21.9	16.8	122
MECHANIX ILLUSTRATED	772	410	1.4	53.1	144	*171	1.4	22.2	146	*293	1.6	38.0	166	**201	1.8	26.0	188
METROPOLITAN HOME	967	282	0.9	29.2	79	*114	0.9	11.8	78	*132	0.7	13.7	60	**90	0.8	9.3	67
MONEY	1588	611	2.0	38.5	104	311	2.5	19.6	129	325	1.8	20.5	90	262	2.3	16.5	119
MOTHER EARTH NEWS	1002	448	1.5	44.7	121	*247	2.0	24.7	162	226	1.2	22.6	99	*187	1.7	18.7	133
MS.	825	357	1.2	43.3	118	*201	1.6	24.4	160	*206	1.1	25.0	109	*197	1.8	23.9	173
NATIONAL ENQUIRER	10336	3892	13.1	37.7	102	1607	13.1	15.5	102	2637	14.3	25.5	112	1281	11.4	12.4	90
NATIONAL GEOGRAPHIC	9597	4049	13.6	42.2	115	1810	14.7	18.9	124	2459	13.3	25.6	112	1620	14.5	16.9	122
NATIONAL SUNDAY MAGAZINE PKG	49558	19258	64.6	38.9	106	8269	67.2	16.7	110	11988	64.9	24.2	106	7401	66.1	14.9	108
NATURAL HISTORY	573	*199	0.7	34.7	94	**61	0.5	10.6	70	**103	0.6	18.0	79	**90	0.8	15.7	114
NEW WOMAN	1699	766	2.6	45.1	122	313	2.5	18.4	121	474	2.6	27.9	122	295	2.6	17.4	126
NEW YORK INCLUDING CUE	443	*158	0.5	35.7	97	**78	0.6	17.6	116	*113	0.6	25.5	112	**79	0.7	17.8	129
THE NEW YORKER	1270	502	1.7	39.5	107	238	1.9	18.7	123	288	1.6	22.7	99	250	2.2	19.7	142
NEWSWEEK	6277	2416	8.1	38.5	105	958	7.8	15.3	100	1428	7.7	22.7	100	1091	9.7	17.4	126
THE N.Y. TIMES DAILY EDITION	1205	380	1.3	31.5	86	*169	1.4	14.0	92	*260	1.4	21.6	95	*223	2.0	18.5	134
THE N.Y. TIMES MAGAZINE	2081	557	1.9	26.8	73	277	2.3	13.3	88	408	2.2	19.6	86	*291	2.6	14.0	101
OMNI	788	312	1.0	39.6	108	*176	1.4	22.3	147	*162	0.9	20.6	90	*146	1.3	18.5	134
ON CABLE	1158	550	1.8	47.5	129	*325	2.6	28.1	185	431	2.3	37.2	163	*222	2.0	19.2	139
1001 HOME IDEAS	2852	1426	4.8	50.0	136	641	5.2	22.5	148	882	4.8	30.9	136	590	5.3	20.7	150
ORGANIC GARDENING	1658	718	2.4	43.3	118	339	2.8	20.4	135	380	2.1	22.9	100	300	2.7	18.1	131
OUTDOOR LIFE	896	329	1.1	36.7	100	*167	1.4	18.6	123	*175	0.9	19.5	86	*128	1.1	14.3	103
PARADE MAGAZINE	24275	9599	32.2	39.5	107	4052	32.9	16.7	110	5936	32.1	24.5	107	3519	31.4	14.5	105

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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FROZEN PREPARED SEAFOOD: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				GORTON'S				MRS. PAUL'S				VAN DE KAMPS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	29820	100.0	36.8	100	12301	100.0	15.2	100	18472	100.0	22.8	100	11197	100.0	13.8	100
PARENTS	3845	2013	6.8	52.4	142	1009	8.2	26.2	173	1222	6.6	31.8	139	842	7.5	21.9	158
PENTHOUSE	831	373	1.3	44.9	122	*174	1.4	20.9	138	*257	1.4	30.9	136	*180	1.6	21.7	157
PEOPLE	11645	4644	15.6	39.9	108	2165	17.6	18.6	122	2941	15.9	25.3	111	1913	17.1	16.4	119
PLAYBOY	2006	852	2.9	42.5	115	370	3.0	18.4	121	589	3.2	29.4	129	322	2.9	16.1	116
POPULAR HOT RODDING	297	*154	0.5	51.9	141	*83	0.7	27.9	184	*86	0.5	29.0	127	*56	0.5	18.9	136
POPULAR MECHANICS	1018	654	2.2	64.2	174	*243	2.0	23.9	157	461	2.5	45.3	199	*335	3.0	32.9	238
POPULAR SCIENCE	878	432	1.4	49.2	134	*166	1.3	18.9	124	*328	1.8	37.4	164	*217	1.9	24.7	179
PREVENTION	3913	1554	5.2	39.7	108	644	5.2	16.5	108	939	5.1	24.0	105	659	5.9	16.8	122
PSYCHOLOGY TODAY	1710	840	2.8	49.1	133	516	4.2	30.2	199	499	2.7	29.2	128	317	2.8	18.5	134
READER'S DIGEST	22204	9051	30.4	40.8	111	4063	33.0	18.3	120	5467	29.6	24.6	108	3603	32.2	16.2	117
REDBOOK	7684	3390	11.4	44.1	120	1458	11.9	19.0	125	2267	12.3	29.5	129	1261	11.3	16.4	119
ROAD & TRACK	410	*189	0.6	46.1	125	*123	1.0	30.0	198	*119	0.6	29.0	127	*103	0.9	25.1	182
ROLLING STONE	969	415	1.4	42.8	116	256	2.1	26.4	174	235	1.3	24.3	106	*142	1.3	14.7	106
RUNNER'S WORLD	298	*92	0.3	30.9	84	*45	0.4	15.1	99	*63	0.3	21.1	93	*64	0.6	21.5	155
SATURDAY EVENING POST	1169	500	1.7	42.8	116	238	1.9	20.4	134	265	1.4	22.7	99	*211	1.9	18.0	131
SCIENCE 84	587	320	1.1	54.5	148	*224	1.8	38.2	251	*175	0.9	29.8	131	*217	1.9	37.0	267
SCIENCE DIGEST	482	*214	0.7	44.4	121	*123	1.0	25.5	168	*95	0.5	19.7	86	*81	0.7	16.8	122
SCIENTIFIC AMERICAN	594	*240	0.8	40.4	110	*150	1.2	25.3	166	*144	0.8	24.2	106	*110	1.0	18.5	134
SELF	2089	837	2.8	40.1	109	314	2.6	15.0	99	560	3.0	26.8	118	341	3.0	16.3	118
SEVENTEEN	2411	1023	3.4	42.4	115	423	3.4	17.5	116	746	4.0	30.9	136	306	2.7	12.7	92
SKI	480	*169	0.6	35.2	96	*83	0.7	17.3	114	*91	0.5	19.0	83	*89	0.8	18.5	134
SMITHSONIAN	2760	1019	3.4	36.9	100	394	3.2	14.3	94	650	3.5	23.6	103	471	4.2	17.1	123
SOAP OPERA DIGEST	3013	1359	4.6	45.1	122	586	4.8	19.4	128	883	4.8	29.3	128	385	3.4	12.8	92
SOUTHERN LIVING	4184	1686	5.7	40.3	109	632	5.1	15.1	99	1015	5.5	24.3	106	379	3.4	9.1	66
SPORT	559	*281	0.9	50.3	137	*131	1.1	23.4	154	*188	1.0	33.6	147	*96	0.9	17.2	124
THE SPORTING NEWS	436	*198	0.7	45.4	123	*113	0.9	25.9	171	*89	0.5	20.4	89	*71	0.6	16.3	118
SPORTS AFIELD	493	*189	0.6	38.3	104	*80	0.7	16.2	107	*111	0.6	22.5	99	*62	0.6	12.6	91
SPORTS ILLUSTRATED	2758	1170	3.9	42.4	115	607	4.9	22.0	145	796	4.3	28.9	127	440	3.9	16.0	115
STAR	7456	2819	9.5	37.8	103	1285	10.4	17.2	113	1735	9.4	23.3	102	931	8.3	12.5	90
SUNDAY	24936	9744	32.7	39.1	106	4114	33.4	16.5	109	6118	33.1	24.5	108	3909	34.9	15.7	113
SUNSET	2124	870	2.9	41.0	111	528	4.3	24.9	164	468	2.5	22.0	97	473	4.2	22.3	161
TV GUIDE	21661	8385	28.1	38.7	105	3691	30.0	17.0	112	5324	28.8	24.6	108	2927	26.1	13.5	98
TENNIS	550	*184	0.6	33.5	91	*98	0.8	17.8	117	*111	0.6	20.2	88	*56	0.5	10.2	74
TIME	8880	3540	11.9	39.9	108	1650	13.4	18.6	122	2223	12.0	25.0	110	1464	13.1	16.5	119
TOWN & COUNTRY	917	322	1.1	35.1	95	*142	1.2	15.5	102	*226	1.2	24.6	108	*89	0.8	9.7	70
TRAVEL & LEISURE	972	372	1.2	38.3	104	*168	1.4	17.3	114	*166	0.9	17.1	75	*147	1.3	15.1	109
TRUE STORY	3356	1382	4.6	41.2	112	578	4.7	17.2	113	918	5.0	27.4	120	357	3.2	10.6	77
U.S. NEWS & WORLD REPORT	3410	1501	5.0	44.0	120	690	5.6	20.2	133	862	4.7	25.3	111	540	4.8	15.8	115
USA TODAY	1759	722	2.4	41.0	111	260	2.1	14.8	97	510	2.8	29.0	127	*257	2.3	14.6	106
US	1873	792	2.7	42.3	115	417	3.4	22.3	147	519	2.8	27.7	121	271	2.4	14.5	105
VOGUE	3909	1456	4.9	37.2	101	680	5.5	17.4	115	886	4.8	22.7	99	482	4.3	12.3	89
WALL STREET JOURNAL	1886	667	2.2	35.4	96	*263	2.1	13.9	92	387	2.1	20.5	90	276	2.5	14.6	106
WEIGHT WATCHERS	2120	889	3.0	41.9	114	372	3.0	17.5	116	568	3.1	26.8	117	365	3.3	17.2	125
WOMAN'S DAY	14172	6041	20.3	42.6	116	2546	20.7	18.0	118	3867	20.9	27.3	120	2503	22.4	17.7	128
WORKING MOTHER	1146	662	2.2	57.8	157	348	2.8	30.4	200	414	2.2	36.1	158	*259	2.3	22.6	163
WORKING WOMAN	1322	587	2.0	44.4	121	313	2.5	23.7	156	374	2.0	28.3	124	*215	1.9	16.3	118
WORLD TENNIS	*163	*71	0.2	43.6	118	*42	0.3	25.8	170	*27	0.1	16.6	73	*7	0.1	4.3	31
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1072	3.6	42.3	115	448	3.6	17.7	116	602	3.3	23.8	104	465	4.2	18.4	133
BLAIR INSERTS	43657	17184	57.6	39.4	107	7234	58.8	16.6	109	10782	58.4	24.7	108	6730	60.1	15.4	111
DAILY NEWSPAPERS																	
READ ANY	51633	20349	68.2	39.4	107	8355	67.9	16.2	107	12471	67.5	24.2	106	7754	69.3	15.0	109
READ ONE	43463	17261	57.9	39.7	108	7156	58.2	16.5	108	10524	57.0	24.2	106	6678	59.6	15.4	111
READ TWO OR MORE	8170	3089	10.4	37.8	103	1199	9.7	14.7	97	1947	10.5	23.8	104	1076	9.6	13.2	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	20588	69.0	39.1	106	8673	70.5	16.5	108	12861	69.6	24.4	107	8020	71.6	15.2	110
READ ONE	46126	18073	60.6	39.2	106	7646	62.2	16.6	109	11337	61.4	24.6	108	7052	63.0	15.3	111
READ TWO OR MORE	6552	2514	8.4	38.4	104	1027	8.3	15.7	103	1524	8.3	23.3	102	967	8.6	14.8	107
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.02				27.82				28.72				29.21			
30 DAY REACH	71455	26440	88.7	37.0	100	10933	88.9	15.3	101	16518	89.4	23.1	101	10026	89.5	14.0	101
50 SHWG - 30 DAY AV FREQ	14.56	14.68				14.59				14.99				15.19			
30 DAY REACH	67742	25281	84.8	37.3	101	10444	84.9	15.4	102	15868	85.9	23.4	103	9666	86.3	14.3	103
25 SHWG - 30 DAY AV FREQ	7.94	7.94				7.82				8.10				8.16			
30 DAY REACH	62117	23386	78.4	37.6	102	9733	79.1	15.7	103	14676	79.4	23.6	104	8981	80.2	14.5	105
CABLE TV: HOME WIRED	32077	12597	42.2	39.3	107	5225	42.5	16.3	107	7956	43.1	24.8	109	4658	41.6	14.5	105
HOME NOT WIRED	48909	17223	57.8	35.2	96	7076	57.5	14.5	95	10516	56.9	21.5	94	6540	58.4	13.4	97
HAVE PAY CABLE	15935	6612	22.2	41.5	113	2767	22.5	17.4	114	4255	23.0	26.7	117	2483	22.2	15.6	113

	TOTAL U.S. '000	ALL USERS				GORTON'S				MRS. PAUL'S				VAN DE KAMPS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	17180	100.0	36.8	100	12301	100.0	15.2	100	18472	100.0	22.8	100	11197	100.0	13.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	17180	57.6	39.1	106	7270	59.1	16.6	109	10523	57.0	24.0	105	6471	57.8	14.7	107
10:00 AM - 3:00 PM	30659	11953	40.1	39.0	106	4794	39.0	15.6	103	7520	40.7	24.5	108	4686	41.9	15.3	111
3:00 PM - 7:00 PM	31045	12396	41.6	39.9	108	5118	41.6	16.5	109	7816	42.3	25.2	110	4792	42.8	15.4	112
7:00 PM - MIDNIGHT	15767	6075	20.4	38.5	105	2672	21.7	16.9	112	3812	20.6	24.2	106	2365	21.1	15.0	108
MIDNIGHT - 6:00 AM	9120	3815	12.8	41.8	114	1736	14.1	19.0	125	2270	12.3	24.9	109	1408	12.6	15.4	112
6:00 AM - MIDNIGHT	58527	22923	76.9	39.2	106	9521	77.4	16.3	107	14185	76.8	24.2	106	8714	77.8	14.9	108
ENTIRE DAY	59311	23196	77.8	39.1	106	9665	78.6	16.3	107	14365	77.8	24.2	106	8630	78.9	14.9	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6386	21.4	39.5	107	2630	21.4	16.3	107	3920	21.2	24.2	106	2738	24.5	16.9	122
ALL NEWS	2256	791	2.7	35.1	95	352	2.9	15.6	103	456	2.5	20.2	89	282	2.5	12.5	90
AOR/PROGRESSIVE	3874	1748	5.9	45.1	123	659	5.4	17.0	112	1099	5.9	28.4	124	748	6.7	19.3	140
BEAUTIFUL MUSIC	5660	2301	7.7	40.7	110	1009	8.2	17.8	117	1446	7.8	25.5	112	837	7.5	14.8	107
BLACK	2204	681	2.3	30.9	84	273	2.2	12.4	82	446	2.4	20.2	89	228	2.0	10.3	75
CLASSICAL	1418	571	1.9	40.3	109	*261	2.1	18.4	121	310	1.7	21.9	96	*223	2.0	15.7	114
CHR/ROCK	9538	3728	12.5	39.1	106	1613	13.1	16.9	111	2302	12.5	24.1	106	1560	13.9	16.4	118
COUNTRY	12648	5140	17.2	40.6	110	2089	17.0	16.5	109	3288	17.8	26.0	114	1639	14.6	13.0	94
GOLDEN OLDIES	1191	397	1.3	33.3	91	**115	0.9	9.7	64	246	1.3	20.7	91	*149	1.3	12.5	90
MOR/OSTALGIA	4757	1764	5.9	37.1	101	*621	5.5	14.3	94	1062	5.7	22.3	98	794	7.1	16.7	121
NEWS/TALK	3863	1512	5.1	39.1	106	767	6.2	19.9	131	*146	5.2	25.1	110	707	6.3	18.3	132
RELIGIOUS	3084	1162	3.9	37.7	102	464	3.8	15.0	99	772	4.2	25.0	110	370	3.3	12.0	87
SOFT ROCK	521	*207	0.7	39.7	108	**89	0.7	17.1	112	*168	0.9	32.2	141	**115	1.0	22.1	160
URBAN CONTEMPORARY	1585	594	2.0	37.5	102	242	2.0	15.3	101	301	1.6	19.0	83	*195	1.7	12.3	89
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1273	4.3	39.0	106	553	4.5	17.0	112	806	4.4	24.7	108	548	4.9	16.8	122
ABC DIRECTORY	2316	1004	3.4	43.4	118	489	4.0	21.1	139	563	3.0	24.3	107	357	3.2	15.4	111
ABC ENTERTAINMENT	4834	2007	6.7	41.5	113	849	6.9	17.6	116	1263	6.8	26.1	115	695	6.2	14.4	104
ABC FM	2202	867	2.9	39.4	107	402	3.3	18.3	120	521	2.8	23.7	104	281	2.5	12.8	92
ABC INFORMATION	5425	2196	7.4	40.5	110	889	7.2	16.4	108	1307	7.1	24.1	106	976	8.7	18.0	130
ABC ROCK	1677	854	2.9	50.9	138	360	2.9	21.5	141	554	3.0	33.0	145	430	3.8	25.6	185
CBS	4430	1590	5.3	35.9	97	671	5.5	15.1	100	955	5.2	21.6	95	571	5.1	12.9	93
MUTUAL	4992	2103	7.1	42.1	114	824	6.7	16.5	109	1406	7.6	28.2	123	796	7.1	15.9	115
NBC	4679	1709	5.7	36.5	99	580	4.7	12.4	82	1157	6.3	24.7	108	654	5.8	14.0	101
RADIORADIO	1994	1849	3.0	44.6	121	346	2.8	17.4	114	530	2.9	26.6	117	313	2.8	15.7	114
RKO ONE	2298	874	2.9	38.0	103	403	3.3	17.5	115	556	3.0	24.2	106	371	3.3	16.1	117
RKO TWO	3311	1221	4.1	36.9	100	621	5.0	18.8	123	795	4.3	24.0	105	361	3.2	10.9	79
THE SOURCE	2114	984	3.3	46.5	126	405	3.3	19.2	126	548	3.0	25.9	114	303	2.7	14.3	104
NON-WIRED: BLAIR	8654	3540	11.9	40.9	111	1461	11.9	16.9	111	2274	12.3	26.3	115	1292	11.5	14.9	108
INTERNET	12025	4926	16.5	41.0	111	2365	19.2	19.7	129	3100	16.8	25.8	113	2109	18.8	17.5	127
KATZ RADIO GROUP	15359	6308	21.2	41.1	112	2837	23.1	18.5	122	4103	22.2	26.7	117	2483	22.2	16.2	117
SUPERNET	10628	4084	13.7	38.5	104	1542	12.5	14.5	96	2546	13.8	24.0	105	1514	13.5	14.2	103
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3070	10.3	35.5	96	1347	11.0	15.6	102	1853	10.0	21.4	94	1055	9.4	12.2	88
WKDAY 9:00 AM - 1:00 PM	12163	4277	14.3	35.2	95	1788	14.5	14.7	97	2670	14.5	22.0	96	1589	14.2	13.1	94
WKDAY 1:00 PM - 4:30 PM	16150	5762	19.3	35.7	97	2452	19.9	15.2	100	3554	19.2	22.0	96	2107	18.8	13.0	94
WKDAY 4:30 PM - 7:30 PM	22463	7779	26.1	34.6	94	3234	26.3	14.4	95	4762	25.8	21.2	93	2817	25.2	12.5	91
WKDAY 7:30 PM - 8:00 PM	31795	11068	37.1	34.8	95	4560	37.1	14.3	94	6870	37.2	21.6	95	3949	35.3	12.4	90
WKDAY 11:00 PM - 11:30 PM	23977	9126	30.6	38.1	103	3562	29.0	14.9	98	5709	30.9	23.8	104	3327	29.7	13.9	100
WKDAY 11:30 PM - 1:00 AM	7703	3209	10.8	41.7	113	1178	9.6	15.3	101	2038	11.0	26.5	116	1145	10.2	14.9	108
M-SAT 8-11 PM-SUN 7-11 PM	33800	12476	41.8	36.9	100	5142	41.8	15.2	100	7829	42.4	23.2	102	4581	40.9	13.6	98
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6535	2261	7.6	34.6	94	992	8.1	15.2	100	1295	7.0	19.8	87	965	8.6	14.8	107
ANOTHER WORLD	N 4620	1776	6.0	38.4	104	765	6.2	16.6	109	1074	5.8	23.2	102	517	4.6	11.2	81
AS THE WORLD TURNS	C 5614	1907	6.4	34.0	92	737	6.0	13.1	86	1180	6.4	21.0	92	684	6.1	12.2	88
CAPITOL	C 3396	1245	4.2	36.7	100	467	3.8	13.8	91	790	4.3	23.3	102	482	4.3	14.2	103
CBS MORN. NEWS 1	C 1446	358	1.2	24.8	67	144	1.2	10.0	66	246	1.3	17.0	75	78	0.7	5.4	39
CBS MORN. NEWS 2	C 1207	294	1.0	24.4	66	116	0.9	9.6	63	197	1.1	16.3	72	*57	0.5	4.7	34
DAYS OF OUR LIVES	N 5877	2225	7.5	37.9	103	997	8.1	17.0	112	1329	7.2	22.6	99	707	6.3	12.0	87
FACTS OF LIFE - DAYTIME	N 2290	845	2.8	36.9	100	393	3.2	17.2	113	519	2.8	22.7	99	269	2.4	11.7	85
FAMILY FEUD	A 3023	930	3.1	30.8	84	331	2.7	10.9	72	558	3.0	18.5	81	361	3.2	11.9	86
GENERAL HOSPITAL	A 6097	2172	7.3	35.6	97	935	7.6	15.3	101	1326	7.2	21.7	95	830	7.4	13.6	98
GOOD MORNING, AMERICA-730	A 3515	1195	4.0	34.0	92	589	4.8	16.8	110	737	4.0	21.0	92	495	4.4	14.1	102
GOOD MORNING, AMERICA-830	A 2818	1014	3.4	36.0	98	468	3.8	16.6	109	651	3.5	23.1	101	381	3.4	13.5	98
GUIDING LIGHT	C 5339	1887	6.3	35.3	96	843	6.9	15.8	104	1193	6.5	22.3	98	685	6.1	12.8	93
ONE LIFE TO LIVE	A 4478	1552	5.2	34.7	94	712	5.8	15.9	105	955	5.2	21.3	94	625	5.6	14.0	101
PRESS YOUR LUCK	C 2244	817	2.7	36.4	99	367	3.0	16.4	108	524	2.8	23.4	102	300	2.7	13.4	97
PRICE IS RIGHT 1	C 4348	1423	4.8	32.7	89	517	4.2	11.9	78	912	4.9	21.0	92	489	4.4	11.2	81
PRICE IS RIGHT 2	C 5014	1743	5.8	34.8	94	644	5.2	12.8	85	1103	6.0	22.0	96	587	5.2	11.7	85
RYAN'S HOPE	A 3150	1186	4.0	37.7	102	525	4.3	16.7	110	722	3.9	22.9	100	494	4.4	15.7	113
SALE OF THE CENTURY	N 2695	957	3.2	35.5	96	464	3.8	17.2	113	561	3.0	20.8	91	366	3.3	13.6	98
SEARCH FOR TOMORROW	N 2319	799	2.7	34.5	94	315	2.6	13.6	89	561	3.0	24.2	106	230	2.1	9.9	72
TODAY SHOW 1	N 2693	992	3.3	36.8	100	402	3.3	14.9	98	515	2.8	19.1	84	367	3.3	13.6	99
TODAY SHOW 2	N 2498	874	2.9	35.0	95	363	3.0	14.5	96	505	2.7	20.2	89	316	2.8	12.7	91
\$25,000 PYRAMID	C 2753	920	3.1	33.4	91	343	2.8	12.5	82	599	3.2	21.8	95	395	3.5	14.3	104
WHEEL OF FORTUNE	N 4388	1541	5.2	35.1	95	735	6.0	16.8	110	899	4.9	20.5	90	532			

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	29820	100.0	36.8	100	12301	100.0	15.2	100	18472	100.0	22.8	100	11197	100.0	13.8	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	8796	29.5	33.7	92	3605	29.3	13.8	91	5432	29.4	20.8	91	3062	27.3	11.7	85
NETWORK AFFILIATES - LATE	20261	7636	25.6	37.7	102	3039	24.7	15.0	99	4816	26.1	23.8	104	2748	24.5	13.6	98
INDEPENDENTS - LATE	2076	737	2.5	35.5	96	334	2.7	16.1	106	462	2.5	22.3	98	265	2.4	12.8	92
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	4012	13.5	38.4	104	1731	14.1	16.6	109	2493	13.5	23.8	105	1331	11.9	12.7	92
ABC MONDAY NIGHT MOVIE	A 6412	2494	8.4	38.9	106	1050	8.5	16.4	108	1588	8.6	24.8	109	976	8.7	15.2	110
ABC SUNDAY NIGHT MOVIE	A 12407	4782	16.0	38.5	105	1986	16.1	16.0	105	2966	16.1	23.9	105	1717	15.3	13.8	100
ABC WORLD NEWS TONIGHT	A 6176	2153	7.2	34.9	95	832	6.8	13.5	89	1416	7.7	22.9	101	864	7.7	14.0	101
AFTERMASH	C 5863	2058	6.9	35.1	95	877	7.1	15.0	98	1281	6.9	21.8	96	737	6.6	12.6	91
ALICE	C 9594	3298	11.1	34.4	93	1404	11.4	14.6	96	2074	11.2	21.6	95	1225	10.9	12.8	92
AMERICAN PARADE	C 6622	2039	6.8	30.8	84	804	6.5	12.1	80	1174	6.4	17.7	78	797	7.1	12.0	87
BENSON	A 10886	3665	12.3	33.7	91	1503	12.2	13.8	91	2136	11.6	19.6	86	1552	13.9	14.3	103
BLUE THUNDER	A 5036	1723	5.8	34.2	93	724	5.9	14.4	95	1048	5.7	20.8	91	603	5.4	12.0	87
CAGNEY & LACEY	C 9965	3935	13.2	39.5	107	1523	12.4	15.3	101	2516	13.6	25.2	111	1654	14.8	16.6	120
CBS EVENING NEWS-DEAN	C 3491	1106	3.7	31.7	86	494	4.0	14.2	93	586	3.2	16.8	74	385	3.4	11.0	80
CBS EVENING NEWS-RATHER	C 7123	2543	8.5	35.7	97	1043	8.5	14.6	96	1453	7.9	20.4	89	832	7.4	11.7	84
CBS SAT. NEWS-SCHIEFFER	C 3621	1007	3.4	27.8	76	428	3.5	11.8	78	604	3.3	16.7	73	259	2.3	7.2	52
CBS SATURDAY NIGHT MOVIE	C 5436	2034	6.8	37.4	102	979	8.0	18.0	119	1187	6.4	21.8	96	774	6.9	14.2	103
CBS WEDNESDAY NIGHT MOVIE	C 6100	2183	7.3	35.8	97	876	7.1	14.4	95	1303	7.1	21.4	94	799	7.1	13.1	95
CHEERS	N 8889	3717	12.5	41.8	114	1426	11.6	16.0	106	2393	13.0	26.9	118	1525	13.6	17.2	124
DALLAS	C 22109	7797	26.1	35.3	96	3100	25.2	14.0	92	4953	26.8	22.4	98	2852	25.5	12.9	93
DIFF'RENT STROKES	N 6940	2656	8.9	38.3	104	1101	9.0	15.9	104	1685	9.1	24.3	106	825	7.4	11.9	86
DOUBLE TROUBLE	N 7223	2782	9.3	38.5	105	1206	9.8	16.7	110	1696	9.2	23.5	103	1065	9.5	14.7	107
DUCK FACTORY	N 5595	2304	7.7	41.2	112	822	6.7	14.7	97	1426	7.7	25.5	112	963	8.6	17.2	124
DUKES OF HAZZARD	C 5768	2050	6.9	35.5	97	863	7.0	15.0	99	1263	6.8	21.9	96	632	5.6	11.0	79
DYNASTY	A 20053	7555	25.3	37.7	102	2912	23.7	14.5	96	4813	26.1	24.0	105	2812	25.1	14.0	101
FACTS OF LIFE	N 8087	2945	9.9	36.4	99	1308	10.6	16.2	106	1799	9.7	22.2	98	1053	9.4	13.0	94
FALCON CREST	C 20046	7237	24.3	36.1	98	2994	24.3	14.9	98	4557	24.7	22.7	100	2730	24.4	13.6	99
FALL GUY	A 9084	3376	11.3	37.2	101	1493	12.1	16.4	108	2121	11.5	23.3	102	1244	11.1	13.7	99
FAMILY TIES	N 7964	3108	10.4	39.0	106	1259	10.2	15.8	104	1970	10.7	24.7	108	1200	10.7	15.1	109
FANTASY ISLAND	A 7687	2741	9.2	35.7	97	1009	8.2	13.1	86	1744	9.4	22.7	99	985	8.8	12.8	93
FOULUPS, BLEEPERS & BLUNDERS	A 8861	3325	11.2	37.5	102	1342	10.9	15.1	100	2130	11.5	24.0	105	1275	11.4	14.4	104
FOUR SEASONS	C 5095	1804	6.0	35.4	96	751	6.1	14.7	97	1160	6.3	22.8	100	631	5.6	12.4	90
GIMME A BREAK	N 8838	3229	10.8	36.5	99	1194	9.7	13.5	89	2046	11.1	23.2	101	1199	10.7	13.6	98
HART TO HART	A 8978	3065	10.3	34.1	93	1076	8.7	12.0	79	2043	11.1	22.8	100	1146	10.2	12.8	92
HILL STREET BLUES	N 8590	3521	11.8	41.0	111	1284	10.4	14.9	98	2311	12.5	26.9	118	1364	12.2	15.9	115
HOTEL	A 14085	5105	17.1	36.2	98	1987	16.2	14.1	93	3293	17.8	23.4	103	1838	16.4	13.0	94
JEFFERSONS	C 9360	3182	10.7	34.0	92	1343	10.9	14.3	94	1954	10.6	20.9	92	1243	11.1	13.3	96
JENNIFER SLEPT HERE	N 5841	2313	7.8	39.6	108	971	7.9	16.6	109	1416	7.7	24.2	106	815	7.3	14.0	101
KATE & ALLIE	C 9206	3326	11.2	36.1	98	1374	11.2	14.9	98	2005	10.9	21.8	95	1295	11.6	14.1	102
KNIGHT RIDER	N 7076	2666	8.9	37.7	102	1146	9.3	16.2	107	1668	9.0	23.6	103	955	8.5	13.5	98
LOVE BOAT	A 12219	4267	14.3	34.9	95	1780	14.5	14.6	96	2541	13.8	20.8	91	1441	12.9	11.8	85
MAGNUM PI	C 11199	4171	14.0	37.2	101	1787	14.5	16.0	105	2569	13.9	22.9	101	1438	12.8	12.8	93
MAMA'S FAMILY	N 6057	2379	8.0	39.3	107	886	7.2	14.6	96	1516	8.2	25.0	110	836	7.5	13.8	100
MASTER, THE	N 3598	1512	5.1	42.0	114	595	4.8	16.5	109	1023	5.5	24.4	125	526	4.7	14.6	106
MATT HOUSTON	A 6344	2646	8.9	41.7	113	945	7.7	14.9	98	1679	9.1	26.5	116	933	8.3	14.7	106
NBC MONDAY NIGHT MOVIE	N 11994	4574	15.3	38.1	104	1852	15.1	15.4	102	2920	15.8	24.3	107	1600	14.3	13.3	96
NBC NIGHTLY NEWS	N 5132	1847	6.2	36.0	98	672	5.5	13.1	86	1125	6.1	21.9	96	612	5.5	11.9	86
NBC NIGHTLY NEWS-SAT	N 3375	1212	4.1	35.9	98	558	4.5	16.5	109	644	3.5	19.1	84	336	3.0	10.0	72
NBC NIGHTLY NEWS-SUN	N 3130	1183	4.0	37.8	103	503	4.1	16.1	106	693	3.8	22.1	97	493	4.4	15.8	114
NBC SUNDAY NIGHT MOVIE	N 8284	3293	11.0	39.8	108	1377	11.2	16.6	109	2068	11.2	25.0	109	1121	10.0	13.5	98
NEWMART	C 9240	3525	11.8	38.1	104	1429	11.6	15.5	102	2330	12.6	25.2	111	1420	12.7	15.4	111
ONE DAY AT A TIME	C 7288	2591	8.7	35.6	97	939	7.6	12.9	85	1605	8.7	22.0	97	839	7.5	11.5	83
PEOPLE ARE FUNNY	N 4855	1761	5.9	36.3	99	758	6.2	15.6	103	1226	6.6	25.3	111	620	5.5	12.8	92
REAL PEOPLE	N 8869	3102	10.4	35.0	95	1265	10.3	14.3	94	1848	10.0	20.8	91	970	8.7	10.9	79
REMINGTON STEELE	N 7743	2881	9.7	37.2	101	1084	8.8	14.0	92	1784	9.7	23.0	101	1002	8.9	12.9	94
RIPLY'S BELIEVE IT - NOT A	5345	2031	6.8	38.0	103	875	7.1	16.4	108	1313	7.1	24.6	108	867	7.7	16.2	117
RIP TIDE	N 6988	2916	9.8	41.7	113	1189	9.7	17.0	112	1833	9.9	26.2	115	1021	9.1	14.6	106
SCARECROW & MRS. KING	C 10002	3734	12.5	37.3	101	1518	12.3	15.2	100	2262	12.2	22.6	99	1535	13.7	15.3	111
SIMON & SIMON	C 10638	3879	13.0	36.5	99	1578	12.8	14.8	98	2503	13.6	23.5	103	1388	12.4	13.0	94
60 MINUTES	C 13293	4416	14.8	33.2	90	1837	14.9	13.8	91	2626	14.2	19.8	87	1526	13.6	11.5	83
ST. ELSEWHERE	N 7017	2792	9.4	39.8	108	1207	9.8	17.2	113	1737	9.4	24.8	109	991	8.9	14.1	102
THREE'S COMPANY	A 10917	4012	13.5	36.8	100	1535	12.5	14.1	93	2556	13.8	23.4	103	1509	13.5	13.8	100
T.J. HOOKER	A 9204	3104	10.4	33.7	92	1147											

MEAT, FISH, POULTRY (FRESH/FROZEN)
AND MEAT TENDERIZERS

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGES H-5 & H-6

MEAT, FISH, POULTRY (FRESH/FROZEN)

QUESTIONNAIRE PAGES H-5

	USE			USED IN LAST 6 MONTHS			USED IN LAST 7 DAYS		
	'000	%	UNWEIGHTED	'000	%	UNWEIGHTED	'000	%	UNWEIGHTED
7. PLEASE MARK EACH TYPE OF MEAT, FISH AND POULTRY THAT YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE AND FOR THOSE PRODUCTS USED, PLEASE MARK THOSE USED IN THE LAST 6 MONTHS AND THOSE USED IN THE LAST 7 DAYS.									
BACON	62748	77.5	7094	57709	71.3	6494	38105	47.1	4234
BEEF	67676	83.6	7716	63118	77.9	7166	55825	68.9	6184
PORK	56990	70.4	6383	51754	63.9	5781	33847	41.8	3695
LAMB	15419	19.0	1849	12064	14.9	1464	4045	5.0	515
VEAL	15885	19.6	1852	12608	15.6	1458	3943	4.9	468
FRESH FISH/SHELL FISH	31666	39.1	3547	27753	34.3	3067	13577	16.8	1478
FROZEN FISH/SHELL FISH	27364	33.8	3055	24056	29.7	2670	10049	12.4	1118
FRESH CHICKEN	62082	76.7	7129	56239	69.4	6432	41528	51.3	4682
FROZEN FRIED CHICKEN	18506	22.9	2075	14911	18.4	1669	5771	7.1	655
OTHER FROZEN CHICKEN	11924	14.7	1328	9799	12.1	1079	4366	5.4	475
FRESH BREAST OF TURKEY	13618	16.8	1520	10896	13.5	1206	2824	3.5	299
OTHER FRESH TURKEY	19277	23.8	2124	15697	19.4	1728	3272	4.0	366
FROZEN BREAST OF TURKEY	8694	10.7	973	6474	8.0	726	1744	2.2	211
FROZEN PRE-STUFFED TURKEY	2714	3.4	302	1639	2.0	187	400	.5	51
OTHER FROZEN WHOLE TURKEY	18358	22.7	2008	13993	17.3	1515	1871	2.3	219
CORNISH GAME HEN (FRESH/FROZEN)	14313	17.7	1674	9936	12.3	1154	1748	2.2	205
NONE OF THESE	7555	9.3	903						

MEAT TENDERIZERS

QUESTIONNAIRE PAGES H-6

		'000	%	UNWEIGHTED
8A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	27438	33.9	3152
	NO	53548	66.1	6283

IF YES

8B. ABOUT HOW MANY TIMES HAVE YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USED MEAT TENDERIZERS IN THE LAST 30 DAYS?

10 OR MORE	H	3456	4.3	388
4 - 9	H	5183	6.4	547
3	H	4565	5.6	543
2	H	5674	7.0	643
1	L	5091	6.3	615
NONE	L	3469	4.3	416

	TOTAL U.S. '000	BACON USED IN LAST 6 MONTHS				BACON USED IN LAST 7 DAYS				BEEF USED IN LAST 6 MONTHS				BEEF USED IN LAST 7 DAYS			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAkers	80986	57709	100.0	71.3	100	38105	100.0	47.1	100	63118	100.0	77.9	100	55825	100.0	68.9	100
18 - 24	9282	6254	10.8	67.4	95	3917	10.3	42.2	90	6883	10.9	74.2	95	5993	10.7	64.6	94
25 - 34	19072	14816	25.7	77.7	109	8960	23.5	47.0	100	15916	25.2	83.5	97	14050	25.2	73.7	107
35 - 44	14591	11093	19.2	76.0	107	7378	19.4	50.6	107	11981	19.0	82.1	105	10972	19.7	75.2	109
45 - 54	11345	8319	14.4	73.3	103	5559	14.6	49.0	104	9001	14.3	79.3	102	8261	14.8	72.8	106
55 - 64	11635	8066	14.0	69.3	97	5722	15.0	49.2	105	9057	14.3	77.8	100	8088	14.5	69.5	101
65 OR OLDER	15061	9161	15.9	60.8	85	6570	17.2	43.6	93	10280	16.3	68.3	88	8460	15.2	56.2	81
18 - 34	28354	21071	36.5	74.3	104	12877	33.8	45.4	97	22799	36.1	80.4	103	20043	35.9	70.7	103
18 - 49	48339	36249	62.8	75.0	105	23168	60.8	47.9	102	39199	62.1	81.1	104	35048	62.8	72.5	105
25 - 54	45008	34228	59.3	76.0	107	21896	57.5	48.6	103	36898	58.5	82.0	105	33283	59.6	73.9	107
35 - 49	19985	15179	26.3	76.0	107	10291	27.0	51.5	109	16400	26.0	82.1	105	15006	26.9	75.1	109
50 OR OLDER	32647	21459	37.2	65.7	92	14937	39.2	45.8	97	23919	37.9	73.3	94	20776	37.2	63.6	92
GRADUATED COLLEGE	11155	8107	14.0	72.7	102	4814	12.6	43.2	92	9193	14.6	82.4	106	8157	14.6	73.1	106
ATTENDED COLLEGE	13682	10410	18.0	76.1	107	6951	18.2	50.8	108	11448	18.1	83.7	107	10505	18.8	76.8	111
GRADUATED HIGH SCHOOL	33880	25356	43.9	74.8	105	16299	42.8	48.1	102	27476	43.5	81.1	104	24562	44.0	72.5	105
DID NOT GRADUATE HIGH SCHOOL	22270	13835	24.0	62.1	87	10041	26.4	45.1	96	15001	23.8	67.4	86	12601	22.6	56.6	82
EMPLOYED	40306	29624	51.3	73.5	103	19090	50.1	47.4	101	32653	51.7	81.0	104	29454	52.8	73.1	106
EMPLOYED FULL-TIME	32850	24157	41.9	73.5	103	15755	41.3	48.0	102	26501	42.0	80.7	104	23951	42.9	72.9	106
EMPLOYED PART-TIME	7456	5467	9.5	73.3	103	3335	8.8	44.7	95	6152	9.7	82.5	106	5502	9.9	73.8	107
NOT EMPLOYED	40680	28085	48.7	69.0	97	19015	49.9	46.7	99	30466	48.3	74.9	96	26371	47.2	64.8	94
PROFESSIONAL/MANAGER	10392	7794	13.5	75.0	105	4783	12.6	46.0	98	8642	13.7	83.2	107	7791	14.0	75.0	109
TECH/CLERICAL/SALES	17574	13093	22.7	74.5	105	8063	21.2	45.9	98	14484	22.9	82.4	106	13286	23.8	75.6	110
PRECISION/CRAFT	985	718	1.2	72.9	102	*521	1.4	52.9	112	817	1.3	82.9	106	789	1.4	80.1	116
OTHER EMPLOYED	11354	8019	13.9	70.6	99	5723	15.0	50.4	107	8710	13.8	76.7	98	7587	13.6	66.8	97
SINGLE	9863	6076	10.5	61.6	86	3730	9.8	37.8	80	7021	11.1	71.2	91	5849	10.5	59.3	86
MARRIED	51375	39077	67.7	76.1	107	26199	68.8	51.0	108	42044	66.6	81.8	105	38362	68.7	74.7	108
DIVORCED/SEPARATED/WIDOWED	19748	12556	21.8	63.6	89	8175	21.5	41.4	88	14053	22.3	71.2	91	11614	20.8	58.8	85
PARENTS	32590	25331	43.9	77.7	109	16320	42.8	50.1	106	27156	43.0	83.3	107	24828	44.5	76.2	111
WHITE	70416	50992	88.4	72.4	102	33183	87.1	47.1	100	56115	88.9	79.7	102	49748	89.1	70.6	102
BLACK	8778	5515	9.6	62.8	88	4320	11.3	49.2	105	5650	9.0	64.4	83	4894	8.8	55.8	81
OTHER	1791	1201	2.1	67.1	94	*603	1.6	33.7	72	1353	2.1	75.5	97	1183	2.1	66.1	96
NORTHEAST-CENSUS	17786	12039	20.9	67.7	95	7042	18.5	39.6	84	14135	22.9	79.5	102	12384	22.2	69.6	101
NORTH CENTRAL	20741	15894	27.5	76.6	108	10034	26.3	48.4	103	16936	26.8	81.7	105	14788	26.5	71.3	103
SOUTH	27775	19353	33.5	69.7	98	14599	38.3	52.6	112	20539	32.5	73.9	95	18392	32.9	66.2	96
WEST	14683	10423	18.1	71.0	100	6429	16.9	43.8	93	11509	18.2	78.4	101	10261	18.4	69.9	101
NORTHEAST-MKTG.	17961	11585	20.1	64.5	91	6949	18.2	38.7	82	13636	21.6	75.9	97	12072	21.6	67.2	98
EAST CENTRAL	11885	9010	15.6	75.8	106	6057	15.9	51.0	108	9569	15.2	80.5	103	8302	14.9	69.9	101
WEST CENTRAL	14090	10847	18.8	77.0	108	6701	17.6	47.6	101	11635	18.4	82.6	106	10188	18.2	72.3	105
SOUTH	24081	17159	29.7	71.3	100	12857	33.7	53.4	113	18192	28.8	75.5	97	16267	29.1	67.6	98
PACIFIC	12969	9107	15.8	70.2	99	5541	14.5	42.7	91	10087	16.0	77.8	100	8995	16.1	69.4	101
COUNTY SIZE A	32439	22108	38.3	68.2	96	14483	38.0	44.6	95	24995	39.6	77.1	99	22149	39.7	68.3	99
COUNTY SIZE B	24915	18316	31.7	73.5	103	11928	31.3	47.9	102	19770	31.3	79.3	102	17528	31.4	70.4	102
COUNTY SIZE C	12930	9438	16.4	73.0	102	6247	16.4	48.3	103	10161	16.1	78.6	101	8971	16.1	69.4	101
COUNTY SIZE D	10703	7847	13.6	73.3	103	5448	14.3	50.9	108	8192	13.0	76.5	98	7176	12.9	67.0	97
METRO CENTRAL CITY	24518	16719	29.0	68.2	96	10870	28.5	44.3	94	18499	29.3	75.5	97	16084	28.8	65.6	95
METRO SUBURBAN	35919	26328	45.6	73.3	103	16963	44.5	47.2	100	29084	46.1	81.0	104	25926	46.4	72.2	105
NON METRO	20549	14662	25.4	71.4	100	10272	27.0	50.0	106	15536	24.6	75.6	97	13815	24.7	67.2	98
TOP 5 ADI'S	18341	12188	21.1	66.5	93	7637	20.0	41.6	88	13912	22.0	75.9	97	12266	22.0	66.9	97
TOP 10 ADI'S	25378	16764	29.0	66.1	93	10861	28.5	42.8	91	19174	30.4	75.6	97	17052	30.5	67.2	97
TOP 20 ADI'S	36488	24979	43.3	68.5	96	16072	42.2	44.0	94	28293	44.8	77.5	99	24943	44.7	68.4	99
HSGLD INC. \$50,000 OR MORE	6612	5210	9.0	78.8	111	3654	9.6	55.3	117	5760	9.1	87.1	112	5396	9.7	81.6	118
\$40,000 OR MORE	12659	9802	17.0	77.4	109	6518	17.1	51.5	109	10816	17.1	85.4	110	10245	18.4	80.9	117
\$30,000 OR MORE	24698	18811	32.6	76.2	107	12058	31.6	48.8	104	20745	32.9	84.0	108	19325	34.6	78.2	114
\$25,000 OR MORE	32077	24470	42.4	76.3	107	15687	41.2	48.9	104	26959	42.7	84.0	108	24999	44.8	77.9	113
\$20,000 - \$24,999	9144	6764	11.7	74.0	104	4408	11.6	48.2	102	7289	11.5	79.7	102	6575	11.8	71.9	104
\$15,000 - \$19,999	8728	6287	10.9	72.0	101	4013	10.5	46.0	98	7082	11.2	81.1	104	6290	11.3	72.1	105
\$10,000 - \$14,999	12562	8879	15.4	70.7	99	6279	16.5	50.0	106	9473	15.0	75.4	97	8191	14.7	65.2	95
UNDER \$10,000	18475	11309	19.6	61.2	86	7718	20.3	41.8	89	12316	19.5	66.7	86	9770	17.5	52.9	77
HOUSEHOLD OF 1 PERSON	11987	6910	12.0	57.6	81	4233	11.1	35.3	75	8037	12.7	67.0	86	6163	11.0	51.4	75
2 PEOPLE	26577	18460	32.0	69.5	97	12473	32.7	46.9	100	20266	32.1	76.3	98	17815	31.9	67.0	97
3 OR 4 PEOPLE	30617	23049	39.9	75.3	106	14965	39.3	48.9	104	24982	39.6	81.6	105	22853	40.9	74.6	106
5 OR MORE PEOPLE	11804	9290	16.1	78.7	110	6435	16.9	54.5	116	9834	15.6	83.3	107	8994	16.1	76.2	111
NO CHILD IN HSHLD	46165	30783	53.3	66.7	94	20750	54.5	44.9	96	34280	54.3	74.3	95	29545	52.9	64.0	93
CHILD(REN) UNDER 2 YRS	5325	4343	7.5	81.6	114	2690	7.1	50.5	107	4608	7.3	86.5	111	4107	7.4	77.1	112
2 - 5 YEARS	14221	11211	19.4	78.8	111	7111	18.7	50.0	106	11881	18.8	83.5	107	10615	19.0	74.6	108
6 - 11 YEARS	15117	11426	19.8	75.6	106	7436	19.5	49.2	105	12214	19.4	80.8	104	11231	20.1	74.3	106
12 - 17 YEARS	16611	12853	22.3	77.4	109	8592	22.5	51.7	110	13835	21.9	83.3	107	12866	23.0	77.5	112
RESIDENCE OWNED	55884	41265	71.5	73.8	104	27800	73.0	49.7	106	44927	71.2	80.4	103	40585	72.7	72.6	105
VALUE: \$50,000 OR MORE	31744	23625	40.9	74.4	104	15584	40.9	49.1	104	26373	41.8	83.1	107	24148	43.3	76.1	111
VALUE: UNDER \$50,000	24140	17640	30.6	73.1	103	12216	32.1	50.6	108	18553	29.4	76.9	99	16437	29.4	68.1	99

		TOTAL U.S. '000	BACON USED IN LAST 6 MONTHS				BACON USED IN LAST 7 DAYS				BEEF USED IN LAST 6 MONTHS				BEEF USED IN LAST 7 DAYS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS		80986	57709	100.0	71.3	100	38105	100.0	47.1	100	63118	100.0	77.9	100	55825	100.0	68.9	100
MAGAZINES	QUINTILE 1	15799	11731	20.3	74.3	104	7663	20.1	48.5	103	12804	20.3	81.0	104	11575	20.7	73.3	106
	QUINTILE 2	17259	12937	22.4	75.0	105	8284	21.7	48.0	102	13934	22.1	80.7	104	12527	22.4	72.6	105
	QUINTILE 3	13545	9869	17.1	72.9	102	6503	17.1	48.0	102	10853	17.2	80.1	103	9720	17.4	71.8	104
	QUINTILE 4	15133	10811	18.7	71.4	100	6962	18.3	46.0	98	11981	19.0	79.2	102	10494	18.8	69.3	101
	QUINTILE 5	19250	12360	21.4	64.2	90	8693	22.8	45.2	96	13546	21.5	70.4	90	11509	20.6	59.8	87
NEWSPAPERS	QUINTILE 1	12413	9079	15.7	73.1	103	6172	16.2	49.7	106	9878	15.7	79.6	102	9027	16.2	72.7	105
	QUINTILE 2	24116	17648	30.6	73.2	103	11626	30.5	48.2	102	19489	30.9	80.8	104	17524	31.4	72.7	105
	QUINTILE 3	11261	8086	14.0	71.8	101	5157	13.5	45.8	97	8862	14.0	78.7	101	7743	13.9	68.8	100
	QUINTILE 4	20255	14465	25.1	71.4	100	9519	25.0	47.0	100	15821	25.1	78.1	100	13889	24.9	68.6	99
	QUINTILE 5	12940	8431	14.6	65.2	91	5630	14.8	43.5	92	9068	14.4	70.1	90	7642	13.7	59.1	86
OUTDOOR	QUINTILE 1	14852	10924	18.9	73.6	103	6733	17.7	45.3	96	12221	19.4	82.3	106	10940	19.6	73.7	107
	QUINTILE 2	15725	11443	19.8	72.8	102	7382	19.4	46.9	100	12467	19.8	79.3	102	10981	19.7	69.8	101
	QUINTILE 3	16330	11852	20.5	72.6	102	7841	20.6	48.0	102	12783	20.3	78.3	100	11319	20.3	69.3	101
	QUINTILE 4	16744	11642	20.2	69.5	98	7881	20.7	47.1	100	12706	20.1	75.9	97	11183	20.0	66.8	97
	QUINTILE 5	17334	11848	20.5	68.4	96	8268	21.7	47.7	101	12942	20.5	74.7	96	11402	20.4	65.8	95
RADIO-DRIVE TIME	QUINTILE 1	15911	11622	20.1	73.0	103	7586	19.9	47.7	101	12881	20.4	81.0	104	11443	20.5	71.9	104
	QUINTILE 2	14837	10812	18.7	72.9	102	7262	19.1	48.9	104	11646	18.5	78.5	101	10543	18.9	71.1	103
	QUINTILE 3	15339	11126	19.3	72.5	102	7433	19.5	48.5	103	12110	19.2	78.9	101	10549	18.9	68.8	100
	QUINTILE 4	16723	11596	20.1	69.3	97	7383	19.4	44.1	94	12794	20.3	76.5	98	11296	20.2	67.5	98
	QUINTILE 5	18176	12552	21.8	69.1	97	8441	22.2	46.4	99	13687	21.7	75.3	97	11994	21.5	66.0	96
RADIO-MID- DAY	TERCILE 1	21020	15161	26.3	72.1	101	10138	26.6	48.2	103	16956	26.9	80.7	104	15292	27.4	72.7	106
	TERCILE 2	21610	15499	26.9	71.7	101	10251	26.9	47.4	101	16958	26.9	78.5	101	14863	26.6	68.8	100
	TERCILE 3	38355	27049	46.9	70.5	99	17715	46.5	46.2	98	29204	46.3	76.1	98	25669	46.0	66.9	97
RADIO-TOTAL	QUINTILE 1	15988	11726	20.3	73.3	103	7868	20.6	49.2	105	12851	20.4	80.4	103	11405	20.4	71.3	103
	QUINTILE 2	15626	11003	19.1	70.4	99	7110	18.7	45.5	97	12170	19.3	77.9	100	10897	19.5	69.7	101
	QUINTILE 3	16723	12197	21.1	72.9	102	8210	21.5	49.1	104	13329	21.1	79.7	102	11899	21.3	71.2	103
	QUINTILE 4	16342	11561	20.0	70.7	99	7437	19.5	45.5	97	12594	20.0	77.1	99	11006	19.7	67.3	98
	QUINTILE 5	16306	11222	19.4	68.8	97	7480	19.6	45.9	97	12173	19.3	74.7	96	10617	19.0	65.1	94
TV-PRIME TIME	QUINTILE 1	15953	11000	19.1	69.0	97	7740	20.3	48.5	103	12239	19.4	76.7	98	10970	19.7	68.8	100
	QUINTILE 2	16137	11723	20.3	72.6	102	7595	19.9	47.1	100	12754	20.2	79.0	101	11371	20.4	70.5	102
	QUINTILE 3	16420	12152	21.1	74.0	104	8084	21.2	49.2	105	13184	20.9	80.3	103	11723	21.0	71.4	104
	QUINTILE 4	16687	11866	20.6	71.1	100	7668	20.1	46.0	98	12941	20.5	77.6	100	11464	20.5	68.7	100
	QUINTILE 5	15789	10968	19.0	69.5	97	7017	18.4	44.4	94	12001	19.0	76.0	98	10296	18.4	65.2	95
TV-DAYTIME	TERCILE 1	27736	19332	33.5	69.7	98	13265	34.8	47.8	102	20893	33.1	75.3	97	18307	32.8	66.0	96
	TERCILE 2	26489	19338	33.5	73.0	102	12654	33.2	47.8	102	21218	33.6	80.1	103	18787	33.7	70.9	103
	TERCILE 3	26761	19039	33.0	71.1	100	12186	32.0	45.5	97	21008	33.3	78.5	101	18731	33.6	70.0	102
TV-TOTAL	QUINTILE 1	16345	10899	18.9	66.7	94	7509	19.7	45.9	98	11875	18.8	72.7	93	10413	18.7	63.7	92
	QUINTILE 2	16447	11670	20.2	71.0	100	8109	21.3	49.3	105	12849	20.4	78.1	100	11284	20.2	68.6	100
	QUINTILE 3	15980	12048	20.9	75.4	106	7696	20.2	48.2	102	12819	20.3	80.2	103	11363	20.4	71.1	103
	QUINTILE 4	15887	11655	20.2	73.4	103	7359	19.3	46.3	98	12974	20.6	81.7	105	11655	20.9	73.4	106
	QUINTILE 5	16326	11437	19.8	70.1	98	7432	19.5	45.5	97	12601	20.0	77.2	99	11109	19.9	68.0	99
MAGAZINES-NEWSPAPERS: DUAL		20721	15462	26.8	74.6	105	10239	26.9	49.4	105	16776	26.6	81.0	104	15203	27.2	73.4	106
MAGAZINE IMPERATIVE		19186	14193	24.6	74.0	104	8968	23.5	46.7	99	15398	24.4	80.3	103	13660	24.5	71.2	103
NEWSPAPER IMPERATIVE		21899	15628	27.1	71.4	100	10463	27.5	47.8	102	17276	27.4	78.9	101	15459	27.7	70.6	102
MAGAZINES-OUTDOOR: DUAL		15451	11721	20.3	75.9	106	7508	19.7	48.6	103	12899	20.4	83.5	107	11700	21.0	75.7	110
MAGAZINE IMPERATIVE		25953	18946	32.8	73.0	102	12551	32.9	48.4	103	20355	32.2	78.4	101	18145	32.5	69.9	101
OUTDOOR IMPERATIVE		24400	16966	29.4	69.5	98	10846	28.5	44.5	94	18729	29.7	76.8	98	16314	29.2	66.9	97
MAGAZINES-RADIO: DUAL		18049	13553	23.5	75.1	105	8718	22.9	48.3	103	14751	23.4	81.7	105	13293	23.8	73.6	107
MAGAZINE IMPERATIVE		23571	17489	30.3	74.2	104	11414	30.0	48.4	103	18872	29.9	80.1	103	16966	30.4	72.0	104
RADIO IMPERATIVE		23278	16168	28.0	69.5	97	11004	28.9	47.3	100	17935	28.4	77.0	99	15848	28.4	68.1	99
MAGAZINES-TELEVISION: DUAL		15459	11317	19.6	73.2	103	7703	20.2	49.8	106	12068	19.1	78.1	100	10774	19.3	69.7	101
MAGAZINE IMPERATIVE		25829	19384	33.6	75.0	105	12020	31.5	46.5	99	21272	33.7	82.4	106	19264	34.5	74.6	108
TELEVISION IMPERATIVE		26039	17675	30.6	67.9	95	12187	32.0	46.8	99	19427	30.8	74.6	96	16912	30.3	64.9	94
NEWSPAPERS-OUTDOOR: DUAL		16605	12172	21.1	73.3	103	7797	20.5	47.0	100	13589	21.5	81.8	105	12299	22.0	74.1	107
NEWSPAPER IMPERATIVE		26834	19344	33.5	72.1	101	13164	34.5	49.1	104	21044	33.3	78.4	101	18812	33.7	70.1	102
OUTDOOR IMPERATIVE		23346	16757	29.0	71.8	101	10677	28.0	45.7	97	18081	28.6	77.4	99	15732	28.2	67.4	98
NEWSPAPERS-RADIO: DUAL		17133	12854	22.3	75.0	105	8561	22.5	50.0	106	13921	22.1	81.3	104	12716	22.8	74.2	108
NEWSPAPER IMPERATIVE		25892	18690	32.4	72.2	101	12207	32.0	47.1	100	20517	32.5	79.2	102	18338	32.8	70.8	103
RADIO IMPERATIVE		23167	16257	28.2	70.2	98	10644	27.9	45.9	98	17922	28.4	77.4	99	15599	27.9	67.3	98
NEWSPAPERS-TELEVISION: DUAL		17159	12101	21.0	70.5	99	8221	21.6	47.9	102	13505	21.4	78.7	101	12056	21.6	70.3	102
NEWSPAPER IMPERATIVE		26214	19514	33.8	74.4	104	12476	32.7	47.6	101	21354	33.8	81.5	105	19294	34.6	73.6	107
TELEVISION IMPERATIVE		23412	16180	28.0	69.1	97	10982	28.8	46.9	100	17272	27.4	73.8	95	148			

	TOTAL U.S. '000	BACON USED IN LAST 6 MONTHS				BACON USED IN LAST 7 DAYS				BEEF USED IN LAST 6 MONTHS				BEEF USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	57709	100.0	71.3	100	38105	100.0	47.1	100	63118	100.0	77.9	100	55825	100.0	68.9	100
ATLANTIC MONTHLY	415	336	0.6	81.0	114	*193	0.5	46.5	99	371	0.6	89.4	115	332	0.6	80.0	116
BARRON'S	453	*310	0.5	68.4	96	*237	0.6	82.1	111	372	0.6	82.1	105	345	0.6	76.2	110
BETTER HOMES & GARDENS	16256	12454	21.6	76.6	108	8100	21.3	49.8	106	13082	20.7	80.5	103	11715	21.0	72.1	105
BON APPETIT	2535	1937	3.4	76.4	107	1155	3.0	45.6	97	2230	3.5	88.0	113	1963	3.5	77.4	112
BUSINESS WEEK	1278	837	1.5	65.5	92	565	1.5	44.2	94	929	1.5	72.7	93	866	1.6	67.8	98
CAR AND DRIVER	378	*235	0.4	62.2	87	*182	0.5	48.1	102	321	0.5	84.9	109	*300	0.5	79.4	115
CBS MAGAZINE NETWORK (GROSS)	1498	1181	2.0	78.8	111	847	2.2	56.5	120	1245	2.0	83.1	107	1149	2.1	76.7	111
CHANGING TIMES	1505	1133	2.0	75.3	106	710	1.9	47.2	100	1202	1.9	79.9	102	1051	1.9	69.8	101
COLONIAL HOMES	1231	902	1.6	73.3	103	636	1.7	51.7	110	1023	1.6	83.1	107	914	1.6	74.2	108
CONDE NAST MAG. PKG. (GROSS)	14146	10166	17.6	71.9	101	6143	16.1	43.4	92	11263	17.8	79.6	102	9963	17.8	70.4	102
CONSUMERS DIGEST	1323	1009	1.7	76.3	107	619	1.6	46.8	99	1013	1.6	76.6	98	922	1.7	69.7	101
COSMOPOLITAN	7102	5186	9.0	73.0	102	3163	8.3	44.5	95	5528	8.8	77.8	100	4852	8.7	68.3	99
COUNTRY LIVING	2481	1946	3.4	78.4	110	1381	3.6	55.7	118	2076	3.3	83.7	107	1908	3.4	76.9	112
CUISINE	1472	1044	1.8	70.9	100	731	1.9	49.7	106	1204	1.9	81.8	105	1052	1.9	71.5	104
CYCLE WORLD	425	377	0.7	88.7	124	*301	0.8	70.8	151	375	0.6	88.2	113	365	0.7	85.9	125
DCI:CREATIVE IDEAS FOR LIV	2510	2078	3.6	82.8	116	1456	3.8	58.0	123	2177	3.4	86.7	111	1957	3.5	78.0	113
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5373	9.3	80.3	113	3858	10.1	57.6	122	5622	8.9	84.0	108	5044	9.0	75.4	109
DISCOVER	894	638	1.1	71.4	100	393	1.0	44.0	93	700	1.1	79.3	100	625	1.1	69.9	101
EBONY	3507	2296	4.0	65.5	92	1835	4.8	52.3	111	2379	3.8	67.8	87	2163	3.9	61.7	89
ESQUIRE	1083	687	1.2	63.4	89	494	1.3	45.6	97	748	1.2	69.1	89	615	1.1	56.8	82
ESSENCE	1830	1345	2.3	73.5	103	1109	2.9	60.6	129	1355	2.1	74.0	95	1231	2.2	67.3	98
FAMILY CIRCLE	15930	12056	20.9	75.7	106	7769	20.4	48.8	104	13241	21.0	83.1	107	11975	21.5	75.2	109
THE FAMILY HANDYMAN	1126	895	1.6	79.5	112	536	1.4	47.6	101	959	1.5	85.2	109	857	1.5	76.1	110
FAMILY WEEKLY	11468	8574	14.9	74.8	105	5659	14.9	49.3	105	9347	14.8	81.5	105	8366	15.0	73.0	106
FIELD & STREAM	2234	1817	3.1	81.3	114	1366	3.6	61.1	130	1894	3.0	84.8	109	1658	3.0	74.2	108
FOOD & WINE	579	372	0.6	64.2	90	253	0.7	43.7	93	431	0.7	74.4	96	367	0.7	63.4	92
FORBES	728	492	0.9	67.6	95	347	0.9	47.7	101	591	0.9	81.2	104	511	0.9	70.2	102
FORTUNE	906	718	1.2	79.2	111	510	1.3	56.3	120	759	1.2	83.8	107	708	1.3	78.1	113
GENTLEMAN'S QUARTERLY	791	480	0.8	60.7	85	318	0.8	40.2	85	599	0.9	75.7	97	562	1.0	71.0	103
GLAMOUR	5265	3805	6.6	72.3	101	2244	5.9	42.6	91	4248	6.7	80.7	104	3683	6.6	70.0	101
GOLF DIGEST	636	522	0.9	82.1	115	377	1.0	59.3	126	561	0.9	88.2	113	527	0.9	82.9	120
GOLF DIGEST/TENNIS (GROSS)	1186	894	1.5	75.4	106	649	1.7	54.7	116	985	1.6	83.1	107	913	1.6	77.0	112
GOLF MAGAZINE	441	346	0.6	78.5	110	*231	0.6	52.4	111	393	0.6	89.1	114	374	0.7	84.8	123
GOLF MAGAZINE/SKI (GROSS)	922	725	1.3	78.6	110	486	1.3	52.7	112	815	1.3	88.4	113	766	1.4	83.1	121
GOOD HOUSEKEEPING	16487	12229	21.2	74.2	104	8171	21.4	49.6	105	13452	21.3	81.6	105	12268	22.0	74.4	108
HARPER'S BAZAAR	2423	1682	2.9	69.4	97	1076	2.8	44.4	94	1912	3.0	78.9	101	1716	3.1	70.8	103
HEALTH	1994	1453	2.5	72.9	102	979	2.6	49.1	104	1499	2.4	75.2	96	1362	2.4	68.3	99
HEARST MAG CORP. BUY (GROSS)	44101	32782	56.8	74.3	104	21594	56.7	49.0	104	35621	56.4	80.8	104	32161	57.6	72.9	106
HEARST MAN POWER (GROSS)	1993	1564	2.7	78.5	110	957	2.5	48.0	102	1633	2.6	81.9	105	1474	2.6	74.0	107
HEARST WOMAN POWER (GROSS)	31274	23210	40.2	74.2	104	15143	39.7	48.4	103	25175	39.9	80.5	103	22654	40.6	72.4	105
HOUSE BEAUTIFUL	3623	2695	4.7	74.4	104	1865	4.9	51.5	109	2912	4.6	80.4	103	2715	4.9	74.9	109
INC.	283	*218	0.4	77.0	108	*170	0.4	60.1	128	*238	0.4	84.1	108	*222	0.4	78.4	114
JET	2928	1946	3.4	66.5	93	1583	4.2	54.1	115	1996	3.2	68.2	87	1786	3.2	61.0	88
LADIES' HOME JOURNAL	11918	9159	15.9	76.9	108	5955	15.6	50.0	106	9738	15.4	81.7	105	8763	15.7	73.5	107
LHJ FAMILY GRP COMBO(GROSS)	16764	12853	22.3	76.7	108	8436	22.1	50.3	107	13734	21.8	81.9	105	12367	22.2	73.8	107
LIFE	4254	3085	5.3	72.5	102	2115	5.6	49.7	106	3221	5.1	75.7	97	2891	5.2	68.0	99
L.A. TIMES HOME MAGAZINE	1145	825	1.4	72.1	101	569	1.5	49.7	106	910	1.4	79.5	102	794	1.4	69.3	101
MADMOISELLE	2884	2163	3.7	75.0	105	1335	3.5	46.3	98	2381	3.8	82.6	106	2171	3.9	75.3	109
MC CALL'S	13460	10285	17.8	76.4	107	6829	17.9	50.7	108	11053	17.5	82.1	105	9980	17.9	74.1	108
MC CALL'S/WRK MOTHER (GROSS)	14606	11195	19.4	76.6	108	7353	19.3	50.3	107	12004	19.0	82.2	105	10851	19.4	74.3	108
MECHANIX ILLUSTRATED	772	650	1.1	84.2	118	415	1.1	53.8	114	699	1.1	90.5	116	633	1.1	82.0	119
METROPOLITAN HOME	967	653	1.1	67.5	95	464	1.2	48.0	102	766	1.2	79.2	102	685	1.2	70.8	103
MONEY	1588	1083	1.9	68.2	96	695	1.8	43.8	93	1248	2.0	78.6	101	1104	2.0	69.5	101
MOTHER EARTH NEWS	1002	793	1.4	79.1	111	476	1.2	47.5	101	848	1.3	84.6	109	756	1.4	75.4	109
MS.	825	631	1.1	76.5	107	426	1.1	51.6	110	664	1.1	80.5	103	572	1.0	69.3	101
NATIONAL ENQUIRER	10336	7538	13.1	72.9	102	5170	13.6	50.0	106	8017	12.7	77.6	100	7184	12.9	69.5	101
NATIONAL GEOGRAPHIC	9597	7104	12.3	74.0	104	4520	11.9	47.1	100	7773	12.3	81.0	104	7160	12.8	74.6	108
NATIONAL SUNDAY MAGAZINE PKG	49558	36196	62.7	73.0	102	23843	62.6	48.1	102	39662	62.8	80.0	103	35687	63.9	72.0	104
NATURAL HISTORY	573	422	0.7	73.6	103	279	0.7	48.7	103	479	0.8	83.6	107	424	0.8	74.0	107
NEW WOMAN	1699	1267	2.2	74.6	105	787	2.1	46.3	98	1294	2.1	76.2	98	1115	2.0	65.6	95
NEW YORK INCLUDING CUE	443	287	0.5	64.8	91	*158	0.4	35.7	76	360	0.6	81.3	104	303	0.5	68.4	99
THE NEW YORKER	1270	804	1.4	63.3	89	498	1.3	39.2	83	997	1.6	78.5	101	853	1.5	67.2	97
NEWSWEEK	6277	4656	8.1	74.2	104	2742	7.2	43.7	93	5032	8.0	80.2	103	4437	7.9	70.7	103
THE N.Y. TIMES DAILY EDITION	1205	751	1.3	62.3	87	479	1.3	39.8	84	942	1.5	78.2	100	859	1.5	71.3	103
THE N.Y. TIMES MAGAZINE	2081	1297	2.2	62.3	87	769	2.0	37.0	79	1620	2.6	77.8	100	1406	2.5	67.6	98
OMNI	788	567	1.0	72.0	101	342	0.9	43.4	92	625	1.0	79.3	102	512	0.9	65.0	94
ON CABLE	1158	930	1.6	80.3	113	621	1.6	53.6	114	951	1.5	82.1	105	806	1.4	69.6	101
1001 HOME IDEAS	2852	2241	3.9	78.6	110	1501	3.9	52.6	112	2497	4.0	87.6	112	2242	4.0	78.6	114
ORGANIC GARDENING	1658	1320	2.3	79.6	112	944	2.5	56.9	121	1434	2.3	86.5	111	1332	2.4	80.3	117
OUTDOOR LIFE	896	674	1.2	75.2	106	461	1.2	51.5	109	724	1.1	80.8	104	619	1.1	69.1	100
PARADE MAGAZINE	24275	17421	30.2	71.8	101	11447	30.0	47.2	100	19117	30.3	78.8	101	17299	31.0	71.3	103

	TOTAL U.S. '000	BACON USED IN LAST 6 MONTHS				BACON USED IN LAST 7 DAYS				BEEF USED IN LAST 6 MONTHS				BEEF USED IN LAST 7 DAYS			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	57709	100.0	71.3	100	38105	100.0	47.1	100	63118	100.0	77.9	100	55825	100.0	68.9	100
PARENTS	3845	2943	5.1	76.5	107	1737	4.6	45.2	96	3177	5.0	82.6	106	2856	5.1	74.3	108
PENTHOUSE	831	590	1.0	71.0	100	367	1.0	44.2	94	625	1.0	75.2	97	581	1.0	69.9	101
PEOPLE	11645	8700	15.1	74.7	105	5466	14.3	46.9	100	9453	15.0	81.2	104	8462	15.2	72.7	105
PLAYBOY	2006	1483	2.6	73.9	104	1015	2.7	50.6	108	1521	2.4	75.8	97	1375	2.5	68.5	99
POPULAR HOT RODDING	297	*260	0.5	87.5	123	*158	0.4	53.2	113	*264	0.4	88.9	114	*253	0.5	85.2	124
POPULAR MECHANICS	1018	793	1.4	77.9	109	497	1.3	48.8	104	811	1.3	79.7	102	771	1.4	75.7	110
POPULAR SCIENCE	878	656	1.1	74.7	105	502	1.3	57.2	122	756	1.2	86.1	110	674	1.2	76.8	111
PREVENTION	3913	2783	4.8	71.1	100	1711	4.5	43.7	93	3139	5.0	80.2	103	2810	5.0	71.8	104
PSYCHOLOGY TODAY	1710	1229	2.1	71.9	101	758	2.0	44.3	94	1392	2.2	81.4	104	1334	2.4	78.0	113
READER'S DIGEST	22204	16685	28.9	75.1	105	11339	29.8	51.1	109	17885	28.3	80.5	103	16226	29.1	73.1	106
REDBOOK	7684	5796	10.0	75.4	106	3808	10.0	49.6	105	6196	9.8	80.6	103	5535	9.9	72.0	104
ROAD & TRACK	410	330	0.6	80.5	113	*169	0.4	41.2	88	355	0.6	86.6	111	337	0.6	82.2	119
ROLLING STONE	969	737	1.3	76.1	107	415	1.1	42.8	91	785	1.2	81.0	99	684	1.2	70.6	102
RUNNER'S WORLD	284	*192	0.3	64.4	90	**106	0.3	35.6	76	*230	0.4	77.2	94	*192	0.3	64.4	93
SATURDAY EVENING POST	1169	909	1.6	77.8	109	566	1.5	48.4	103	959	1.5	82.0	105	846	1.5	72.4	105
SCIENCE 84	587	478	0.8	81.4	114	287	0.8	48.9	104	544	0.9	92.7	119	484	0.9	82.5	120
SCIENCE DIGEST	482	378	0.7	78.4	110	*221	0.6	45.9	97	398	0.6	82.6	106	354	0.6	73.4	107
SCIENTIFIC AMERICAN	594	366	0.6	61.6	86	*270	0.7	45.5	97	495	0.8	83.3	107	438	0.8	73.7	107
SELF	2089	1491	2.6	71.4	100	881	2.3	42.2	90	1708	2.7	81.8	105	1509	2.7	72.2	105
SEVENTEEN	2411	1602	2.8	66.4	93	1007	2.6	41.8	89	1791	2.8	74.3	95	1633	2.9	67.7	98
SKI	480	379	0.7	79.0	111	*255	0.7	53.1	113	421	0.7	87.7	113	392	0.7	81.7	118
SMITHSONIAN	2760	1936	3.4	70.1	98	1186	3.1	43.0	91	2202	3.5	79.8	102	1944	3.5	70.4	102
SOAP OPERA DIGEST	3013	2229	3.9	74.0	104	1536	4.0	51.0	108	2343	3.7	77.8	100	2063	3.7	68.5	99
SOUTHERN LIVING	4184	3295	5.7	78.8	111	2402	6.3	57.4	122	3445	5.5	82.3	106	3088	5.5	73.8	107
SPORT	559	403	0.7	72.1	101	323	0.8	57.8	123	462	0.7	82.6	106	403	0.7	72.1	105
THE SPORTING NEWS	436	*370	0.6	84.9	119	*233	0.6	53.4	114	409	0.6	93.8	120	*390	0.7	89.4	130
SPORTS AFIELD	493	392	0.7	79.5	112	*239	0.6	48.5	103	424	0.7	86.0	110	348	0.6	70.6	102
SPORTS ILLUSTRATED	2758	2147	3.7	77.8	109	1448	3.8	52.5	112	2323	3.7	84.2	108	2134	3.8	77.4	112
STAR	7456	5486	9.5	73.6	103	3840	10.1	51.5	109	5837	9.2	78.3	100	5215	9.3	69.9	101
SUNDAY	24936	17928	31.1	71.9	101	11877	31.2	47.6	101	19768	31.3	79.3	102	17849	32.0	71.6	104
SUNSET	2124	1556	2.7	73.3	103	1050	2.8	49.4	105	1752	2.8	82.5	106	1555	2.8	73.2	106
TV GUIDE	21661	15591	27.0	72.0	101	10227	26.8	47.2	100	17119	27.1	79.0	101	15333	27.5	70.8	103
TENNIS	550	371	0.6	67.5	95	*273	0.7	49.6	105	424	0.7	77.1	99	386	0.7	70.2	102
TIME	8880	6535	11.3	73.6	103	4199	11.0	47.3	100	7287	11.5	82.1	105	6673	12.0	75.1	109
TOWN & COUNTRY	917	648	1.1	70.7	99	442	1.2	48.2	102	766	1.2	83.5	107	675	1.2	73.6	107
TRAVEL & LEISURE	972	724	1.3	74.5	105	442	1.2	45.5	97	824	1.3	84.8	109	699	1.3	71.9	104
TRUE STORY	3356	2521	4.4	75.1	105	1627	4.3	48.5	103	2570	4.1	76.6	98	2264	4.1	67.5	98
U.S. NEWS & WORLD REPORT	3410	2546	4.4	74.7	105	1467	3.8	43.0	91	2694	4.3	79.0	101	2459	4.4	72.1	105
USA TODAY	1759	1281	2.2	72.8	102	900	2.4	51.2	109	1440	2.3	81.9	105	1293	2.3	73.5	107
US	1873	1410	2.4	75.3	106	859	2.3	45.9	97	1464	2.3	78.2	100	1289	2.3	68.8	100
VOGUE	3909	2707	4.7	69.3	97	1683	4.4	43.1	92	2926	4.6	74.9	96	2600	4.7	66.5	96
MALL STREET JOURNAL	1886	1426	2.5	75.6	106	885	2.3	46.9	100	1529	2.4	81.1	104	1345	2.4	71.3	103
WEIGHT WATCHERS	2120	1610	2.8	75.9	107	1077	2.8	50.8	108	1758	2.8	82.9	106	1634	2.9	77.1	112
WOMAN'S DAY	14172	10600	18.4	74.8	105	6897	18.1	48.7	103	11663	18.5	82.3	106	10598	19.0	74.8	108
WORKING MOTHER	1146	910	1.6	79.4	111	524	1.4	45.7	97	950	1.5	82.9	106	871	1.6	76.0	110
WORKING WOMAN	1322	1025	1.8	77.5	109	*644	1.7	48.7	104	1080	1.7	81.7	105	902	1.6	68.2	99
WORLD TENNIS	*163	*102	0.2	62.6	88	**93	0.2	57.1	121	**100	0.2	61.3	79	**83	0.1	50.9	74
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1891	3.3	74.7	105	1315	3.5	51.9	110	2072	3.3	81.8	105	1870	3.3	73.9	107
BLAIR INSERTS	43657	31664	54.9	72.5	102	20803	54.6	47.7	101	34861	55.2	79.9	102	31268	56.0	71.6	104
DAILY NEWSPAPERS																	
READ ANY	51633	37582	65.1	72.8	102	24892	65.3	48.2	102	41185	65.3	79.8	102	36806	65.9	71.3	103
READ ONE	43463	31540	54.7	72.6	102	20813	54.6	47.9	102	34673	54.9	79.8	102	30881	55.3	71.1	103
READ TWO OR MORE	8170	6042	10.5	74.0	104	4079	10.7	49.9	106	6512	10.3	79.7	102	5925	10.6	72.5	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	38284	66.3	72.7	102	25252	66.3	47.9	102	42159	66.8	80.0	103	37804	67.7	71.8	104
READ ONE	46126	33440	57.9	72.5	102	21915	57.5	47.5	101	36814	58.3	79.8	102	32796	58.7	71.1	103
READ TWO OR MORE	6552	4844	8.4	73.9	104	3337	8.8	50.9	108	5345	8.5	81.6	105	5008	9.0	76.4	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.05				27.09				28.63				28.76			
30 DAY REACH	71455	51157	88.6	71.6	100	33449	87.8	46.8	99	55848	88.5	78.2	100	49276	88.3	69.0	100
50 SHWG - 30 DAY AV FREQ	14.56	14.80				14.32				15.07				15.14			
30 DAY REACH	67742	48592	84.2	71.7	101	31713	83.2	46.8	99	53174	84.2	78.5	101	46937	84.1	69.3	101
25 SHWG - 30 DAY AV FREQ	7.94	8.03				7.80				8.20				8.20			
30 DAY REACH	62117	44705	77.5	72.0	101	29104	76.4	46.9	100	48891	77.5	78.7	101	43313	77.6	69.7	101
CABLE TV: HOME WIRED	32077	24084	41.7	75.1	105	15911	41.8	49.6	105	26478	41.9	82.5	106	23941	42.9	74.6	108
HOME NOT WIRED	48909	33625	58.3	68.8	96	22194	58.2	45.4	96	36640	58.0	74.9	96	31883	57.1	65.2	95
HAVE PAY CABLE	15935	12498	21.7	78.4	110	8494	22.3	53.3	113	13777	21.8	86.5	111	12564	22.5	78.8	114

	TOTAL U.S. '000	BACON USED IN LAST 6 MONTHS				BACON USED IN LAST 7 DAYS				BEEF USED IN LAST 6 MONTHS				BEEF USED IN LAST 7 DAYS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS	80986	57709	100.0	71.3	100	38105	100.0	47.1	100	63118	100.0	77.9	100	55825	100.0	68.9	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	31938	55.3	72.7	102	20744	54.4	47.2	100	35131	55.7	80.0	103	31333	56.1	71.3	103	
10:00 AM - 3:00 PM	30659	22171	38.4	72.3	101	14684	38.5	47.9	102	24581	38.9	80.2	103	21940	39.3	71.6	104	
3:00 PM - 7:00 PM	31045	22726	39.4	73.2	103	14821	38.9	47.7	101	24939	39.5	80.3	103	22284	39.9	71.8	104	
7:00 PM - MIDNIGHT	15767	11217	19.4	71.1	100	7393	19.4	46.9	100	12299	19.5	78.0	100	10921	19.6	69.3	100	
MIDNIGHT - 6:00 AM	9120	6616	11.5	72.5	102	4367	11.5	47.9	102	7210	11.4	79.1	101	6339	11.4	69.5	101	
6:00 AM - MIDNIGHT	58527	42366	73.4	72.4	102	27803	73.0	47.5	101	46517	73.7	79.5	102	41259	73.9	70.5	102	
ENTIRE DAY	59311	42910	74.4	72.3	102	28193	74.0	47.5	101	47097	74.6	79.4	102	41784	74.8	70.4	102	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	12014	20.8	74.3	104	7774	20.4	48.1	102	13320	21.1	82.4	106	11806	21.1	73.0	106	
ALL NEWS	2256	1424	2.5	63.1	89	964	2.5	42.7	91	1674	2.7	74.2	95	1553	2.8	68.8	100	
AOR/PROGRESSIVE	3874	2912	5.0	75.2	105	1773	4.7	45.8	97	3197	5.1	82.5	106	2814	5.0	72.6	105	
BEAUTIFUL MUSIC	5660	4189	7.3	74.0	104	2791	7.3	49.3	105	4676	7.4	82.6	106	4270	7.6	75.4	109	
BLACK	2204	1500	2.6	68.1	96	1211	3.2	54.9	117	1521	2.4	69.0	89	1351	2.4	61.3	89	
CLASSICAL	1418	1020	1.8	71.9	101	601	1.6	42.4	90	1165	1.8	82.2	105	1041	1.9	73.4	107	
CHR/ROCK	9538	6893	11.9	72.3	101	4145	10.9	43.5	92	7626	12.1	80.0	103	6717	12.0	70.4	102	
COUNTRY	12648	9427	16.3	74.5	105	6345	16.7	50.2	107	10141	16.1	80.2	103	9097	16.3	71.9	104	
GOLDEN OLDIES	1191	837	1.5	70.3	99	630	1.7	52.9	112	906	1.4	76.1	98	809	1.4	67.9	99	
MOR/NOSTALGIA	4757	3382	5.9	71.1	100	2262	5.9	47.6	101	3830	6.1	80.5	103	3389	6.1	71.2	103	
NEWS/TALK	3863	2654	4.6	68.7	96	1669	4.4	43.2	92	2984	4.7	77.2	99	2690	4.8	69.6	101	
RELIGIOUS	3084	2036	3.5	66.0	93	1429	3.8	46.3	98	2289	3.6	74.2	95	1951	3.5	63.3	92	
SOFT ROCK	521	414	0.7	79.5	112	*197	0.5	37.8	80	431	0.7	82.7	106	325	0.6	62.4	90	
URBAN CONTEMPORARY	1585	1037	1.8	65.4	92	704	1.8	44.4	94	1056	1.7	66.6	85	937	1.7	59.1	86	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2294	4.0	70.3	99	1393	3.7	42.7	91	2438	3.9	74.8	96	2191	3.9	67.2	97	
ABC DIRECTION	2316	1615	2.8	69.7	98	1070	2.8	46.2	98	1808	2.9	78.1	100	1600	2.9	69.1	100	
ABC ENTERTAINMENT	4834	3733	6.5	77.2	108	2476	6.5	51.2	109	3981	6.3	82.4	106	3588	6.4	74.2	108	
ABC FM	2202	1682	2.9	76.4	107	1149	3.0	52.2	111	1796	2.8	81.6	105	1617	2.9	73.4	107	
ABC INFORMATION	5425	3963	6.9	73.1	103	2563	6.7	47.2	100	4377	6.9	80.7	104	3935	7.0	72.5	105	
ABC ROCK	1677	1320	2.3	78.7	110	731	1.9	43.6	93	1379	2.2	82.2	106	1168	2.1	69.6	101	
CBS	4430	3033	5.3	68.5	96	2037	5.3	46.0	98	3435	5.4	77.5	99	3032	5.4	68.4	99	
MUTUAL	4992	3608	6.3	72.3	101	2477	6.5	49.6	105	3845	6.1	77.0	99	3523	6.3	70.6	102	
NBC	4679	3449	6.0	73.7	103	2238	5.9	47.8	102	3831	6.1	81.9	105	3444	6.2	73.6	107	
RADIORADIO	1994	1410	2.4	70.7	99	872	2.3	43.7	93	1543	2.4	77.4	99	1387	2.5	69.6	101	
RKO ONE	2298	1512	2.6	65.8	92	951	2.5	41.4	88	1720	2.7	74.8	96	1521	2.7	66.2	96	
RKO TWO	3311	2415	4.2	72.9	102	1605	4.2	48.5	103	2684	4.3	81.1	104	2394	4.3	72.3	105	
THE SOURCE	2114	1559	2.7	73.7	103	1013	2.7	47.9	102	1679	2.7	79.4	102	1452	2.6	68.7	100	
NON-WIRED: BLAIR	8654	6450	11.2	74.5	105	4158	10.9	48.0	102	7014	11.1	81.0	104	6167	11.0	71.3	103	
INTERNET	12025	8796	15.2	73.1	103	5874	15.4	48.8	104	9763	15.5	81.2	104	8686	15.6	72.2	105	
KATZ RADIO GROUP	15359	11176	19.4	72.8	102	7255	19.0	47.2	100	12438	19.7	81.0	104	11243	20.1	73.2	106	
SUPERNET	10628	7666	13.3	72.1	101	4907	12.9	46.2	98	8406	13.3	79.1	101	7428	13.3	69.9	101	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	6018	10.4	69.5	98	4042	10.6	46.7	99	6598	10.5	76.2	98	5773	10.3	66.7	97	
MKDAY 9:00 AM - 1:00 PM	12163	8489	14.7	69.8	98	5810	15.2	47.8	102	9148	14.5	75.2	97	7949	14.2	65.4	95	
MKDAY 1:00 PM - 4:30 PM	16150	11262	19.5	69.7	98	7612	20.0	47.1	100	12134	19.2	75.1	96	10541	18.9	65.3	95	
MKDAY 4:30 PM - 7:30 PM	22463	15477	26.8	68.9	97	10429	27.4	46.4	99	16936	26.8	75.4	97	14710	26.4	65.5	95	
MKDAY 7:30 PM - 8:00 PM	31795	22144	38.4	69.6	98	14868	39.0	46.8	99	24162	38.3	76.0	98	21248	38.1	66.8	97	
MKDAY 11:00 PM - 11:30 PM	23977	17028	29.5	71.0	100	11321	29.7	47.2	100	18633	29.5	77.7	100	16484	29.5	68.7	100	
MKDAY 11:30 PM - 1:00 AM	7703	5527	9.6	71.8	101	3658	9.6	47.5	101	5947	9.4	77.2	99	5261	9.4	68.3	99	
M-SAT 8-11 PM-SUN 7-11 PM	33800	24097	41.8	71.3	100	16141	42.4	47.8	101	26465	41.9	78.3	100	23565	42.2	69.7	101	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	4558	7.9	69.7	98	3023	7.9	46.2	98	4971	7.9	76.0	98	4275	7.7	65.4	95
ANOTHER WORLD	N	4620	3180	5.5	68.8	97	2224	5.8	48.1	102	3473	5.5	75.2	96	3020	5.4	65.4	95
AS THE WORLD TURNS	C	5614	3874	6.7	69.0	97	2708	7.1	48.2	103	4193	6.6	74.7	96	3643	6.5	64.9	94
CAPITOL	C	3396	2380	4.1	70.1	98	1654	4.3	48.7	104	2510	4.0	73.9	95	2174	3.9	64.0	93
CBS MORN. NEWS 1	C	1446	953	1.7	65.9	92	704	1.8	48.7	103	1018	1.6	70.4	90	870	1.6	60.2	87
CBS MORN. NEWS 2	C	1207	762	1.3	63.1	89	525	1.4	43.5	92	826	1.3	68.4	88	723	1.3	59.9	87
DAYS OF OUR LIVES	N	5877	4214	7.3	71.7	101	2875	7.5	48.9	104	4562	7.2	77.6	100	4020	7.2	68.4	99
FACTS OF LIFE - DAYTIME	N	2290	1564	2.7	68.3	96	1058	2.8	46.2	98	1631	2.6	71.2	91	1404	2.5	61.3	89
FAMILY FEUD	A	3023	2092	3.6	69.2	97	1439	3.8	47.6	101	2212	3.5	73.2	94	1946	3.5	64.4	93
GENERAL HOSPITAL	A	6097	4249	7.4	69.7	98	2709	7.1	44.4	94	4487	7.1	73.6	94	3852	6.9	63.2	92
GOOD MORNING, AMERICA-730	A	3515	2524	4.4	71.8	101	1687	4.4	48.0	102	2751	4.4	78.3	100	2409	4.3	68.5	99
GOOD MORNING, AMERICA-830	A	2818	2037	3.5	72.3	101	1348	3.5	47.8	102	2199	3.5	78.0	100	1954	3.5	69.3	101
GUIDING LIGHT	C	5339	3746	6.5	70.2	98	2676	7.0	50.1	107	4004	6.3	75.0	96	3540	6.3	66.3	96
ONE LIFE TO LIVE	A	4478	3150	5.5	70.3	99	2074	5.4	46.3	98	3288	5.2	73.4	94	2858	5.1	63.8	93
PRESS YOUR LUCK	C	2244	1603	2.8	71.4	100												

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	TOTAL U.S. '000	PORK USED IN LAST 6 MONTHS				PORK USED IN LAST 7 DAYS				LAMB USED IN LAST 6 MONTHS				LAMB USED IN LAST 7 DAYS			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	51754	100.0	63.9	100	33847	100.0	41.8	100	12064	100.0	14.9	100	4045	100.0	5.0	100
18 - 24	9282	5548	10.7	59.8	94	3270	9.7	35.2	84	922	7.6	9.9	67	*323	8.0	3.5	70
25 - 34	19072	13570	26.2	71.2	111	8674	25.6	45.5	109	2650	22.0	13.9	93	836	20.7	4.4	88
35 - 44	14591	10053	19.4	68.9	108	6837	20.2	46.9	112	2139	17.7	14.7	98	510	12.6	3.5	70
45 - 54	11345	7904	15.3	69.7	109	5090	15.0	44.9	107	2085	17.3	18.4	123	528	13.1	4.7	93
55 - 64	11635	7237	14.0	62.2	97	4976	14.7	42.8	102	1915	15.9	16.5	110	740	18.3	6.4	121
65 OR OLDER	15061	7442	14.4	49.4	77	5000	14.8	33.2	79	2353	19.5	15.6	105	1106	27.3	7.3	141
18 - 34	28354	19118	36.9	67.4	106	11944	35.3	42.1	101	3572	29.6	12.6	85	1160	28.7	4.1	82
18 - 49	48339	33040	63.8	68.4	107	21309	63.0	44.1	105	6575	54.5	13.6	91	1884	46.6	3.9	78
25 - 54	45008	31528	60.9	70.0	110	20601	60.9	45.8	110	6874	57.0	15.3	103	1875	46.4	4.2	83
35 - 49	19985	13921	26.9	69.7	109	9366	27.7	46.9	112	3003	24.9	15.0	101	725	17.9	3.6	73
50 OR OLDER	32647	18714	36.2	57.3	90	12538	37.0	38.4	92	5489	45.5	16.8	113	2160	53.4	6.6	132
GRADUATED COLLEGE	11155	7516	14.5	67.4	105	4864	14.4	43.6	104	2511	20.8	22.5	151	792	19.6	7.1	142
ATTENDED COLLEGE	13682	9525	18.4	69.6	109	6049	17.9	44.2	106	2499	20.7	18.3	123	812	20.1	5.9	119
GRADUATED HIGH SCHOOL	33880	22687	43.8	67.0	105	14411	42.6	42.5	102	4716	39.1	13.9	93	1451	35.9	4.3	86
DID NOT GRADUATE HIGH SCHOOL	22270	12026	23.2	54.0	85	8523	25.2	38.3	92	2339	19.4	10.5	71	990	24.5	4.4	89
EMPLOYED	40306	27057	52.3	67.1	105	17282	51.1	42.9	103	6222	51.6	15.4	104	1740	43.0	4.3	86
EMPLOYED FULL-TIME	32850	21861	42.2	66.5	104	13957	41.2	42.5	102	5057	41.9	15.4	103	1483	36.7	4.5	90
EMPLOYED PART-TIME	7456	5195	10.0	69.7	109	3325	9.8	44.6	107	1165	9.7	15.6	105	**258	6.4	3.5	69
NOT EMPLOYED	40680	24697	47.7	60.7	95	16565	48.9	40.7	97	5842	48.4	14.4	96	2304	57.0	5.7	113
PROFESSIONAL/MANAGER	10392	7120	13.8	68.5	107	4387	13.0	42.2	101	2131	17.7	20.5	138	653	16.1	6.3	126
TECH/CLERICAL/SALES	17574	12160	23.5	69.2	108	7773	23.0	44.2	106	2754	22.8	15.7	105	866	21.4	4.9	99
PRECISION/CRAFT	985	705	1.4	71.6	112	**440	1.3	44.7	107	**177	1.5	18.0	121	**8	0.2	0.8	16
OTHER EMPLOYED	11354	7071	13.7	62.3	97	4682	13.8	41.2	99	1161	9.6	10.2	69	*213	5.3	1.9	38
SINGLE	9863	5261	10.2	53.3	83	3175	9.4	32.2	77	1410	11.7	14.3	96	498	12.3	5.0	101
MARRIED	51375	35679	68.9	69.4	109	23550	69.6	45.8	110	7844	65.0	15.3	102	2499	61.8	4.9	97
DIVORCED/SEPARATED/WIDOWED	19748	10814	20.9	54.8	86	7122	21.0	36.1	86	2810	23.3	14.2	96	1048	25.9	5.3	106
PARENTS	32590	23671	45.7	72.6	114	15819	46.7	48.5	116	4392	36.4	13.5	90	1213	30.0	3.7	75
WHITE	70416	46068	89.0	65.4	102	29508	87.2	41.9	100	10701	88.7	15.2	102	3460	85.5	4.9	98
BLACK	8778	4529	8.8	51.6	81	3508	10.4	40.0	96	1058	8.8	12.1	81	443	11.0	5.0	101
OTHER	1791	1157	2.2	64.6	101	*831	2.5	46.4	111	**305	2.5	17.0	114	**141	3.5	7.9	158
NORTHEAST-CENSUS	17786	11275	21.8	63.4	99	7242	21.4	40.7	97	4686	38.8	26.3	177	1598	39.5	9.0	180
NORTH CENTRAL	20741	14778	28.6	71.3	111	9743	28.8	47.0	112	1842	15.3	8.9	60	490	12.1	2.4	47
SOUTH	27775	16444	31.8	59.2	93	11375	33.6	41.0	98	2455	20.3	8.8	59	962	23.8	3.5	69
WEST	14683	9258	17.9	63.1	99	5486	16.2	37.4	89	3081	25.5	21.0	141	994	24.6	6.8	136
NORTHEAST-MKTG.	17961	10846	21.0	60.4	94	6919	20.4	38.5	92	4902	40.6	27.3	183	1709	42.2	9.5	199
EAST CENTRAL	11885	8143	15.7	68.5	107	5591	16.5	47.0	113	1110	9.2	9.3	63	*344	8.5	2.9	58
WEST CENTRAL	14090	10146	19.6	72.0	113	6564	19.4	46.6	111	1394	11.6	9.9	66	*415	10.3	2.9	59
SOUTH	24081	14594	28.2	60.6	95	10068	29.7	41.8	100	1913	15.9	7.9	53	702	17.4	2.9	58
PACIFIC	12969	8025	15.5	61.9	97	4705	13.9	36.3	87	2745	22.8	21.2	142	876	21.7	6.8	135
COUNTY SIZE A	32439	19935	38.5	61.5	96	13011	38.4	40.1	96	7085	58.7	21.8	147	2424	59.9	7.5	150
COUNTY SIZE B	24915	16356	31.6	65.6	103	10535	31.1	42.3	101	2900	24.0	11.6	78	939	23.2	3.8	75
COUNTY SIZE C	12930	8376	16.2	64.8	101	5308	15.7	41.1	98	1459	12.1	11.3	76	*501	12.4	3.9	78
COUNTY SIZE D	10703	7086	13.7	66.2	104	4992	14.7	46.6	112	620	5.1	5.8	39	**181	4.5	1.7	34
METRO CENTRAL CITY	24518	14795	28.6	60.3	94	9407	27.8	38.4	92	4200	34.8	17.1	115	1375	34.0	5.6	112
METRO SUBURBAN	35919	23708	45.8	66.0	103	15389	45.5	42.8	103	6129	50.8	17.1	115	1984	49.0	5.5	111
NON METRO	20549	13251	25.6	64.5	101	9050	26.7	44.0	105	1735	14.4	8.4	57	685	16.9	3.3	67
TOP 5 ADI'S	18341	11075	21.4	60.4	94	7116	21.0	38.8	93	4994	41.4	27.2	183	1794	44.4	9.8	196
TOP 10 ADI'S	25378	15056	29.1	59.3	93	9633	28.5	38.0	91	6240	51.7	24.6	165	2174	53.7	8.6	172
TOP 20 ADI'S	36488	22641	43.7	62.1	97	14534	42.9	39.8	95	7911	65.6	21.7	146	2708	66.9	7.4	149
HSHLD INC. \$50,000 OR MORE	6612	5064	9.8	76.6	120	3213	9.5	48.6	116	1775	14.7	26.8	180	*580	14.3	8.8	176
\$40,000 OR MORE	12659	9434	18.2	74.5	117	6120	18.1	48.3	116	3202	26.5	25.3	170	878	21.7	6.9	139
\$30,000 OR MORE	24698	17792	34.4	72.0	113	11544	34.1	46.7	112	5314	44.0	21.5	144	1465	36.2	5.9	119
\$25,000 OR MORE	32077	23052	44.5	71.9	112	14968	44.2	46.7	112	6518	54.0	20.3	136	1809	44.7	5.6	113
\$20,000 - \$24,999	9144	6085	11.8	66.5	104	4004	11.8	43.8	105	1194	9.9	13.1	88	*358	8.9	3.9	78
\$15,000 - \$19,999	8728	5608	10.8	64.3	101	3493	10.3	40.0	96	1222	10.1	14.0	94	556	13.7	6.4	128
\$10,000 - \$14,999	12562	7526	14.5	59.9	94	5045	14.9	40.2	96	1433	11.9	11.4	77	558	13.8	4.4	89
UNDER \$10,000	18475	9483	18.3	51.3	80	6337	18.7	34.3	82	1697	14.1	9.2	62	763	18.9	4.1	83
HOUSEHOLD OF 1 PERSON	11987	5802	11.2	48.4	76	3322	9.8	27.7	66	1794	14.9	15.0	100	806	19.9	6.7	135
2 PEOPLE	26577	15776	30.5	59.4	93	10098	29.8	38.0	91	4596	38.1	17.3	116	1544	38.2	5.8	116
3 OR 4 PEOPLE	30617	21540	41.6	70.4	110	14388	42.5	47.0	112	4061	33.7	13.3	89	1254	31.0	4.1	82
5 OR MORE PEOPLE	11804	8636	16.7	73.2	114	6039	17.8	51.2	122	1613	13.4	13.7	92	*441	10.9	3.7	75
NO CHILD IN HSHLD	46165	26648	51.5	57.7	90	17025	50.3	36.9	88	7449	61.7	16.1	108	2770	68.5	6.0	120
CHILD(REN) UNDER 2 YRS	5325	4097	7.9	76.9	120	2655	7.8	49.9	119	*504	4.2	9.5	64	**121	3.0	2.3	45
2 - 5 YEARS	14221	10360	20.0	72.9	114	6852	20.2	48.2	115	1598	13.2	11.2	75	*476	11.8	3.3	67
6 - 11 YEARS	15117	10773	20.8	71.3	112	7477	22.1	49.5	118	1913	15.9	12.7	85	*618	15.3	4.1	82
12 - 17 YEARS	16611	11937	23.1	71.9	112	8022	23.7	48.3	116	2405	19.9	14.5	97	624	15.4	3.8	75
RESIDENCE OWNED	55884	37207	71.9	66.6	104	24605	72.7	44.0	105	8576	71.1	15.3	103	2746	67.9	4.9	98
VALUE: \$50,000 OR MORE	31744	22002	42.5	69.3	108	14189	41.9	44.7	107	6545	54.3	20.6	138	1970	48.7	6.2	124
VALUE: UNDER \$50,000	24140	15205	29.4	63.0	99	10416	30.8	43.1	103	2031	16.8	8.4	56	776	19.2	3.2	64

			PORK USED IN LAST 6 MONTHS					PORK USED IN LAST 7 DAYS					LAMB USED IN LAST 6 MONTHS					LAMB USED IN LAST 7 DAYS					
			TOTAL U.S. '000	A '000	B DOWN	C ACROSS		D	A '000	B DOWN	C ACROSS		D	A '000	B DOWN	C ACROSS		D	A '000	B DOWN	C ACROSS		D
						%	INDX				%	INDX				%	INDX				%	INDX	
TOTAL FEMALE HOMEOWNERS			80986	51754	100.0	63.9	100	33847	100.0	41.8	100	12064	100.0	14.9	100	4045	100.0	5.0	100				
MAGAZINES	QUINTILE 1	15799	10817	20.9	68.5	107	7056	20.8	44.7	107	2469	20.5	15.6	105	734	18.1	4.6	93					
	QUINTILE 2	17259	11684	22.6	67.7	106	7754	22.9	44.9	107	2949	24.4	17.1	115	860	21.3	5.0	100					
	QUINTILE 3	13545	8936	17.3	66.0	103	5615	16.6	41.5	99	2206	18.3	16.3	109	792	19.6	5.8	117					
	QUINTILE 4	15133	9553	18.5	63.1	99	6377	18.8	42.1	101	2038	16.9	13.5	90	775	19.2	5.1	103					
	QUINTILE 5	19250	10763	20.8	55.9	87	7045	20.8	36.6	88	2403	19.9	12.5	84	885	21.9	4.6	92					
NEWSPAPERS	QUINTILE 1	12413	8327	16.1	67.1	105	5501	16.3	44.3	106	2552	21.2	20.6	138	857	21.2	6.9	138					
	QUINTILE 2	24116	15736	30.4	65.3	102	10352	30.6	42.9	103	4076	33.8	16.9	113	1230	30.4	5.1	102					
	QUINTILE 3	11261	7325	14.2	65.0	102	4654	13.8	41.3	99	1578	13.1	14.0	94	590	14.6	5.2	105					
	QUINTILE 4	20255	13195	25.5	65.1	102	8475	25.0	41.8	100	2479	20.5	12.2	82	816	20.2	4.0	81					
	QUINTILE 5	12940	7171	13.9	55.4	87	4864	14.4	37.6	90	1380	11.4	10.7	72	551	13.6	4.3	85					
OUTDOOR	QUINTILE 1	14852	10182	19.7	68.6	107	6481	19.1	43.6	104	2430	20.1	16.4	110	867	21.4	5.8	117					
	QUINTILE 2	15725	10453	20.2	66.5	104	6562	19.4	41.7	100	2518	20.9	16.0	107	784	19.4	5.0	100					
	QUINTILE 3	16330	10552	20.4	64.6	101	6832	20.2	41.8	100	2490	20.6	15.2	102	857	21.2	5.2	105					
	QUINTILE 4	16744	10165	19.6	60.7	95	6855	20.3	40.9	98	2281	18.9	13.6	91	748	18.5	4.5	89					
	QUINTILE 5	17334	10402	20.1	60.0	94	7117	21.0	41.1	98	2345	19.4	13.5	91	790	19.5	4.6	91					
RADIO-DRIVE TIME	QUINTILE 1	15911	10552	20.4	66.3	104	6905	20.4	43.4	104	2268	18.8	14.3	96	666	16.5	4.2	84					
	QUINTILE 2	14837	9935	19.2	67.0	105	6853	20.2	46.2	111	2203	18.3	14.8	100	637	15.7	4.3	86					
	QUINTILE 3	15339	10093	19.5	65.8	103	6275	18.5	40.9	98	2392	19.8	15.6	105	759	18.8	4.9	99					
	QUINTILE 4	16723	10340	20.0	61.8	97	6931	20.5	41.4	99	2711	22.5	16.2	109	1062	26.3	6.4	127					
	QUINTILE 5	18176	10835	20.9	59.6	93	6883	20.3	37.9	91	2490	20.6	13.7	92	921	22.8	5.1	101					
RADIO-MID- DAY	TERCILE 1	21020	13901	26.9	66.1	103	9122	27.0	43.4	104	3009	24.9	14.3	96	819	20.2	3.9	78					
	TERCILE 2	21610	14075	27.2	65.1	102	9228	27.3	42.7	102	3291	27.3	15.2	102	1198	29.6	5.5	111					
	TERCILE 3	38355	23778	45.9	62.0	97	15496	45.8	40.4	97	5764	47.8	15.0	101	2028	50.1	5.3	106					
	QUINTILE 1	15988	10640	20.6	66.5	104	6868	20.3	43.0	103	2201	18.2	13.8	92	625	15.5	3.9	78					
	QUINTILE 2	15626	9848	19.0	63.0	99	6659	19.7	42.6	102	2349	19.5	15.0	101	700	17.3	4.5	90					
RADIO-TOTAL	QUINTILE 3	16723	11295	21.8	67.5	106	7401	21.9	44.3	106	2726	22.6	16.3	109	967	23.9	5.8	116					
	QUINTILE 4	16342	10311	19.9	63.1	99	6639	19.6	40.6	97	2577	21.4	15.8	106	876	21.7	5.4	107					
	QUINTILE 5	16306	9659	18.7	59.2	93	6281	18.6	38.5	92	2211	18.3	13.6	91	877	21.7	5.4	108					
	QUINTILE 1	15953	10025	19.4	62.8	98	6705	19.8	42.0	101	2718	22.5	17.0	114	885	21.9	5.5	111					
	QUINTILE 2	16137	10276	19.9	63.7	100	6406	18.9	39.7	95	2450	20.3	15.2	102	732	18.1	4.5	91					
TV-PRIME TIME	QUINTILE 3	16420	11183	21.6	68.1	107	7342	21.7	44.7	107	2540	21.1	15.5	104	854	21.1	5.2	104					
	QUINTILE 4	16687	10483	20.3	62.8	98	7221	21.3	43.3	104	2201	18.2	13.2	89	812	20.1	4.9	97					
	QUINTILE 5	15789	9786	18.9	62.0	97	6173	18.2	39.1	94	2155	17.9	13.6	92	763	18.9	4.8	97					
	TERCILE 1	27736	17128	33.1	61.8	97	11477	33.9	41.4	99	3647	30.2	13.1	88	1323	32.7	4.8	96					
	TERCILE 2	26489	17124	33.1	64.6	101	11201	33.1	42.3	101	3995	33.1	15.1	101	1297	32.1	4.9	98					
TV-DAYTIME	TERCILE 3	26761	17502	33.8	65.4	102	11169	33.0	41.7	100	4422	36.7	16.5	111	1426	35.3	5.3	107					
	QUINTILE 1	16345	9537	18.4	58.3	91	6352	18.8	38.9	93	2273	18.8	13.9	93	810	20.0	5.0	99					
	QUINTILE 2	16447	10511	20.3	63.9	100	6983	20.6	42.5	102	2374	19.7	14.4	97	764	18.9	4.6	93					
	QUINTILE 3	15980	10765	20.8	67.4	105	7164	21.2	44.8	107	2712	22.5	17.0	114	891	22.0	5.6	112					
	QUINTILE 4	15887	10498	20.3	66.1	103	6554	19.4	41.3	99	2259	18.7	14.2	95	765	18.9	4.8	96					
TV-TOTAL	QUINTILE 5	16326	10444	20.2	64.0	100	6794	20.1	41.6	100	2446	20.3	15.0	101	815	20.1	5.0	100					
	MAGAZINES-NEWSPAPERS: DUAL	20721	13908	26.9	67.1	105	9208	27.2	44.4	106	3967	32.9	19.1	129	1226	30.3	5.9	118					
	MAGAZINE IMPERATIVE	19186	12954	25.0	67.5	106	8298	24.5	43.3	103	2403	19.9	12.5	84	682	16.9	3.6	71					
	NEWSPAPER IMPERATIVE	21899	13924	26.9	63.6	99	9098	26.9	41.5	99	3563	29.5	16.3	109	1255	31.0	5.7	115					
	MAGAZINES-OUTDOOR: DUAL	15451	11038	21.3	71.4	112	7086	20.9	45.9	110	2607	21.6	16.9	113	799	19.8	5.2	104					
MAGAZINE IMPERATIVE	25953	16697	32.3	64.3	101	11119	32.9	42.8	103	3977	33.0	15.3	103	1158	28.6	4.5	89						
OUTDOOR IMPERATIVE	QUINTILE 1	24400	15252	29.5	62.5	98	9596	28.4	39.3	94	3668	30.4	15.0	101	1428	35.3	5.9	117					
	MAGAZINES-RADIO: DUAL	18049	12404	24.0	68.7	108	8302	24.5	46.0	110	2803	23.2	15.5	104	771	19.1	4.3	86					
	MAGAZINE IMPERATIVE	23571	15731	30.4	66.7	104	10154	30.0	43.1	103	4048	33.6	17.2	115	1388	34.3	5.9	118					
	RADIO IMPERATIVE	23278	14581	28.2	62.6	98	9501	28.1	40.8	98	3195	26.5	13.7	92	1167	28.9	5.0	100					
	MAGAZINES-TELEVISION: DUAL	15459	10058	19.4	65.1	102	6678	19.7	43.2	103	2255	18.7	14.6	98	651	16.1	4.2	84					
MAGAZINE IMPERATIVE	25829	17950	34.7	69.5	109	11538	34.1	44.7	107	4517	37.4	17.5	117	1479	36.6	5.7	115						
TELEVISION IMPERATIVE	QUINTILE 1	26039	15673	30.3	60.2	94	10482	31.0	40.3	96	3655	30.3	14.0	94	1414	35.0	5.4	109					
	NEWSPAPERS-OUTDOOR: DUAL	16605	11292	21.8	68.0	106	7073	20.9	42.6	102	2953	24.5	17.8	119	1021	25.2	6.1	123					
	NEWSPAPER IMPERATIVE	26834	17033	32.9	63.5	99	11484	33.9	42.8	102	4519	37.5	16.8	113	1387	34.3	5.2	103					
	OUTDOOR IMPERATIVE	23346	15137	29.2	64.8	101	9815	29.0	42.0	101	2976	24.7	12.7	86	1001	24.7	4.3	86					
	NEWSPAPERS-RADIO: DUAL	17133	11525	22.3	67.3	105	7668	22.7	44.8	107	2930	24.3	17.1	115	843	20.8	4.9	99					
NEWSPAPER IMPERATIVE	25892	16761	32.4	64.7	101	10837	32.0	41.9	100	4702	39.0	18.2	122	1653	40.9	6.4	128						
RADIO IMPERATIVE	QUINTILE 1	23167	14788	28.6	63.8	100	9542	28.2	41.2	99	2861	23.7	12.3	83	918	22.7	4.0	79					
	NEWSPAPERS-TELEVISION: DUAL	17159	10734	20.7	62.6	98	7026	20.8	40.9	98	2901	24.0	16.9	113	1004	24.8	5.9	117					
	NEWSPAPER IMPERATIVE	26214	17868	34.5	68.2	107	11572	34.2	44.1	106	4739	39.3	18.1	121	1511	37.4	5.8	115					
	TELEVISION IMPERATIVE	23412	14328	27.7	61.2	96	9605	28.4	41.0	98	2653	22.0	11.3	76	934	23.1	4.0	80					
	OUTDOOR-RADIO: DUAL	15303	10451	20.2	68.3	107	6773	20.0	44.3	106	2307	19.1	15.1	101	755	18.7	4.9	99					
OUTDOOR IMPERATIVE	24901	16358	31.6	65.7	103	10229	30.2	41.1	98														

	TOTAL U.S. '000	PORK USED IN LAST 6 MONTHS				PORK USED IN LAST 7 DAYS				LAMB USED IN LAST 6 MONTHS				LAMB USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	51754	100.0	63.9	100	33847	100.0	41.8	100	12064	100.0	14.9	100	4045	100.0	5.0	100
ATLANTIC MONTHLY	415	280	0.5	67.5	106	*206	0.6	49.6	119	*113	0.9	27.2	183	**43	1.1	10.4	207
BARRON'S	453	*312	0.6	68.9	108	*232	0.7	51.2	123	*161	1.3	35.5	239	**42	1.0	9.3	186
BETTER HOMES & GARDENS	16256	11163	21.6	68.7	107	7417	21.9	45.6	109	2395	19.9	14.7	99	757	18.7	4.7	93
BON APPETIT	2535	1856	3.6	73.2	115	1235	3.6	48.7	117	752	6.2	29.7	199	231	5.7	9.1	182
BUSINESS WEEK	1278	781	1.5	61.1	96	573	1.7	44.8	107	265	2.2	20.7	139	**97	2.4	7.6	152
CAR AND DRIVER	378	*215	0.4	56.9	89	**107	0.3	28.3	68	*334	0.3	9.0	60	**8	0.2	2.1	42
CBS MAGAZINE NETWORK (GROSS)	1498	1103	2.1	73.6	115	698	2.1	46.6	111	*175	1.5	11.7	78	**53	1.3	3.5	71
CHANGING TIMES	1505	1054	2.0	70.0	110	686	2.0	45.6	109	292	2.4	19.4	130	**107	2.6	7.1	142
COLONIAL HOMES	1231	878	1.7	71.3	112	526	1.6	42.7	102	*169	1.4	13.7	92	**28	0.7	2.3	46
CONDE NAST MAG. PKG. (GROSS)	14146	9683	18.7	68.5	107	5713	16.9	40.4	97	2566	21.3	18.1	122	801	19.8	5.7	113
CONSUMERS DIGEST	1323	837	1.6	63.3	99	511	1.5	38.6	92	*235	1.9	17.8	119	**50	1.2	3.8	76
COSMOPOLITAN	7102	4783	9.2	67.3	105	2899	8.6	40.8	98	1114	9.2	15.7	105	347	8.6	4.9	98
COUNTRY LIVING	2481	1780	3.4	71.7	112	1092	3.2	44.0	105	329	2.7	13.3	89	**68	1.7	2.7	55
CUISINE	1472	906	1.8	61.5	96	600	1.8	40.8	98	418	3.5	28.4	191	*130	3.2	8.8	177
CYCLE WORLD	425	356	0.7	83.8	131	*229	0.7	53.9	129	**33	0.3	7.8	52	**12	0.3	2.8	57
DCI:CREATIVE IDEAS FOR LIV	2510	1864	3.6	74.3	116	1112	3.3	44.3	106	*264	2.2	10.5	71	**57	1.4	2.3	45
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4629	8.9	69.2	108	2810	8.3	42.0	100	794	6.6	11.9	80	*166	4.1	2.5	50
DISCOVER	894	606	1.2	67.8	106	355	1.0	39.7	95	*113	0.9	12.6	85	**19	0.5	2.1	43
EBONY	3507	1932	3.7	55.1	86	1474	4.4	42.0	101	398	3.3	11.3	76	*167	4.1	4.8	95
ESQUIRE	1083	645	1.2	59.6	93	461	1.4	42.6	102	*106	0.9	9.8	66	**43	1.1	4.0	79
ESSENCE	1830	1118	2.2	61.1	96	865	2.6	47.3	113	220	1.8	12.0	81	**86	2.1	4.7	94
FAMILY CIRCLE	15930	11126	21.5	69.8	109	7606	22.5	47.7	114	2391	19.8	15.0	101	716	17.7	4.5	90
THE FAMILY HANDYMAN	1126	811	1.6	72.0	113	535	1.6	47.5	114	*130	1.1	11.5	78	**48	1.2	4.3	85
FAMILY WEEKLY	11468	7904	15.3	68.9	108	5067	15.0	44.2	106	1514	12.5	13.2	89	535	13.2	4.7	93
FIELD & STREAM	2234	1528	3.0	68.4	107	1046	3.1	46.8	112	*208	1.7	9.3	63	**59	1.5	2.6	53
FOOD & WINE	579	305	0.6	52.7	82	*196	0.6	33.9	81	*113	0.9	19.5	131	**15	0.4	2.6	52
FORBES	728	462	0.9	63.5	99	311	0.9	42.7	102	*199	1.6	27.3	184	**43	1.1	5.9	118
FORTUNE	906	659	1.3	72.7	114	515	1.5	56.8	136	211	1.7	23.3	156	**67	1.7	7.4	148
GENTLEMEN'S QUARTERLY	791	539	1.0	68.1	107	315	0.9	39.8	95	*130	1.1	16.4	110	**21	0.5	2.7	53
GLAMOUR	5265	3608	7.0	68.5	107	2107	6.2	40.0	96	881	7.3	16.7	112	292	7.2	5.5	111
GOLF DIGEST	636	510	1.0	80.2	125	356	1.1	56.0	134	*118	1.0	18.6	125	**19	0.5	3.0	60
GOLF DIGEST/TENNIS (GROSS)	1186	842	1.6	71.0	111	542	1.6	45.7	109	237	2.0	20.0	134	**47	1.2	4.0	79
GOLF MAGAZINE	441	344	0.7	78.0	122	*201	0.6	45.6	109	**113	0.9	25.6	172	**14	0.3	3.2	64
GOLF MAGAZINE/SKI (GROSS)	922	682	1.3	74.0	116	434	1.3	47.1	113	*194	1.6	21.0	141	**35	0.9	3.8	76
GOOD HOUSEKEEPING	16487	11371	22.0	69.0	108	7871	23.3	47.7	114	2326	19.3	14.1	95	770	19.0	4.7	96
HARPER'S BAZAAR	2423	1718	3.3	70.9	111	1027	3.0	42.4	101	486	4.0	20.1	135	*185	4.6	7.6	153
HEALTH	1994	1260	2.4	63.2	99	870	2.6	43.6	104	*253	2.1	12.7	85	**73	1.8	3.7	73
HEARST MAG CORP. BUY (GROSS)	44101	30549	59.0	69.3	108	19779	58.4	44.8	107	6602	54.7	15.0	100	1938	47.9	4.4	88
HEARST MAN POWER (GROSS)	1993	1507	2.9	75.6	118	1055	3.1	52.9	127	249	2.1	12.5	84	**42	1.0	2.1	42
HEARST WOMAN POWER (GROSS)	31274	21480	41.5	68.7	107	13984	41.3	44.7	107	4585	38.0	14.7	98	1356	33.5	4.3	87
HOUSE BEAUTIFUL	3623	2442	4.7	67.4	105	1624	4.8	44.8	107	533	4.4	14.7	99	177	4.4	4.9	98
INC.	283	*198	0.4	70.0	109	*157	0.5	55.5	133	**85	0.7	30.0	202	**36	0.9	12.7	255
JET	2928	1632	3.2	55.7	87	1272	3.8	43.4	104	282	2.3	9.6	65	*118	2.9	4.0	81
LADIES' HOME JOURNAL	11918	8186	15.8	68.7	107	5189	15.3	43.5	104	1572	13.0	13.2	89	470	11.6	3.9	79
LNJ FAMILY GRP COMBO(GROSS)	16764	11514	22.2	68.7	107	7359	21.7	43.9	105	2139	17.7	12.8	86	592	14.6	3.5	71
LIFE	4254	2659	5.1	62.5	98	1736	5.1	40.8	98	749	6.2	17.6	118	*276	6.8	6.5	130
L.A. TIMES HOME MAGAZINE	1145	725	1.4	63.3	99	397	1.2	34.7	83	335	2.8	29.3	196	**83	2.1	7.2	145
MADEMOISELLE	2884	1943	3.8	67.4	105	1172	3.5	40.6	97	557	4.6	19.3	130	*166	4.1	5.8	115
MC CALL'S	13460	9457	18.3	70.3	110	6138	18.1	45.6	109	1831	15.2	13.6	91	529	13.1	3.9	79
MC CALL'S/HRK MOTHER (GROSS)	14606	10289	19.9	70.4	110	6660	19.7	45.6	109	1955	16.2	13.4	90	539	13.3	3.7	74
MECHANIX ILLUSTRATED	772	586	1.1	75.9	119	428	1.3	55.4	133	*170	1.4	22.0	148	**33	0.8	4.3	86
METROPOLITAN HOME	967	673	1.3	69.6	109	361	1.1	37.3	89	207	1.7	21.4	144	**70	1.7	7.2	145
MONEY	1588	1016	2.0	64.0	100	697	2.1	43.9	105	317	2.6	20.0	134	*114	2.8	7.2	144
MOTHER EARTH NEWS	1002	768	1.5	76.6	120	513	1.5	51.2	123	*164	1.4	16.4	110	**41	1.0	4.1	82
MS.	825	573	1.1	69.5	109	371	1.1	45.0	108	*178	1.5	21.6	145	**61	1.5	7.4	148
NATIONAL ENQUIRER	10336	6595	12.7	63.8	100	4468	13.2	43.2	103	1145	9.5	11.1	74	476	11.8	4.6	92
NATIONAL GEOGRAPHIC	9597	6683	12.9	69.6	109	4249	12.6	44.3	106	1968	16.3	20.5	138	566	14.0	5.9	118
NATIONAL SUNDAY MAGAZINE PKG	49558	32683	63.2	65.9	103	21316	63.0	43.0	103	8019	66.5	16.2	109	2677	66.2	5.4	108
NATURAL HISTORY	573	369	0.7	64.4	101	*246	0.7	42.9	103	*197	1.6	34.4	231	**50	1.2	8.7	175
NEW WOMAN	1699	1171	2.3	68.9	108	660	1.9	38.8	93	*196	1.6	11.5	77	**50	1.2	2.9	59
NEW YORK INCLUDING CUE	443	265	0.5	59.8	94	*179	0.5	40.4	97	*158	1.3	35.7	239	**37	0.9	8.4	167
THE NEW YORKER	1270	769	1.5	60.6	95	481	1.4	37.9	91	397	3.3	31.3	210	*172	4.3	13.5	271
NEWSWEEK	6277	4239	8.2	67.5	106	2790	8.2	44.4	106	1333	11.0	21.2	143	414	10.2	6.6	132
THE N.Y. TIMES DAILY EDITION	1205	694	1.3	57.6	90	381	1.1	31.6	76	529	4.4	43.9	295	*129	3.2	10.7	214
THE N.Y. TIMES MAGAZINE	2081	1245	2.4	59.8	94	747	2.2	35.9	86	886	7.3	42.6	286	291	7.2	14.0	280
OMNI	788	535	1.0	67.9	106	263	0.8	33.4	80	*124	1.0	15.7	106	**34	0.8	4.3	86
ON CABLE	1158	808	1.6	69.8	109	520	1.5	44.9	107	*137	1.1	11.8	79	**50	1.2	4.3	86
1001 HOME IDEAS	2852	2067	4.0	72.5	113	1300	3.8	45.6	109	314	2.6	11.0	74	**50	1.2	1.8	35
ORGANIC GARDENING	1658	1205	2.3	72.7	114	815	2.4	49.2	118	264	2.2	15.9	107	**93	2.3	5.6	112
OUTDOOR LIFE	896	647	1.3	72.2	113	388	1.1	43.3	104	**63	0.5	7.0	47	**20	0.5	2.2	45
PARADE MAGAZINE	24275	15670	30.3	64.6	101	10252	30.3	42.2	101	4264	35.3	17.6	118	1407	34.8	5.8	116

	TOTAL U.S. '000	PORK USED IN LAST 6 MONTHS				PORK USED IN LAST 7 DAYS				LAMB USED IN LAST 6 MONTHS				LAMB USED IN LAST 7 DAYS			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	51754	100.0	63.9	100	33847	100.0	41.8	100	12064	100.0	14.9	100	4045	100.0	5.0	100
PARENTS	3845	2775	5.4	72.2	113	1742	5.1	45.3	108	451	3.7	11.7	79	**107	2.6	2.8	56
PENTHOUSE	831	542	1.0	65.2	102	327	1.0	39.4	94	**128	1.1	15.4	103	**23	0.6	2.8	55
PEOPLE	11645	7768	15.0	66.7	104	5031	14.9	43.2	103	1791	14.8	15.4	103	514	12.7	4.4	88
PLAYBOY	2006	1315	2.5	65.6	103	847	2.5	42.2	101	336	2.8	16.7	112	**74	1.8	3.7	74
POPULAR HOT RODDING	297	*245	0.5	82.5	129	*164	0.5	55.2	132	**21	0.2	7.1	47	**7	0.2	2.4	47
POPULAR MECHANICS	1018	772	1.5	75.8	119	587	1.7	57.7	135	**134	1.1	13.2	88	**7	0.2	0.7	14
POPULAR SCIENCE	878	597	1.2	68.0	106	412	1.2	46.9	112	**148	1.2	16.9	113	**49	1.2	5.6	112
PREVENTION	3913	2505	4.8	64.0	100	1590	4.7	40.6	97	509	4.2	13.0	87	*180	4.4	4.6	92
PSYCHOLOGY TODAY	1710	1154	2.2	67.5	106	659	1.9	38.5	92	289	2.4	16.9	113	**84	2.1	4.9	98
READER'S DIGEST	22204	14695	28.4	66.2	104	9650	28.5	43.5	104	3230	26.8	14.5	98	1063	26.3	4.8	96
REDBOOK	7684	5326	10.3	69.3	108	3215	9.5	41.8	100	1145	9.5	14.9	100	240	5.9	3.1	63
ROAD & TRACK	410	315	0.6	76.8	120	*192	0.6	46.8	112	**48	0.4	11.7	79	**23	0.6	5.6	112
ROLLING STONE	969	658	1.3	67.9	106	382	1.1	39.4	94	*247	2.0	25.5	171	**107	2.6	11.0	221
RUNNER'S WORLD	298	*177	0.3	59.4	93	**81	0.2	27.2	65	**44	0.4	14.8	99	**6	0.1	2.0	40
SATURDAY EVENING POST	1169	777	1.5	66.5	104	524	1.5	44.8	107	*178	1.5	15.2	102	**32	0.8	2.7	55
SCIENCE 84	587	475	0.9	80.9	127	*253	0.7	43.1	103	*174	1.4	29.6	199	**26	0.6	4.4	89
SCIENCE DIGEST	482	369	0.7	76.6	120	*226	0.7	46.9	112	**83	0.7	17.2	116	**22	0.5	4.6	91
SCIENTIFIC AMERICAN	594	427	0.8	71.9	112	*273	0.8	46.0	110	*199	1.6	33.5	225	**54	1.3	9.1	182
SELF	2089	1530	3.0	73.2	115	922	2.7	44.1	106	258	2.1	12.4	83	**87	2.2	4.2	83
SEVENTEEN	2411	1475	2.9	61.2	96	957	2.8	39.7	95	421	3.5	17.5	117	**119	2.9	4.9	99
SKI	480	337	0.7	70.2	110	*232	0.7	48.3	116	**81	0.7	16.9	113	**21	0.5	4.4	88
SMITHSONIAN	2760	1704	3.3	61.7	97	1039	3.1	37.6	90	832	6.9	30.1	202	360	8.9	13.0	261
SOAP OPERA DIGEST	3013	1985	3.8	65.9	103	1324	3.9	43.9	105	426	3.5	14.1	95	**92	2.3	3.1	61
SOUTHERN LIVING	4184	2765	5.3	66.1	103	1699	5.0	40.6	97	530	4.4	12.7	85	*108	2.7	2.6	52
SPORT	559	337	0.7	60.3	94	*233	0.7	41.7	100	**96	0.8	17.2	115	**20	0.5	3.6	72
THE SPORTING NEWS	436	*337	0.7	77.3	121	*245	0.7	56.2	134	**135	1.1	31.0	208	**78	1.9	17.9	358
SPORTS AFIELD	493	366	0.7	74.2	116	243	0.7	49.3	118	**33	0.3	6.7	45	**13	0.3	2.6	53
SPORTS ILLUSTRATED	2758	2068	4.0	75.0	117	1293	3.8	46.9	112	533	4.4	19.3	130	*164	4.1	5.9	119
STAR	7456	4886	9.4	65.5	103	3540	10.5	47.5	114	953	7.9	12.8	86	419	10.4	5.6	113
SUNDAY	24936	16325	31.5	65.5	102	10590	31.3	42.5	102	4267	35.4	17.1	115	1342	33.2	5.4	108
SUNSET	2124	1492	2.9	70.2	110	824	2.4	38.8	93	680	5.6	32.0	215	**162	4.0	7.6	153
TV GUIDE	21661	14144	27.3	65.3	102	9432	27.9	43.5	104	3163	26.2	14.6	98	941	23.3	4.3	87
TENNIS	550	332	0.6	60.4	94	*186	0.5	33.8	81	**119	1.0	21.6	145	**28	0.7	5.1	102
TIME	8880	5832	11.3	65.7	103	3930	11.6	44.3	106	1883	15.6	21.2	142	623	15.4	7.0	140
TOWN & COUNTRY	917	616	1.2	67.2	105	385	1.1	42.0	100	208	1.7	22.7	152	**77	1.9	8.4	168
TRAVEL & LEISURE	972	704	1.4	72.4	113	404	1.2	41.6	99	234	1.9	24.1	162	**60	1.5	6.2	124
TRUE STORY	3356	2176	4.2	64.8	101	1401	4.1	41.7	100	366	3.0	10.9	73	**52	1.3	1.5	31
U.S. NEWS & WORLD REPORT	3410	2194	4.2	64.3	101	1398	4.1	41.0	98	630	5.2	18.5	124	236	5.8	6.9	139
USA TODAY	1759	1185	2.3	67.4	105	711	2.1	40.4	97	311	2.6	17.7	119	**95	2.3	5.4	108
US	1873	1206	2.3	64.4	101	781	2.3	41.7	100	284	2.4	15.2	102	**106	2.6	5.7	113
VOGUE	3909	2602	5.0	66.6	104	1512	4.5	38.7	93	871	7.2	22.3	150	257	6.4	6.6	132
WALL STREET JOURNAL	1886	1299	2.5	68.9	108	895	2.6	47.5	114	563	4.7	29.9	200	*216	5.3	11.5	229
WEIGHT WATCHERS	2120	1362	2.6	64.2	101	940	2.8	44.3	106	296	2.5	14.0	94	**135	3.3	6.4	127
WOMAN'S DAY	14172	9962	19.2	70.3	110	6604	19.5	46.6	111	2149	17.8	15.2	102	668	16.5	4.7	94
WORKING MOTHER	1146	832	1.6	72.6	114	522	1.5	45.5	109	*124	1.0	10.8	73	**10	0.2	0.9	17
WORKING WOMAN	1322	913	1.8	69.1	108	591	1.7	44.7	107	261	2.2	19.7	133	**101	2.5	7.6	153
WORLD TENNIS	*163	**93	0.2	57.1	89	**51	0.2	31.3	75	**22	0.2	13.5	91	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1694	3.3	66.9	105	1040	3.1	41.1	98	359	3.0	14.2	95	**58	1.4	2.3	46
BLAIR INSERTS	43657	28580	55.2	65.5	102	18665	55.1	42.8	102	7740	64.2	17.7	119	2524	62.4	5.8	116
DAILY NEWSPAPERS																	
READ ANY	51633	33937	65.6	65.7	103	22110	65.3	42.8	102	8502	70.5	16.5	111	2747	67.9	5.3	107
READ ONE	43463	28496	55.1	65.6	103	18435	54.5	42.4	101	6847	56.8	15.8	106	2196	54.3	5.1	101
READ TWO OR MORE	8170	5441	10.5	66.6	104	3675	10.9	45.0	108	1655	13.7	20.3	136	551	13.6	6.7	135
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	34630	66.9	65.7	103	22617	66.8	42.9	103	8855	73.4	16.8	113	2929	72.4	5.6	111
READ ONE	46126	30063	58.1	65.2	102	19644	58.0	42.6	102	7308	60.6	15.8	106	2437	60.2	5.3	106
READ TWO OR MORE	6552	4567	8.8	69.7	109	2973	8.8	45.4	109	1548	12.8	23.6	159	492	12.2	7.5	150
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.88				28.61				29.77				30.36			
30 DAY REACH	71455	45901	88.7	64.2	101	29645	87.6	41.5	99	10912	90.5	15.3	103	3605	89.1	5.0	101
50 SHWG - 30 DAY AV FREQ	14.56	15.20				15.07				15.86				16.32			
30 DAY REACH	67742	43736	84.5	64.6	101	28254	83.5	41.7	100	10289	85.3	15.2	102	3371	83.3	5.0	100
25 SHWG - 30 DAY AV FREQ	7.94	8.23				8.14				8.64				8.64			
30 DAY REACH	62117	40360	78.0	65.0	102	26164	77.3	42.1	101	9455	78.4	15.2	102	3192	78.9	5.1	103
CABLE TV: HOME WIRED	32077	22118	42.7	69.0	108	14490	42.8	45.2	105	4506	37.4	14.0	94	1409	34.8	4.4	88
HOME NOT WIRED	48909	29636	57.3	60.6	95	19356	57.2	39.6	95	7558	62.6	15.5	104	2636	65.2	5.4	108
HAVE PAY CABLE	15935	11911	23.0	74.7	117	7731	22.8	48.5	116	2611	21.6	16.4	110	791	19.6	5.0	99

	TOTAL U.S. '000	PORK USED IN LAST 6 MONTHS				PORK USED IN LAST 7 DAYS				LAMB USED IN LAST 6 MONTHS				LAMB USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	51754	100.0	63.9	100	33847	100.0	41.8	100	12064	100.0	14.9	100	4045	100.0	5.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	29139	56.3	66.3	104	19121	56.5	43.5	104	6773	56.1	15.4	104	2047	50.6	4.7	99
10:00 AM - 3:00 PM	30659	20261	39.1	66.1	103	13313	39.3	43.4	104	4473	37.1	14.6	98	1446	35.7	4.7	99
3:00 PM - 7:00 PM	31045	20896	40.4	67.3	105	13501	39.9	43.5	104	4488	37.2	14.5	97	1367	33.8	4.4	81
7:00 PM - MIDNIGHT	15767	9952	19.2	63.1	99	6568	19.4	41.7	100	2320	19.2	14.7	99	730	18.0	4.6	99
MIDNIGHT - 6:00 AM	9120	5962	11.5	65.4	102	3780	11.2	41.4	99	1356	11.2	14.9	100	385	9.5	4.2	89
6:00 AM - MIDNIGHT	58527	38490	74.4	65.8	103	25224	74.5	43.1	103	8907	73.8	15.2	102	2834	70.1	4.8	99
ENTIRE DAY	59311	38978	75.3	65.7	103	25498	75.3	43.0	103	9005	74.6	15.2	102	2861	70.7	4.8	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	11222	21.7	69.4	109	7409	21.9	45.8	110	2339	19.4	14.5	97	719	17.8	4.4	89
ALL NEWS	2256	1368	2.6	60.6	95	848	2.5	37.6	90	724	6.0	32.1	215	283	7.0	12.5	25
AOR/PROGRESSIVE	3874	2552	4.9	65.9	103	1691	5.0	43.6	104	744	6.2	19.2	129	*271	6.7	7.0	14
BEAUTIFUL MUSIC	5660	3781	7.3	66.8	105	2449	7.2	43.3	104	1028	8.5	18.2	122	284	7.0	5.0	10
BLACK	2204	1355	2.6	61.5	96	965	2.9	43.8	105	231	1.9	10.5	70	*775	1.9	3.4	6
CLASSICAL	1418	931	1.8	65.7	103	613	1.8	43.2	103	394	3.3	27.8	187	**101	2.5	7.1	14
CHR/ROCK	9538	6461	12.5	67.7	106	4135	12.2	43.4	104	1422	11.8	14.9	100	447	11.1	4.7	99
COUNTRY	12648	8414	16.3	66.5	104	5585	16.5	44.2	106	1387	11.5	11.0	74	390	9.6	3.1	9
GOLDEN OLDIES	1191	786	1.5	66.0	103	486	1.4	40.8	98	*205	1.7	17.2	116	*558	1.4	4.9	9
MOR/NOSTALGIA	4757	3056	5.9	64.2	101	1931	5.7	40.6	97	830	6.9	17.4	117	298	7.4	6.3	12
NEWS/TALK	3863	2418	4.7	62.6	98	1522	4.5	39.4	94	891	7.4	23.1	155	253	6.3	6.5	13
RELIGIOUS	3084	1735	3.4	56.3	88	1082	3.2	35.1	84	287	2.4	9.3	62	*669	1.7	2.2	4
SOFT ROCK	521	380	0.7	72.9	114	*202	0.6	38.8	93	*990	0.7	17.3	116	*330	0.7	5.8	11
URBAN CONTEMPORARY	1585	887	1.7	56.0	88	646	1.9	40.8	98	303	2.5	19.1	128	*109	2.7	6.9	13
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1996	3.9	61.2	96	1230	3.6	37.7	90	400	3.3	12.3	82	*120	3.0	3.7	7
ABC DIRECTION	2316	1465	2.8	63.3	99	1104	3.3	47.7	114	390	3.2	16.8	113	*146	3.6	6.3	12
ABC ENTERTAINMENT	4834	3246	6.3	67.1	105	2165	6.4	44.8	107	793	6.6	16.4	110	*221	5.5	4.6	9
ABC FM	2202	1544	3.0	70.1	110	1129	3.3	51.3	123	339	2.8	15.4	103	*156	3.9	7.1	14
ABC INFORMATION	5425	3637	7.0	67.0	105	2468	7.3	45.5	109	959	7.9	17.7	119	270	6.7	5.0	10
ABC ROCK	1677	1099	2.1	65.5	103	703	2.1	41.9	100	329	2.7	19.6	132	*116	2.9	6.9	13
CBS	4430	2872	5.5	64.8	101	1751	5.2	39.5	95	785	6.5	17.7	119	255	6.3	5.8	11
MUTUAL	4992	3175	6.1	63.6	100	2149	6.3	43.0	103	804	6.7	16.1	108	269	6.7	5.4	10
NBC	4679	3328	6.4	71.1	111	2136	6.3	45.7	109	777	6.4	16.6	111	249	6.2	5.3	10
RADIORADIO	1994	1358	2.6	68.1	107	896	2.6	44.9	108	*253	2.1	12.7	85	*882	2.0	4.1	8
RKO ONE	2298	1430	2.8	62.2	97	872	2.6	37.9	91	331	2.7	14.4	97	*119	2.9	5.2	10
RKO TWO	3311	2196	4.2	66.3	104	1425	4.2	43.0	103	421	3.5	12.7	85	*131	3.2	4.0	7
THE SOURCE	2114	1404	2.7	66.4	104	957	2.8	45.3	108	401	3.3	19.0	127	*98	2.4	4.6	9
NON-WIRED : BLAIR	8654	5917	11.4	68.4	107	3824	11.3	44.2	106	1145	9.5	13.2	89	318	7.9	3.7	7
INTERNET	12025	8096	15.6	67.3	105	5269	15.6	43.8	105	2186	18.1	18.2	122	660	16.3	5.5	11
KATZ RADIO GROUP	15359	10364	20.0	67.5	106	6859	20.3	44.7	107	2822	23.4	18.4	123	879	21.7	5.7	11
SUPERNET	10628	6807	13.2	64.0	100	4624	13.7	43.5	104	1549	12.8	14.6	98	467	11.5	4.4	8
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5290	10.2	61.1	96	3453	10.2	39.9	95	1182	9.8	13.7	92	413	10.2	4.8	99
WKDAY 9:00 AM - 1:00 PM	12163	7445	14.4	61.2	96	5028	14.9	41.3	99	1642	13.6	13.5	91	576	14.2	4.7	99
WKDAY 1:00 PM - 4:30 PM	16150	9936	19.2	61.5	96	6684	19.7	41.4	99	2035	16.9	12.6	85	740	18.3	4.6	99
WKDAY 4:30 PM - 7:30 PM	22463	13739	26.5	61.2	96	9056	26.8	40.3	96	3419	28.3	15.2	102	1188	29.4	5.3	10
WKDAY 7:30 PM - 8:00 PM	31795	19597	37.9	61.6	96	12961	38.3	40.8	98	4828	40.0	15.2	102	1614	39.9	5.1	10
WKDAY 11:00 PM - 11:30 PM	23977	15321	29.6	63.9	100	10216	30.2	42.6	102	3674	30.5	15.3	103	1247	30.8	5.2	10
WKDAY 11:30 PM - 1:00 AM	7703	4953	9.6	64.3	101	3325	9.8	43.2	103	1079	8.9	14.0	94	401	9.9	5.2	10
M-SAT 8-11 PM+SUN 7-11 PM	33800	21679	41.9	64.1	100	14207	42.0	42.0	101	5300	43.9	15.7	105	1730	42.8	5.1	10
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4094	7.9	62.6	98	2786	8.2	42.6	102	914	7.6	14.0	94	375	9.3	5.7	11
ANOTHER WORLD	N 4620	2860	5.5	61.9	97	1870	5.5	40.5	97	500	4.1	10.8	73	*133	3.3	2.9	5
AS THE WORLD TURNS	C 5614	3420	6.6	60.9	95	2415	7.1	43.0	103	529	4.4	9.4	63	227	5.6	4.0	8
CAPITOL	C 3396	2062	4.0	60.7	95	1508	4.5	44.4	106	326	2.7	9.6	64	149	3.7	4.4	8
CBS MORN. NEWS 1	C 1446	799	1.5	55.3	86	553	1.6	38.2	92	159	1.3	11.0	74	*57	1.4	3.9	7
CBS MORN. NEWS 2	C 1207	685	1.3	56.8	89	426	1.3	35.3	84	162	1.3	13.4	90	*60	1.5	5.0	10
DAYS OF OUR LIVES	N 5877	3747	7.2	63.8	100	2423	7.2	41.2	99	750	6.2	12.8	86	200	4.9	3.4	6
FACTS OF LIFE - DAYTIME	N 2290	1287	2.5	56.2	88	903	2.7	39.4	94	270	2.2	11.8	79	*122	3.0	5.3	10
FAMILY FEUD	A 3023	1773	3.4	58.7	92	1240	3.7	41.0	98	467	3.9	15.4	104	124	3.1	4.1	8
GENERAL HOSPITAL	A 6097	3621	7.0	59.4	93	2390	7.1	39.2	94	882	7.3	14.5	97	387	9.6	6.3	12
GOOD MORNING, AMERICA-730 A	A 3515	2260	4.4	64.3	101	1529	4.5	43.5	104	495	4.1	14.1	95	157	3.9	4.5	8
GOOD MORNING, AMERICA-830 A	A 2818	1687	3.3	59.9	94	1114	3.3	39.5	95	403	3.3	14.3	96	119	2.9	4.2	8
GUIDING LIGHT	C 5339	3312	6.4	62.0	97	2318	6.8	43.4	104	568	4.7	10.6	71	215	5.3	4.0	8
ONE LIFE TO LIVE	A 4478	2767	5.3	61.8	97	1835	5.4	41.0	98	582	4.8	13.0	87	215	5.3	4.8	9
PRESS YOUR LUCK	C 2244	1443	2.8	64.3	101	996	2.9	44.4	106	281	2.3	12.5	84	*80	2.0	3.6	7
PRICE IS RIGHT 1	C 4348	2661	5.1	61.2	96	1822	5.4	41.9	100	502	4.2	11.5	78	186			

		TOTAL U.S. '000	PORK USED IN LAST 6 MONTHS				PORK USED IN LAST 7 DAYS				LAMB USED IN LAST 6 MONTHS				LAMB USED IN LAST 7 DAYS				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS			80986	51754	100.0	63.9	100	33847	100.0	41.8	100	12064	100.0	14.9	100	4045	100.0	5.0	100
MKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY	N	26063	15657	30.3	60.1	94	10632	31.4	40.8	98	3824	31.7	14.7	98	1338	33.1	5.1	103	
NETWORK AFFILIATES - LATE	N	20261	12895	24.9	63.6	100	8643	25.5	42.7	102	3065	25.4	15.1	102	1079	26.7	5.3	107	
INDEPENDENTS - LATE	N	2076	1288	2.5	62.0	97	821	2.4	39.5	95	485	4.0	23.4	157	138	3.4	6.6	133	
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM	N	10453	6849	13.2	65.5	103	4552	13.4	43.5	104	1507	12.5	14.4	97	412	10.2	3.9	79	
ABC MONDAY NIGHT MOVIE	A	6412	4137	8.0	64.5	101	2685	7.9	41.9	100	1020	8.5	15.9	107	313	7.7	4.9	98	
ABC SUNDAY NIGHT MOVIE	A	12407	8130	15.7	65.5	103	5103	15.1	41.1	98	2055	17.0	16.6	111	638	15.8	5.1	103	
ABC WORLD NEWS TONIGHT	A	6176	3603	7.0	58.3	91	2401	7.1	38.9	93	834	6.9	13.5	91	315	7.8	5.1	102	
AFTERMASH	C	5863	3737	7.2	63.7	100	2401	7.1	41.0	98	945	7.8	16.1	108	357	8.8	6.1	122	
ALICE	C	9594	6089	11.8	63.5	99	3936	11.6	41.0	98	1455	12.1	15.2	102	448	11.1	4.7	93	
AMERICAN PARADE	C	6622	3894	7.5	58.8	92	2482	7.3	37.5	90	947	7.8	14.3	96	330	8.2	5.0	100	
BENSON	A	10886	6644	12.8	61.0	96	4240	12.5	38.9	93	1850	15.3	17.0	114	661	16.3	6.1	122	
BLUE THUNDER	A	5036	3284	6.3	65.2	102	2151	6.4	42.7	102	703	5.8	14.0	94	*181	4.5	3.6	72	
CAGNEY & LACEY	C	9965	6609	12.8	66.3	104	4177	12.3	41.9	100	1376	11.4	13.8	93	438	10.8	4.4	88	
CBS EVENING NEWS-DEAN	C	3491	1975	3.8	56.6	89	1333	3.9	38.2	91	637	5.3	18.2	122	232	5.7	6.6	133	
CBS EVENING NEWS-RATHER	C	7123	4406	8.5	61.9	97	3045	9.0	42.7	102	1119	9.3	15.7	105	412	10.2	5.8	116	
CBS SAT. NEWS-SCHIEFFER	C	3621	2216	4.3	61.2	96	1404	4.1	38.8	93	608	5.0	16.8	113	253	6.3	7.0	140	
CBS SATURDAY NIGHT MOVIE	C	5436	3415	6.6	62.8	98	2295	6.8	42.2	101	822	6.8	15.1	102	348	8.6	6.4	128	
CBS WEDNESDAY NIGHT MOVIE	C	6100	3778	7.3	61.9	97	2483	7.3	40.7	97	858	7.1	14.1	94	274	6.8	4.5	90	
CHEERS	N	8889	5833	11.3	65.6	103	3650	10.8	41.1	98	1424	11.8	16.0	108	484	12.0	5.4	109	
DALLAS	C	22109	13937	26.9	63.0	99	9313	27.5	42.1	101	3349	27.8	15.1	102	1296	32.0	5.9	117	
DIFF'RENT STROKES	N	6940	4166	8.0	60.0	94	2878	8.5	41.5	99	877	7.3	12.6	85	248	6.1	3.6	72	
DOUBLE TROUBLE	N	7223	4638	9.0	64.2	100	3137	9.3	43.4	104	979	8.1	13.6	91	243	6.0	3.4	67	
DUCK FACTORY	N	5595	3617	7.0	64.6	101	2271	6.7	40.6	97	891	7.4	15.9	107	326	8.1	5.8	117	
DUKES OF HAZZARD	C	5768	3671	7.1	63.6	100	2522	7.5	43.7	105	648	5.4	11.2	75	257	6.4	4.5	89	
DYNASTY	A	20053	12353	23.9	61.6	96	8390	24.8	41.8	100	2865	23.7	14.3	96	1150	28.4	5.7	115	
FACTS OF LIFE	N	8087	5262	10.2	65.1	102	3468	10.2	42.9	103	1091	9.0	13.5	91	318	7.9	3.9	79	
FALCON CREST	C	20046	12745	24.6	63.6	99	8537	25.2	42.6	102	2941	24.4	14.7	98	1210	29.9	6.0	121	
FALL GUY	A	9084	5835	11.3	64.2	101	3801	11.2	41.8	100	1203	10.0	13.2	89	370	9.1	4.1	82	
FAMILY TIES	N	7964	5091	9.8	63.9	100	3446	10.2	43.3	104	1150	9.5	14.4	97	312	7.7	3.9	78	
FANTASY ISLAND	A	7687	4665	9.0	60.7	95	3146	9.3	40.9	98	1191	9.9	15.5	104	452	11.2	5.9	118	
FOULPUS, BLEEP & BLUNDERS	A	8861	5636	10.9	63.6	100	3702	10.9	41.8	100	1215	10.1	13.7	92	396	9.8	4.5	89	
FOUR SEASONS	C	5095	3202	6.2	62.8	98	2088	6.2	41.0	98	869	7.2	17.1	114	*297	7.3	5.8	117	
GIMME A BREAK	N	8838	5218	10.1	59.0	92	3539	10.5	40.0	96	1218	10.1	13.8	93	394	9.7	4.5	89	
HART TO HART	A	8978	5456	10.5	60.8	95	3404	10.1	37.9	91	1163	9.6	13.0	87	398	9.8	4.4	89	
HILL STREET BLUES	N	8590	5683	11.0	66.2	104	3659	10.8	42.6	102	1324	11.0	15.4	103	404	10.0	4.7	94	
HOTEL	A	14085	8633	16.7	61.3	96	5747	17.0	40.8	98	2013	16.7	14.3	96	722	17.8	5.1	103	
JEFFERSONS	C	9360	5873	11.3	62.7	98	3771	11.1	40.3	96	1514	12.5	16.2	109	495	12.2	5.3	106	
JENNIFER SLEPT HERE	N	5841	3568	6.9	61.1	96	2352	6.9	40.3	96	723	6.0	12.4	83	214	5.3	3.7	73	
KATE & ALLIE	C	9206	5962	11.5	64.8	101	3871	11.4	42.0	101	1330	11.0	14.4	97	419	10.4	4.6	91	
KNIGHT RIDER	N	7076	4477	8.7	63.3	99	2947	8.7	41.6	100	937	7.8	13.2	89	218	5.4	3.1	62	
LOVE BOAT	A	12219	7526	14.5	61.6	96	4948	14.6	40.5	97	1971	16.3	16.1	108	628	15.5	5.1	103	
MAGNUM PI	C	11199	7429	14.4	66.3	104	4811	14.2	43.0	103	1540	12.8	13.8	92	508	12.6	4.5	91	
MAMA'S FAMILY	N	6057	3757	7.3	62.0	97	2550	7.5	42.1	101	955	7.9	15.8	106	353	8.7	5.8	117	
MASTER, THE	N	3598	2370	4.6	65.9	103	1546	4.6	43.0	103	579	4.8	16.1	108	*163	4.0	4.5	91	
MATT HOUSTON	A	6344	4040	7.8	63.7	100	2535	7.5	40.0	96	1123	9.3	17.7	119	359	8.9	5.7	113	
NBC MONDAY NIGHT MOVIE	N	11994	7812	15.1	65.1	102	5097	15.1	42.5	102	1713	14.2	14.3	96	442	10.9	3.7	74	
NBC NIGHTLY NEWS	N	5132	3088	6.0	60.2	94	2066	6.1	40.3	96	687	5.7	13.4	90	193	4.8	3.8	75	
NBC NIGHTLY NEWS-SAT	N	3375	1909	3.7	56.6	89	1250	3.7	37.0	89	446	3.7	13.2	89	*175	4.3	5.2	104	
NBC NIGHTLY NEWS-SUN	N	3130	1858	3.6	59.4	93	1138	3.4	36.4	87	431	3.6	13.8	92	*155	3.8	5.0	99	
NBC SUNDAY NIGHT MOVIE	N	8284	5413	10.5	65.3	102	3913	11.6	47.2	113	1127	9.3	13.6	91	*286	7.1	3.5	69	
NEWHART	C	9240	6050	11.7	65.5	102	3852	11.4	41.7	100	1334	11.1	14.4	97	405	10.0	4.4	88	
ONE DAY AT A TIME	C	7288	4572	8.8	62.7	98	2809	8.3	38.5	92	1039	8.6	14.3	96	300	7.4	4.1	82	
PEOPLE ARE FUNNY	N	4855	3035	5.9	62.5	98	2024	6.0	41.7	100	724	6.0	14.9	100	*237	5.9	4.9	98	
REAL PEOPLE	N	8869	5587	10.8	63.0	99	3722	11.0	42.0	100	1090	9.0	12.3	83	412	10.2	4.6	93	
REMINGTON STEELE	N	7743	5051	9.8	65.2	102	3278	9.7	42.3	101	1231	10.2	15.9	107	410	10.1	5.3	106	
RIPLEY'S BELIEVE IT - NOT	A	5345	3640	7.0	68.1	107	2356	7.0	44.1	105	822	6.8	15.4	103	*171	4.2	3.2	64	
RIPTIDE	N	6988	4691	9.1	67.1	105	2985	8.8	42.7	102	884	7.3	12.7	85	274	6.8	3.9	79	
SCARECROW & MRS. KING	C	10002	6364	12.3	63.6	100	3997	11.8	40.0	96	1282	10.6	12.8	86	453	11.2	4.5	91	
SIMON & SIMON	C	10638	7152	13.8	67.2	105	4764	14.1	44.8	107	1348	11.2	12.7	85	489	12.1	4.6	92	
60 MINUTES	C	13293	7808	15.1	58.7	92	5159	15.2	38.8	93	2163	17.9	16.3	109	807	20.0	6.1	122	
ST. ELSEWHERE	N	7017	4818	9.3	68.7	107	3089	9.1	44.0	105	1163	9.6	16.6	111	410	10.1	5.8	117	
THREE'S COMPANY	A	10917	7025	13.6	64.3	101	4576	13.5	41.9	100									

	TOTAL U.S. '000	VEAL USED IN LAST 6 MONTHS				VEAL USED IN LAST 7 DAYS											
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	12608	100.0	15.6	100	3943	100.0	4.9	100								
18 - 24	9282	981	7.8	10.6	68	**252	6.4	2.7	56								
25 - 34	19072	3064	24.3	16.1	103	767	19.5	4.0	83								
35 - 44	14591	2520	20.0	17.3	111	685	17.4	4.7	96								
45 - 54	11345	1968	15.6	17.3	111	668	16.9	5.9	121								
55 - 64	11635	2072	16.4	17.8	114	729	18.5	6.3	129								
65 OR OLDER	15061	2002	15.9	13.3	85	841	21.3	5.6	115								
18 - 34	28354	4045	32.1	14.3	92	1019	25.8	3.6	74								
18 - 49	48339	7468	59.2	15.4	99	1979	50.2	4.1	84								
25 - 54	45008	7552	59.9	16.8	108	2120	53.8	4.7	97								
35 - 49	19985	3423	27.1	17.1	110	960	24.3	4.8	99								
50 OR OLDER	32647	5139	40.8	15.7	101	1964	49.8	6.0	124								
GRADUATED COLLEGE	11155	2445	19.4	21.9	141	638	16.2	5.7	117								
ATTENDED COLLEGE	13682	2404	19.1	17.6	113	669	17.0	4.9	100								
GRADUATED HIGH SCHOOL	33880	5380	42.7	15.9	102	1727	43.8	5.1	105								
DID NOT GRADUATE HIGH SCHOOL	22270	2378	18.9	10.7	69	909	23.1	4.1	84								
EMPLOYED	80306	6801	53.9	16.9	108	1931	49.0	4.8	98								
EMPLOYED FULL-TIME	32850	5632	44.7	17.1	110	1640	41.6	5.0	103								
EMPLOYED PART-TIME	7456	1169	9.3	15.7	101	**291	7.4	3.9	80								
NOT EMPLOYED	40680	5806	46.1	14.3	92	2011	51.0	4.9	102								
PROFESSIONAL/MANAGER	10392	1960	15.5	18.9	121	522	13.2	5.0	103								
TECH/CLERICAL/SALES	17574	3200	25.4	18.2	117	825	20.9	4.7	96								
PRECISION/CRAFT	985	**200	1.6	20.3	130	**75	1.9	7.6	156								
OTHER EMPLOYED	11354	1441	11.4	12.7	82	*509	12.9	4.5	92								
SINGLE	9863	1387	11.0	14.1	90	*429	10.9	4.3	89								
MARRIED	51375	8469	67.2	16.5	106	2473	62.7	4.8	99								
DIVORCED/SEPARATED/WIDOWED	19748	2752	21.8	13.9	90	1041	26.4	5.3	108								
PARENTS	32590	4816	38.2	14.8	95	1330	33.7	4.1	84								
WHITE	70416	11112	88.1	15.8	101	3392	86.0	4.8	99								
BLACK	8778	1102	8.7	12.6	81	419	10.6	4.8	98								
OTHER	1791	**393	3.1	21.9	141	**132	3.3	7.4	151								
NORTHEAST-CENSUS	17786	5367	42.6	30.2	194	1923	48.8	10.8	222								
NORTH CENTRAL	20741	2007	15.9	9.7	62	456	11.6	2.2	45								
SOUTH	27775	2991	23.7	10.8	69	962	24.4	3.5	71								
WEST	14683	2242	17.8	15.3	98	603	15.3	4.1	84								
NORTHEAST-MKTG.	17961	5447	43.2	30.3	195	1985	50.3	11.1	227								
EAST CENTRAL	11885	1494	11.8	12.6	81	*399	10.1	3.4	69								
WEST CENTRAL	14090	1198	9.5	8.5	55	*267	6.8	1.9	39								
SOUTH	24081	2390	19.0	9.9	64	753	19.1	3.1	64								
PACIFIC	12969	2080	16.5	16.0	103	*539	13.7	4.2	85								
COUNTY SIZE A	32439	7033	55.8	21.7	139	2436	61.8	7.5	154								
COUNTY SIZE B	24915	3381	26.8	13.6	87	926	23.5	3.7	76								
COUNTY SIZE C	12930	1481	11.7	11.5	74	*396	10.0	3.1	63								
COUNTY SIZE D	10703	712	5.6	6.7	43	**184	4.7	1.7	35								
METRO CENTRAL CITY	24518	4199	33.3	17.1	110	1324	33.6	5.4	111								
METRO SUBURBAN	35919	6626	52.6	18.4	118	2130	54.0	5.9	122								
NON METRO	20549	1782	14.1	8.7	56	*489	12.4	2.4	49								
TOP 5 ADI'S	18341	4677	37.1	25.5	154	1750	44.4	9.5	196								
TOP 10 ADI'S	25378	5929	47.0	23.4	150	2136	54.2	8.4	173								
TOP 20 ADI'S	36488	7838	62.2	21.5	138	2657	67.4	7.3	150								
HSHLD INC. \$50,000 OR MORE	6612	1775	14.1	26.8	172	*532	13.5	8.0	165								
\$40,000 OR MORE	12659	3221	25.5	25.4	163	839	21.3	6.6	136								
\$30,000 OR MORE	24698	5526	43.8	22.4	144	1441	36.5	5.8	120								
\$25,000 OR MORE	32077	6765	53.7	21.1	135	1858	47.1	5.8	119								
\$20,000 - \$24,999	9144	1340	10.6	14.7	94	*434	11.0	4.7	97								
\$15,000 - \$19,999	8728	1227	9.7	14.1	90	*400	10.1	4.6	94								
\$10,000 - \$14,999	12562	1590	12.6	12.7	81	589	14.9	4.7	96								
UNDER \$10,000	18475	1686	13.4	9.1	59	661	16.8	3.6	73								
HOUSEHOLD OF 1 PERSON	11987	1632	12.9	13.6	87	654	16.6	5.5	112								
2 PEOPLE	26577	4581	36.3	17.2	111	1376	34.9	5.2	106								
3 OR 4 PEOPLE	30617	4741	37.6	15.5	99	1442	36.6	4.7	97								
5 OR MORE PEOPLE	11804	1654	13.1	14.0	90	*471	11.9	4.0	82								
NO CHILD IN HSHLD	46165	7542	59.8	16.3	105	2543	64.5	5.5	113								
CHILD(REN) UNDER 2 YRS	5325	638	5.1	12.0	77	**180	4.6	3.4	69								
2 - 5 YEARS	14221	1697	13.5	11.9	77	555	14.1	3.9	80								
6 - 11 YEARS	15117	2248	17.8	14.9	96	643	16.3	4.3	87								
12 - 17 YEARS	16611	2671	21.2	16.1	103	746	18.9	4.5	92								
RESIDENCE OWNED	55884	9147	72.5	16.4	105	2649	67.2	4.7	97								
VALUE: \$50,000 OR MORE	31744	6547	51.9	20.6	132	1803	45.7	5.7	117								
VALUE: UNDER \$50,000	24140	2601	20.6	10.8	69	847	21.5	3.5	72								

			VEAL USED IN LAST 6 MONTHS				VEAL USED IN LAST 7 DAYS												
			TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS									D INDX
			'000	'000	%	%		'000	%	%	%		'000	%	%	%			
TOTAL FEMALE HOMEMAKERS			80986	12608	100.0	15.6	100	3943	100.0	4.9	100								
MAGAZINES	QUINTILE 1	15799	3185	25.3	20.2	129	920	23.3	5.8	120									
	QUINTILE 2	17259	2925	23.2	16.9	109	854	21.7	4.9	102									
	QUINTILE 3	13545	2092	16.6	15.4	99	751	19.0	5.5	114									
	QUINTILE 4	15133	2046	16.2	13.5	87	609	15.4	4.0	83									
	QUINTILE 5	19250	2360	18.7	12.3	79	809	20.5	4.2	86									
NEWSPAPERS	QUINTILE 1	12413	2642	21.0	21.3	137	934	23.7	7.5	155									
	QUINTILE 2	24116	4163	33.0	17.3	111	1386	35.2	5.7	118									
	QUINTILE 3	11261	1741	13.8	15.5	99	*507	12.9	4.5	92									
	QUINTILE 4	20255	2712	21.5	13.4	86	675	17.1	3.3	68									
	QUINTILE 5	12940	1350	10.7	10.4	67	*441	11.2	3.4	70									
OUTDOOR	QUINTILE 1	14852	2702	21.4	18.2	117	851	21.6	5.7	118									
	QUINTILE 2	15725	2331	18.5	14.8	95	662	16.8	4.2	86									
	QUINTILE 3	16330	2591	20.6	15.9	102	778	19.7	4.8	98									
	QUINTILE 4	16744	2506	19.9	15.0	96	886	22.5	5.3	109									
	QUINTILE 5	17334	2478	19.7	14.3	92	766	19.4	4.4	91									
RADIO-DRIVE TIME	QUINTILE 1	15911	2534	20.1	15.9	102	800	20.3	5.0	103									
	QUINTILE 2	14837	2494	19.8	16.8	108	716	18.2	4.8	99									
	QUINTILE 3	15339	2411	19.1	15.7	101	672	17.0	4.4	90									
	QUINTILE 4	16723	2560	20.3	15.3	98	811	20.6	4.8	100									
	QUINTILE 5	18176	2610	20.7	14.4	92	944	23.9	5.2	107									
RADIO-MID- DAY	TERCILE 1	21020	3305	26.2	15.7	101	1109	28.1	5.3	108									
	TERCILE 2	21610	3509	27.8	16.2	104	1164	29.5	5.4	111									
	TERCILE 3	38355	5794	46.0	15.1	97	1669	42.3	4.4	89									
RADIO-TOTAL	QUINTILE 1	15988	2425	19.2	15.2	97	820	20.8	5.1	105									
	QUINTILE 2	15626	2467	19.6	15.8	101	664	16.8	4.2	87									
	QUINTILE 3	16723	2895	23.0	17.3	111	867	22.0	5.2	106									
	QUINTILE 4	16342	2545	20.2	15.6	100	814	20.6	5.0	102									
	QUINTILE 5	16306	2276	18.1	14.0	90	778	19.7	4.8	98									
TV-PRIME TIME	QUINTILE 1	15953	2862	22.7	17.9	115	1029	26.1	6.5	132									
	QUINTILE 2	16137	2727	21.6	16.9	109	877	22.2	5.4	112									
	QUINTILE 3	16420	2697	21.4	16.4	106	790	20.0	4.8	99									
	QUINTILE 4	16687	2575	20.4	15.4	99	682	17.3	4.1	84									
	QUINTILE 5	15789	1747	13.9	11.1	71	565	14.3	3.6	73									
TV-DAYTIME	TERCILE 1	27736	3733	29.6	13.5	86	1171	29.7	4.2	87									
	TERCILE 2	26489	4137	32.8	15.6	100	1336	33.9	5.0	104									
	TERCILE 3	26761	4737	37.6	17.7	114	1435	36.4	5.4	110									
TV-TOTAL	QUINTILE 1	16345	2447	19.4	15.0	96	863	21.9	5.3	108									
	QUINTILE 2	16447	2463	19.5	15.0	96	783	19.9	4.8	98									
	QUINTILE 3	15980	2868	22.7	17.9	115	753	19.1	4.7	97									
	QUINTILE 4	15887	2576	20.4	16.2	104	807	20.5	5.1	104									
	QUINTILE 5	16326	2254	17.9	13.8	89	737	18.7	4.5	93									
MAGAZINES-NEWSPAPERS: DUAL			20721	4150	32.9	20.0	129	1302	33.0	6.3	129								
MAGAZINE IMPERATIVE			19186	2802	22.2	14.6	94	703	17.8	3.7	75								
NEWSPAPER IMPERATIVE			21899	3473	27.5	15.9	102	1298	32.9	5.9	122								
MAGAZINES-OUTDOOR: DUAL			15451	2749	21.8	17.8	114	832	21.1	5.4	111								
MAGAZINE IMPERATIVE			25953	4605	36.5	17.7	114	1403	35.6	5.4	111								
OUTDOOR IMPERATIVE			24400	3398	27.0	13.9	89	1063	27.0	4.4	89								
MAGAZINES-RADIO: DUAL			18049	3319	26.3	18.4	118	1020	25.9	5.7	116								
MAGAZINE IMPERATIVE			23571	4185	33.2	17.8	114	1238	31.4	5.3	108								
RADIO IMPERATIVE			23278	2986	23.7	12.8	82	926	23.5	4.0	82								
MAGAZINES-TELEVISION: DUAL			15459	2919	23.2	18.9	121	907	23.0	5.9	121								
MAGAZINE IMPERATIVE			25829	4506	35.7	17.4	112	1268	32.2	4.9	101								
TELEVISION IMPERATIVE			26039	3415	27.1	13.1	84	1173	29.7	4.5	93								
NEWSPAPERS-OUTDOOR: DUAL			16605	3000	23.8	18.1	116	969	24.6	5.8	120								
NEWSPAPER IMPERATIVE			26834	4793	38.0	17.9	115	1602	40.6	6.0	123								
OUTDOOR IMPERATIVE			23346	3182	25.2	13.6	88	911	23.1	3.9	80								
NEWSPAPERS-RADIO: DUAL			17133	3114	24.7	18.2	117	1045	26.5	6.1	125								
NEWSPAPER IMPERATIVE			25892	4715	37.4	18.2	117	1599	40.6	6.2	127								
RADIO IMPERATIVE			23167	3097	24.6	13.4	86	767	19.5	3.3	68								
NEWSPAPERS-TELEVISION: DUAL			17159	3191	25.3	18.6	119	1088	27.6	6.3	130								
NEWSPAPER IMPERATIVE			26214	4770	37.8	18.2	117	1578	40.0	6.0	124								
TELEVISION IMPERATIVE			23412	2914	23.1	12.4	80	794	20.1	3.4	70								
OUTDOOR-RADIO: DUAL			15303	2475	19.6	16.2	104	763	19.4	5.0	102								
OUTDOOR IMPERATIVE			24901	3966	31.5	15.9	102	1177	29.9	4.7	97								
RADIO IMPERATIVE			26492	4209	33.4	15.9	102	1281	32.5	4.8	99								
OUTDOOR-TELEVISION: DUAL			14794	2392	19.0	16.2	104	679	17.2	4.6	94								
OUTDOOR IMPERATIVE			25437	4275	33.9	16.8	108	1301	33.0	5.1	105								
TELEVISION IMPERATIVE			27877	4292	34.0	15.4	99	1419	36.0	5.1	105								
RADIO-TELEVISION: DUAL			15996	2616	20.7	16.4	105	884	22.4	5.5	114								
RADIO IMPERATIVE			25478	4126	32.7	16.2	104	1148	29.1	4.5	93								
TELEVISION IMPERATIVE			26573	4010	31.8	15.1	97	1318	33.4	5.0	102								

	TOTAL U.S. '000	VEAL USED IN LAST 6 MONTHS				VEAL USED IN LAST 7 DAYS				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL FEMALE HOMEMAKERS	10936	12608	100.0	15.6	100	3943	100.0	4.9	100								
ATLANTIC MONTHLY	415	**95	0.8	22.9	147	**28	0.7	6.7	139								
BARRON'S	453	**143	1.1	31.6	122	**34	0.9	7.5	154								
BETTER HOMES & GARDENS	16256	2810	22.3	17.3	111	857	21.7	5.3	108								
BON APPETIT	2535	755	6.0	29.8	191	*200	5.1	7.9	162								
BUSINESS WEEK	1278	**90	2.3	22.7	146	**84	2.1	6.6	135								
CAR AND DRIVER	378	**82	0.7	21.7	139	**14	0.4	3.7	76								
CBS MAGAZINE NETWORK (GROSS)	1498	255	2.0	17.0	109	**85	2.2	5.9	121								
CHANGING TIMES	1505	318	2.5	21.1	136	**125	3.2	8.3	171								
COLONIAL HOMES	1231	*208	1.6	16.9	109	**73	1.9	5.9	122								
CONDE NAST MAG. PKG. (GROSS)	14146	**66	22.7	20.3	130	739	18.7	5.2	107								
CONSUMERS DIGEST	1323	*245	1.9	18.5	119	**104	2.6	7.9	161								
COSMOPOLITAN	7102	1432	11.4	20.2	130	368	9.3	5.2	106								
COUNTRY LIVING	2481	313	2.5	12.6	81	**81	2.1	3.3	67								
CUISINE	1472	475	3.8	32.3	207	**174	4.4	11.8	243								
CYCLE WORLD	425	**66	0.5	15.5	100	**20	0.5	4.7	97								
DCI:CREATIVE IDEAS FOR LIV	2510	353	2.8	14.1	90	**117	3.0	4.7	96								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1014	8.0	15.1	97	*282	7.2	4.2	87								
DISCOVER	**94	*124	1.0	13.9	89	**24	0.6	2.7	55								
EBONY	3507	358	2.8	10.2	66	*124	3.1	3.5	73								
ESQUIRE	1083	*152	1.2	14.0	90	**36	0.7	3.3	68								
ESSENCE	1130	210	1.7	11.5	74	**84	2.1	4.6	94								
FAMILY CIRCLE	15930	2705	21.5	17.0	109	818	20.7	5.1	105								
THE FAMILY HANDYMAN	1126	*189	1.5	16.8	108	**50	1.3	4.4	91								
FAMILY WEEKLY	11468	1282	10.2	11.2	72	406	10.3	3.5	73								
FIELD & STREAM	2234	343	2.7	15.4	99	**51	1.3	2.3	47								
FOOD & WINE	579	**128	1.0	22.1	142	**72	1.8	12.4	255								
FORBES	728	*197	1.6	27.1	174	**58	1.5	8.0	164								
FORTUNE	406	246	2.0	27.2	174	**59	1.5	6.5	134								
GENTLEMEN'S QUARTERLY	791	*132	1.0	16.7	107	**11	0.3	1.4	29								
GLAMOUR	5265	945	7.5	17.9	115	*241	6.1	4.6	94								
GOLF DIGEST	636	**91	0.7	14.3	92	**28	0.7	4.4	90								
GOLF DIGEST/TENNIS (GROSS)	1186	*206	1.6	17.4	112	**58	1.5	4.9	100								
GOLF MAGAZINE	441	**119	0.9	27.0	173	**27	0.7	6.1	126								
GOLF MAGAZINE/SKI (GROSS)	922	*198	1.6	21.5	138	**45	1.1	4.9	100								
GOOD HOUSEKEEPING	16487	2977	23.6	18.1	116	876	22.2	5.3	109								
HARPER'S BAZAAR	2423	518	4.1	21.4	137	*156	4.0	6.4	132								
HEALTH	1994	394	3.1	19.8	127	**122	3.1	6.1	126								
HEARST MAG CORP. BUY (GROSS)	44101	7986	63.3	18.1	116	2219	56.3	5.0	103								
HEARST MAN POWER (GROSS)	1993	*267	2.1	13.4	86	**48	1.2	2.4	49								
HEARST WOMAN POWER (GROSS)	31274	5653	44.8	18.1	116	1499	38.0	4.8	98								
HOUSE BEAUTIFUL	3623	710	5.6	19.6	126	273	6.9	7.5	155								
INC.	283	**116	0.9	41.0	263	**49	1.2	17.3	356								
JET	2928	261	2.1	8.9	57	**81	2.1	2.8	57								
LADIES' HOME JOURNAL	11918	1848	15.0	15.9	102	532	13.5	4.5	92								
LHJ FAMILY GRP COMBO(GROSS)	16764	2719	21.6	16.2	104	790	20.0	4.7	97								
LIFE	4254	770	6.1	18.1	116	*237	6.0	5.6	114								
L.A. TIMES HOME MAGAZINE	1145	*214	1.7	18.7	120	**29	0.7	2.5	52								
MADMOISELLE	2884	612	4.9	21.2	136	*171	4.3	5.9	122								
MC CALL'S	13460	2292	18.2	17.0	109	593	15.0	4.4	90								
MC CALL'S/WRK MOTHER (GROSS)	14606	2471	19.6	16.9	109	656	16.6	4.5	92								
MECHANIX ILLUSTRATED	772	*211	1.7	27.3	176	**76	1.9	9.8	202								
METROPOLITAN HOME	967	185	1.5	19.1	123	**62	1.6	6.4	132								
MONEY	1588	367	2.9	23.1	148	**91	2.3	5.7	118								
MOTHER EARTH NEWS	1002	*183	1.5	18.3	117	**74	1.9	7.4	152								
MS.	825	*176	1.4	21.3	137	**39	1.0	4.7	97								
NATIONAL ENQUIRER	10336	1355	10.7	13.1	84	453	11.5	4.4	90								
NATIONAL GEOGRAPHIC	9597	1985	15.7	20.7	133	465	11.8	4.8	100								
NATIONAL SUNDAY MAGAZINE PKG	49558	5330	66.1	16.8	108	2656	67.4	5.4	110								
NATURAL HISTORY	573	*145	1.2	25.3	163	**38	1.0	6.6	136								
NEW WOMAN	1699	326	2.6	19.2	123	**75	1.9	4.4	91								
NEW YORK INCLUDING CUE	443	178	1.4	40.2	258	**63	1.6	14.2	292								
THE NEW YORKER	1270	408	3.2	32.1	206	*144	3.7	11.3	233								
NEWSWEEK	6277	1363	10.8	21.7	139	389	9.9	6.2	127								
THE N.Y. TIMES DAILY EDITION	1205	566	4.5	47.0	302	*198	5.0	16.4	337								
THE N.Y. TIMES MAGAZINE	2081	959	7.6	46.1	296	373	9.5	17.9	368								
OMNI	788	*127	1.0	16.1	104	**31	0.8	3.9	81								
ON CABLE	1158	277	2.2	23.9	154	**97	2.5	8.4	172								
1001 HOME IDEAS	2852	432	3.4	15.1	97	**136	3.4	4.8	98								
ORGANIC GARDENING	1658	332	2.6	20.0	129	**71	1.8	4.3	88								
OUTDOOR LIFE	896	**79	0.6	8.8	57	**12	0.3	1.3	28								
PARADE MAGAZINE	24275	4700	37.3	19.4	124	1608	40.8	6.6	136								

	TOTAL U.S. '000	VEAL USED IN LAST 6 MONTHS				VEAL USED IN LAST 7 DAYS				A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL FEMALE HOMEMAKERS	80986	12608	100.0	15.6	100	3943	100.0	4.9	100								
PARENTS	3845	504	4.0	13.1	84	**115	2.9	3.0	61								
PENTHOUSE	831	*158	1.3	19.0	122	**38	1.0	4.6	94								
PEOPLE	11645	2150	17.1	18.5	119	596	15.1	5.1	105								
PLAYBOY	2006	362	2.9	18.0	116	**85	2.2	4.2	87								
POPULAR HOT RODDING	297	**33	0.3	11.1	71	**17	0.4	5.7	118								
POPULAR MECHANICS	1018	**189	1.5	18.6	119	**42	1.1	4.1	85								
POPULAR SCIENCE	878	**156	1.2	17.8	114	**58	1.5	6.6	136								
PREVENTION	3913	623	4.9	15.9	102	*223	5.7	5.7	117								
PSYCHOLOGY TODAY	1710	361	2.9	21.1	136	**118	3.0	6.9	142								
READER'S DIGEST	22204	3477	27.6	15.7	101	1176	29.8	5.3	109								
REDBOOK	7684	1244	9.9	16.2	104	255	6.5	3.3	68								
ROAD & TRACK	410	**81	0.6	19.8	127	**42	1.1	10.2	210								
ROLLING STONE	969	*203	1.6	20.9	135	**51	1.3	5.3	108								
RUNNER'S WORLD	298	**37	0.3	12.4	80	**9	0.2	3.0	62								
SATURDAY EVENING POST	1169	*190	1.5	16.3	104	**31	0.8	2.7	54								
SCIENCE 84	587	*124	1.0	21.1	136	**13	0.3	2.2	45								
SCIENCE DIGEST	482	**53	0.4	11.0	71	**5	0.1	1.0	21								
SCIENTIFIC AMERICAN	594	*157	1.2	26.4	170	**50	1.3	8.4	173								
SELF	2089	392	3.1	18.8	121	**115	2.9	5.5	113								
SEVENTEEN	2411	513	4.1	21.3	137	*154	3.9	6.4	131								
SKI	480	**79	0.6	16.5	106	**18	0.5	3.8	77								
SMITHSONIAN	2760	660	5.2	23.9	154	*180	4.6	6.5	134								
SOAP OPERA DIGEST	3013	407	3.2	13.5	87	**82	2.1	2.7	56								
SOUTHERN LIVING	4184	660	5.2	15.8	101	*165	4.2	3.9	81								
SPORT	559	**102	0.8	18.2	117	**8	0.2	1.4	29								
THE SPORTING NEWS	436	**55	0.4	12.6	81	**12	0.3	2.8	57								
SPORTS AFIELD	493	**26	0.2	5.3	34	**0	0.0	0.0	0								
SPORTS ILLUSTRATED	2758	608	4.8	22.0	142	*127	3.2	4.6	95								
STAR	7456	1215	9.6	16.3	105	401	10.2	5.4	110								
SUNDAY	24936	4923	19.0	19.7	127	1558	39.5	6.2	128								
SUNSET	2124	453	3.6	21.3	137	**98	2.5	4.6	95								
TV GUIDE	21661	3507	27.8	16.2	104	1049	26.6	4.8	99								
TENNIS	550	**114	0.9	20.7	133	**31	0.8	5.6	116								
TIME	8880	1987	15.8	22.4	144	593	15.0	6.7	137								
TOWN & COUNTRY	917	241	1.9	26.3	169	**75	1.9	8.2	168								
TRAVEL & LEISURE	972	318	2.5	32.7	210	**91	2.3	9.4	192								
TRUE STORY	3356	366	2.9	10.9	70	**101	2.6	3.0	62								
U.S. NEWS & WORLD REPORT	3410	655	5.2	19.2	123	*191	4.8	5.6	115								
USA TODAY	1759	411	3.3	23.4	150	**89	2.3	5.1	104								
US	1873	291	2.3	15.5	100	**52	1.3	2.8	57								
VOGUE	3909	917	7.3	23.5	151	213	5.4	5.4	112								
MALL STREET JOURNAL	1886	482	3.8	25.6	164	*158	4.0	8.4	172								
HEIGHT WATCHERS	2120	357	2.8	16.8	108	*149	3.8	7.0	144								
WOMAN'S DAY	14172	2490	19.7	17.6	113	581	14.7	4.1	84								
WORKING MOTHER	1146	*179	1.4	15.6	100	**63	1.6	5.5	113								
WORKING WOMAN	1322	308	2.4	23.3	150	**91	2.3	6.9	141								
WORLD TENNIS	*163	**26	0.2	16.0	102	**0	0.0	0.0	0								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	566	4.5	22.4	144	**177	4.5	7.0	144								
BLAIR INSERTS	43657	8264	15.5	18.9	122	2658	67.4	6.1	125								
DAILY NEWSPAPERS																	
READ ANY	51633	8758	69.5	17.0	109	2831	71.8	5.5	113								
READ ONE	43463	7091	56.2	16.3	105	2250	57.1	5.2	106								
READ TWO OR MORE	8170	1667	13.2	20.4	131	581	14.7	7.1	146								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9267	73.5	17.6	113	2959	75.0	5.6	115								
READ ONE	46126	7767	61.6	16.8	108	2491	63.2	5.4	111								
READ TWO OR MORE	6552	1500	11.9	22.9	147	468	11.9	7.1	147								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.92				28.79											
30 DAY REACH	71455	11257	89.3	15.8	101	3503	88.8	4.9	101								
50 SHWG - 30 DAY AV FREQ	14.56	15.77				15.27											
30 DAY REACH	67742	10690	84.8	15.8	101	3302	83.7	4.9	100								
25 SHWG - 30 DAY AV FREQ	7.94	8.55				8.30											
30 DAY REACH	62117	9877	78.3	15.9	102	3060	77.6	4.9	101								
CABLE TV: HOME WIRED	32077	5481	43.5	17.1	110	1826	46.3	5.7	117								
HOME NOT WIRED	48909	7127	56.5	14.6	94	2117	53.7	4.3	89								
HAVE PAY CABLE	15935	3097	24.6	19.4	125	874	22.2	5.5	113								

	TOTAL U.S. '000	VEAL USED IN LAST 6 MONTHS				VEAL USED IN LAST 7 DAYS				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL FEMALE HOMEMAKERS	209186	12608	100.0	15.6	100	3943	100.0	4.9	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7236	57.4	16.5	106	2200	55.8	5.0	103								
10:00 AM - 3:00 PM	30659	4798	38.1	15.6	101	1582	40.1	5.2	106								
3:00 PM - 7:00 PM	31045	4970	39.4	16.0	103	1454	36.9	4.7	96								
7:00 PM - MIDNIGHT	15767	2393	19.0	15.2	97	705	17.9	4.5	92								
MIDNIGHT - 6:00 AM	9120	1457	11.6	16.0	103	512	13.0	5.6	115								
6:00 AM - MIDNIGHT	58527	9376	74.4	16.0	103	2886	73.2	4.9	101								
ENTIRE DAY	59311	9516	75.5	16.0	103	2897	73.5	4.9	100								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2630	21.0	16.4	105	654	16.6	4.0	83								
ALL NEWS	2256	753	6.0	33.4	214	348	8.8	15.4	317								
ADR/PROGRESSIVE	3874	813	6.4	21.0	135	*196	5.0	5.1	104								
BEAUTIFUL MUSIC	5660	1049	8.3	18.5	119	291	7.4	5.1	106								
BLACK	2204	294	2.4	13.5	87	**57	1.4	2.6	53								
CLASSICAL	1418	354	2.8	25.0	160	**119	3.0	8.4	172								
CHR/ROCK	9538	1655	13.1	17.4	111	541	13.7	5.7	116								
COUNTRY	12648	1581	12.5	12.5	80	504	12.8	4.0	82								
GOLDEN OLDIES	1191	*187	1.5	15.7	101	**51	1.3	4.3	88								
MOR/NOSTALGIA	4757	788	6.3	16.6	106	*284	7.2	6.0	123								
NEWS/TALK	3863	791	6.3	20.5	132	297	7.5	7.7	158								
RELIGIOUS	3084	410	3.3	13.3	85	*150	3.8	4.9	100								
SOFT ROCK	521	**95	0.8	18.2	117	**39	1.0	7.5	154								
URBAN CONTEMPORARY	1585	205	2.4	19.2	124	**128	3.2	8.1	166								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	380	3.0	11.7	75	**95	2.4	2.9	60								
ABC DIRECTION	2316	431	3.4	18.6	120	*158	4.0	6.8	140								
ABC ENTERTAINMENT	4834	810	6.4	16.8	108	302	7.7	6.2	128								
ABC FM	2202	323	2.6	14.7	94	**131	3.3	5.9	122								
ABC INFORMATION	5425	999	7.9	18.4	118	360	9.1	6.6	136								
ABC ROCK	1677	333	2.6	19.9	128	**56	1.4	3.3	69								
CBS	4430	520	6.5	18.5	119	318	8.1	7.2	147								
MUTUAL	4992	847	6.7	17.0	109	356	9.0	7.1	146								
NBC	4679	868	6.9	18.6	119	*248	6.3	5.3	109								
RADIORADIO	1994	387	3.1	19.4	125	**138	3.5	6.9	142								
RKO ONE	2298	372	3.0	16.2	104	**135	3.4	5.9	121								
RKO TWO	3311	584	4.6	17.6	113	*234	5.9	7.1	145								
THE SOURCE	2114	461	3.7	21.8	140	**135	3.4	6.4	131								
NON-WIRED: BLAIR	8654	1333	10.6	15.4	99	468	11.9	5.4	111								
INTERNET	12025	2354	18.7	19.6	126	761	19.3	6.3	130								
KATZ RADIO GROUP	15359	2863	22.7	18.6	120	921	23.4	6.0	123								
SUPERNET	10628	1622	12.9	15.3	98	485	12.3	4.6	94								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1282	10.2	14.8	95	449	11.4	5.2	107								
WKDAY 9:00 AM - 1:00 PM	12163	1653	13.1	13.6	87	543	13.8	4.5	92								
WKDAY 1:00 PM - 4:30 PM	16150	2097	16.6	13.0	83	689	17.5	4.3	88								
WKDAY 4:30 PM - 7:30 PM	22463	3533	28.0	15.7	101	1120	28.4	5.0	102								
WKDAY 7:30 PM - 8:00 PM	31795	5204	41.3	16.4	105	1679	42.6	5.3	108								
WKDAY 11:00 PM - 11:30 PM	23977	3835	30.4	16.0	103	1277	32.4	5.3	109								
WKDAY 11:30 PM - 1:00 AM	7703	1149	9.1	14.9	96	359	9.1	4.7	96								
M-SAT 8-11 PM-SUN 7-11 PM	33800	5661	44.9	16.7	108	1839	46.6	5.4	112								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	886	7.0	13.6	87	335	8.5	5.1	105								
ANOTHER WORLD	N 4620	583	4.6	12.6	81	178	4.5	3.9	79								
AS THE WORLD TURNS	C 5614	610	4.8	10.9	70	197	5.0	3.5	72								
CAPITOL	C 3396	366	2.9	10.8	69	150	3.8	4.4	91								
CBS MORN. NEWS 1	C 1446	189	1.5	13.1	84	*55	1.4	3.8	78								
CBS MORN. NEWS 2	C 1207	160	1.3	13.3	85	*33	0.8	2.7	56								
DAYS OF OUR LIVES	N 5877	809	6.4	13.8	88	274	6.9	4.7	96								
FACTS OF LIFE - DAYTIME	N 2290	316	2.5	13.8	89	*72	1.8	3.1	65								
FAMILY FEUD	A 3023	353	2.8	11.7	75	*85	2.2	2.8	58								
GENERAL HOSPITAL	A 6097	859	6.8	14.1	90	301	7.6	4.9	101								
GOOD MORNING, AMERICA-730 A	3515	536	4.3	15.2	98	206	5.2	5.9	120								
GOOD MORNING, AMERICA-830 A	2818	396	3.1	14.1	90	175	4.4	6.2	128								
GUIDING LIGHT	C 5339	632	5.0	11.8	76	199	5.0	3.7	77								
ONE LIFE TO LIVE	A 4478	554	4.4	12.4	79	168	4.3	3.8	77								
PRESS YOUR LUCK	C 2244	280	2.2	12.5	80	*68	1.7	3.0	62								
PRICE IS RIGHT 1	C 4348	527	4.2	12.1	78	143	3.6	3.3	68								
PRICE IS RIGHT 2	C 5014	594	4.7	11.8	76	187	4.7	3.7	77								
RYAN'S HOPE	A 3150	543	4.3	17.2	111	211	5.4	6.7	138								
SALE OF THE CENTURY	N 2695	411	3.3	15.3	98	*170	4.3	6.3	130								
SEARCH FOR TOMORROW	N 2319	315	2.5	13.6	87	*96	2.4	4.1	85								
TODAY SHOW 1	N 2693	393	3.1	14.6	94	172	4.4	6.4	131								
TODAY SHOW 2	N 2498	377	3.0	15.1	97	125	3.2	5.0	103								
\$25,000 PYRAMID	C 2753	401	3.2	14.6	94	122	3.1	4.4	91								
WHEEL OF FORTUNE	N 4388	594	4.7	13.5	87	196	5.0	4.5	92								
YOUNG AND THE RESTLESS	C 5695	638	5.1	11.2	72	204	5.2	3.6	74								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	320	2.5	18.2	117	*118	3.0	6.7	138								
NBA PLAYOFF GAME -1 C	1136	155	1.2	13.6	88	**31	0.8	2.7	56								
NBC MAJOR LEAGUE PRE-GAME N	953	*205	1.6	21.5	138	**51	1.3	5.4	110								
SPORTSWORLD - SUN N	1233	*163	1.3	13.2	85	**35	0.9	2.8	58								
SUNDAY MORNING C	1611	250	2.0	15.5	100	**74	1.9	4.6	94								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	VEAL USED IN LAST 6 MONTHS				VEAL USED IN LAST 7 DAYS											
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	12608	100.0	15.6	100	3943	100.0	4.9	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	4111	32.6	15.8	101	1390	35.3	5.3	110								
NETWORK AFFILIATES - LATE	20261	3187	25.3	15.7	101	1064	27.0	5.3	108								
INDEPENDENTS - LATE	2076	523	4.1	25.2	162	182	4.6	8.8	180								
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 10453	1611	12.8	15.4	99	439	11.1	4.2	86								
ABC MONDAY NIGHT MOVIE	A 6412	1064	8.4	16.6	107	308	7.8	4.8	99								
ABC SUNDAY NIGHT MOVIE	A 12407	2079	16.5	16.8	108	722	18.3	5.8	120								
ABC WORLD NEWS TONIGHT	A 6176	785	6.2	12.7	82	276	7.0	4.5	92								
AFTERMASH	C 5863	895	7.1	15.3	98	*312	7.9	5.3	109								
ALICE	C 9594	1580	12.5	16.5	106	545	13.8	5.7	117								
AMERICAN PARADE	C 6622	979	7.8	14.8	95	306	7.8	4.6	95								
BENSON	A 10886	1788	14.2	16.4	106	586	14.9	5.4	111								
BLUE THUNDER	A 5036	671	5.3	13.3	86	303	7.7	6.0	124								
CAGNEY & LACEY	C 9965	1526	12.1	15.3	98	477	12.1	4.8	98								
CBS EVENING NEWS-DEAN	C 3491	650	5.2	18.6	120	*163	4.1	4.7	96								
CBS EVENING NEWS-RATHER	C 7123	1102	8.7	15.5	99	338	8.6	4.7	97								
CBS SAT. NEWS-SCHIEFFER	C 3621	504	4.0	13.9	89	183	4.6	5.1	104								
CBS SATURDAY NIGHT MOVIE	C 5436	808	6.4	14.9	95	240	6.1	4.4	91								
CBS WEDNESDAY NIGHT MOVIE	C 6100	903	7.2	14.8	95	282	7.2	4.6	95								
CHEERS	N 8889	1637	13.0	18.4	118	537	13.6	6.0	124								
DALLAS	C 22109	3712	29.4	16.8	108	1241	31.5	5.6	115								
DIFF'RENT STROKES	N 6940	955	7.6	13.8	88	*236	6.0	3.4	70								
DOUBLE TROUBLE	N 7223	954	7.6	13.2	85	294	7.5	4.1	84								
DUCK FACTORY	N 5595	973	7.7	17.4	112	316	8.0	5.6	116								
DUKES OF HAZZARD	C 5768	700	5.6	12.1	78	*199	5.0	3.5	71								
DYNASTY	A 20053	3108	24.7	15.5	100	1164	29.5	5.8	119								
FACTS OF LIFE	N 8087	1036	8.2	12.8	82	287	7.3	3.5	73								
FALCON CREST	C 20046	3251	25.8	16.2	104	1125	28.5	5.6	115								
FALL GUY	A 9084	1188	9.4	13.1	84	385	9.8	4.2	87								
FAMILY TIES	N 7964	1201	9.5	15.1	97	320	8.1	4.0	83								
FANTASY ISLAND	A 7687	1319	10.5	17.2	110	434	11.0	5.6	116								
FOULUPS, BLEEPES & BLUNDERS	A 8861	1369	10.9	15.4	99	432	11.0	4.9	100								
FOUR SEASONS	C 5095	906	7.2	17.8	114	*326	8.3	6.4	131								
GIMME A BREAK	N 8838	1364	10.8	15.4	99	397	10.1	4.5	92								
HART TO HART	A 8978	1302	10.3	14.5	93	425	10.8	4.7	97								
HILL STREET BLUES	N 8590	1450	11.5	16.9	108	463	11.7	5.4	111								
HOTEL	A 14085	2231	17.7	15.8	102	803	20.4	5.7	117								
JEFFERSONS	C 9360	1641	13.0	17.5	113	568	14.4	6.1	125								
JENNIFER SLEPT HERE	N 5841	913	7.2	15.6	100	*239	6.1	4.1	84								
KATE & ALLIE	C 9206	1365	10.8	14.8	95	490	12.4	5.3	109								
KNIGHT RIDER	N 7076	1038	8.2	14.7	94	291	7.4	4.1	84								
LOVE BOAT	A 12219	2152	17.1	17.6	113	713	18.1	5.8	120								
MAGNUM PI	C 11199	1641	13.0	14.7	94	453	11.5	4.0	83								
MAMA'S FAMILY	N 6057	1048	8.3	17.3	111	374	9.5	6.2	127								
MASTER, THE	N 3598	589	4.7	16.4	105	*168	4.3	4.7	96								
MATT HOUSTON	A 6344	1092	8.7	17.2	111	349	8.9	5.5	113								
NBC MONDAY NIGHT MOVIE	N 11994	1774	14.1	14.8	95	543	13.8	4.5	93								
NBC NIGHTLY NEWS	N 5132	824	6.5	16.1	103	250	6.3	4.9	100								
NBC NIGHTLY NEWS-SAT	N 3375	533	4.2	15.8	101	*189	4.8	5.6	115								
NBC NIGHTLY NEWS-SUN	N 3130	449	3.6	14.3	92	*131	3.3	4.2	86								
NBC SUNDAY NIGHT MOVIE	N 8284	1311	10.4	15.8	102	405	10.3	4.9	100								
NEMHART	C 9240	1533	12.2	16.6	107	464	11.8	5.0	103								
ONE DAY AT A TIME	C 7288	1144	9.1	15.7	101	380	9.6	5.2	107								
PEOPLE ARE FUNNY	N 4855	737	5.8	15.2	98	*250	6.3	5.1	106								
REAL PEOPLE	N 8869	1150	9.1	13.0	83	337	8.5	3.8	78								
REMINGTON STEELE	N 7743	1145	9.1	14.8	95	436	11.1	5.6	116								
RIPLEY'S BELIEVE IT - NOT	A 5345	882	7.0	16.5	106	248	6.3	4.6	95								
RIPIDE	N 6988	1010	8.0	14.5	93	343	8.7	4.9	101								
SCARECROW & MRS. KING	C 10002	1513	12.0	15.1	97	444	11.3	4.4	91								
SIMON & SIMON	C 10638	1541	12.2	14.5	93	470	11.9	4.4	91								
60 MINUTES	C 13293	2348	18.6	17.7	113	784	19.9	5.9	121								
ST. ELSEWHERE	N 7017	1039	8.2	14.8	95	290	7.4	4.1	85								
THREE'S COMPANY	A 10917	1579	12.5	14.5	93	574	14.6	5.3	108								
T.J. HOOKER	A 9204	1558	12.4	16.9	109	583	14.8	6.3	130								
TONIGHT SHOW	N 2372	451	3.6	19.0	122	156	4.0	6.6	135								
TRAPPER JOHN, M.D.	C 9846	1522	12.1	15.5	99	566	14.4	5.7	118								
TV BLOOPERS & PRAC. JOKES	N 9105	1579	12.5	17.3	111	455	11.5	5.0	103								
20/20	A 9387	1460	11.6	15.6	100	467	11.8	5.0	102								
WEBSTER	A 11067	1807	14.3	16.3	105	585	14.8	5.3	109								
WORLD NEWS - SUN	A 3062	594	4.7	19.4	125	*219	5.6	7.2	147								
YELLOW ROSE	N 4978	705	5.6	14.2	91	*200	5.1	4.0	83								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	1367	10.8	15.4	99	*463	11.7	5.2	107								
BASKETBALL - COLLEGE GAMES	4080	635	5.0	15.6	100	**214	5.4	5.2	108								
BASKETBALL - PRO GAMES	3607	675	5.4	18.7	120	**250	6.3	6.9	142								
BOWLING	3883	533	4.2	13.7	88	**189	4.8	4.9	100								
BOXING	3928	*496	3.9	12.6	81	**165	4.2	4.2	86								
FOOTBALL - COLLEGE GAMES	6366	982	7.8	15.4	99	*341	8.6	5.4	110								
FOOTBALL - PRO GAMES	11300	1795	14.2	15.9	102	485	12.3	4.3	88								
GOLF	3378	653	5.2	19.3	124	**224	5.7	6.6	136								
POST-SEASON COLL. FOOTBALL	4906	613	4.9	12.5	80	*272	6.9	5.5	114								
POST-SEASON PRO FOOTBALL	6120	1025	8.1	16.7	108	*257	6.5	4.2	86								
TENNIS	3033	758	6.0	25.0	161	*179	4.5	5.9	121								
WRESTLING - PROFESSIONAL	3344	*391	3.1	11.7	75	**115	2.9	3.4	71								

	TOTAL U.S. '000	FRESH FISH/SHELL FISH USED IN LAST 6 MONTHS				FRESH FISH/SHELL FISH USED IN LAST 7 DAYS				FROZEN FISH/SHELL FISH USED IN LAST 6 MONTHS				FROZEN FISH/SHELL FISH USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	27753	100.0	34.3	100	13577	100.0	16.8	100	24056	100.0	29.7	100	10049	100.0	12.4	100
18 - 24	9282	2874	10.4	31.0	90	1143	8.4	12.3	73	2483	10.3	26.8	90	812	8.1	8.7	71
25 - 34	19072	6787	24.5	35.6	104	3170	23.3	16.6	99	6883	28.6	36.1	121	2615	26.0	13.7	110
35 - 44	14591	5636	20.3	38.6	113	2594	19.1	17.8	106	5061	21.0	34.7	117	1803	17.9	12.4	100
45 - 54	11345	4309	15.5	38.0	111	2097	15.4	18.5	110	3652	15.2	32.2	108	1673	16.6	14.7	119
55 - 64	11635	4242	15.3	36.5	106	2387	17.6	20.5	122	3116	13.0	26.8	90	1775	17.7	15.3	123
65 OR OLDER	15061	3906	14.1	25.9	76	2186	16.1	14.5	87	2862	11.9	19.0	64	1371	13.6	9.1	73
18 - 34	28354	9660	34.8	34.1	99	4313	31.8	15.2	91	9366	38.9	33.0	111	3427	34.1	12.1	97
18 - 49	48339	17413	62.7	36.0	105	7962	58.6	16.5	98	16087	66.9	33.3	112	5951	59.2	12.3	99
25 - 54	45008	16732	60.3	37.2	108	7861	57.9	17.5	104	15595	64.8	34.6	117	6091	60.6	13.5	109
35 - 49	19985	7753	27.9	38.8	113	3649	26.9	18.3	109	6721	27.9	33.6	113	2524	25.1	12.6	102
50 OR OLDER	32647	10340	37.3	31.7	92	5615	41.4	17.2	103	7969	33.1	24.4	82	4098	40.8	12.6	101
GRADUATED COLLEGE	11155	4819	17.4	43.2	126	2097	15.4	18.8	112	4312	17.9	38.7	130	1733	17.2	15.5	125
ATTENDED COLLEGE	13682	5715	20.6	41.8	122	2863	21.1	20.9	125	4679	19.5	34.2	115	1747	17.4	12.8	103
GRADUATED HIGH SCHOOL	33880	11080	39.9	32.7	95	5463	40.2	16.1	96	10563	43.9	31.2	105	4361	43.4	12.9	104
DID NOT GRADUATE HIGH SCHOOL	22270	6140	22.1	27.6	80	3154	23.2	14.2	84	4502	18.7	20.2	68	2208	22.0	9.9	80
EMPLOYED	40306	15330	55.2	38.0	111	7331	54.0	18.2	108	13182	54.8	32.7	110	5300	52.7	13.1	100
EMPLOYED FULL-TIME	32850	12516	45.1	38.1	111	5967	43.9	18.2	108	10845	45.1	33.0	111	4286	42.7	13.0	105
EMPLOYED PART-TIME	7456	2813	10.1	37.7	110	1364	10.0	18.3	109	2337	9.7	31.3	106	1014	10.1	13.6	110
NOT EMPLOYED	40680	12423	44.8	30.5	89	6247	46.0	15.4	92	10874	45.2	26.7	90	4749	47.3	11.7	94
PROFESSIONAL/MANAGER	10392	4559	16.4	43.9	128	2026	14.9	19.5	116	3665	15.2	35.3	119	1286	12.8	12.4	100
TECH/CLERICAL/SALES	17574	6701	24.1	38.1	111	3189	23.5	18.1	108	6093	25.3	34.7	117	2586	25.7	14.7	111
PRECISION/CRAFT	985	*363	1.3	36.9	108	**221	1.6	22.4	134	*307	1.3	31.2	105	**151	1.5	15.3	121
OTHER EMPLOYED	11354	3707	13.4	32.6	95	1895	14.0	16.7	100	3116	13.0	27.4	92	1277	12.7	11.2	97
SINGLE	9863	3050	11.0	30.9	90	1386	10.2	14.1	84	2354	9.8	23.9	80	910	9.1	9.2	74
MARRIED	51375	19063	68.7	37.1	108	9510	70.0	18.5	110	17048	70.9	33.2	112	7097	70.6	13.8	111
DIVORCED/SEPARATED/WIDOWED	19748	5640	20.3	28.6	83	2681	19.7	13.6	81	4653	19.3	23.6	79	2041	20.3	10.3	83
PARENTS	32590	11537	41.6	35.4	103	5257	38.7	16.1	96	11463	47.7	35.2	118	4265	42.4	13.1	109
WHITE	70416	23666	85.3	33.6	98	11225	82.7	15.9	95	21926	91.1	31.1	105	8957	89.1	12.7	101
BLACK	8778	3347	12.1	38.1	111	1895	14.0	21.6	129	1638	6.8	18.7	63	883	8.8	10.1	8
OTHER	1791	*740	2.7	41.3	121	**456	3.4	25.5	152	*492	2.0	27.5	92	**209	2.1	11.7	9
NORTHEAST-CENSUS	17786	7785	28.1	43.8	128	4080	30.1	22.9	137	5235	21.8	29.4	99	2392	23.8	13.4	104
NORTH CENTRAL	20741	5189	18.7	25.0	73	2126	15.7	10.3	61	7563	31.4	36.5	123	2846	28.3	13.7	111
SOUTH	27775	8877	32.0	32.0	93	4452	32.8	16.0	96	6271	26.1	22.6	76	2671	26.6	9.6	7
WEST	14683	5902	21.3	40.2	117	2919	21.5	19.9	119	4987	20.7	34.0	114	2139	21.3	14.6	111
NORTHEAST-MKTG.	17961	8079	29.1	45.0	131	4383	32.3	24.4	146	5062	21.0	28.2	95	2299	22.9	12.8	101
EAST CENTRAL	11885	2784	10.0	23.4	68	1073	7.9	9.0	54	4104	17.1	34.5	116	1797	17.9	15.1	121
WEST CENTRAL	14090	3530	12.7	25.1	73	1463	10.8	10.4	62	5217	21.7	37.0	125	1822	18.1	12.9	101
SOUTH	24081	7852	28.3	32.6	95	3850	28.4	16.0	95	5340	22.2	22.2	75	2295	22.8	9.5	7
PACIFIC	12969	5507	19.8	42.5	124	2809	20.7	21.7	129	4332	18.0	33.4	112	1837	18.3	14.2	111
COUNTY SIZE A	32439	12458	44.9	38.4	112	6201	45.7	19.1	114	9505	39.5	29.3	99	3714	37.0	11.4	9
COUNTY SIZE B	24915	8725	31.4	35.0	102	4176	30.8	16.8	100	7531	31.3	30.2	102	3193	31.8	12.8	100
COUNTY SIZE C	12930	3933	14.2	30.4	89	2056	15.1	15.9	95	4082	17.0	31.6	106	1910	19.0	14.8	111
COUNTY SIZE D	10703	2638	9.5	24.6	72	1144	8.4	10.7	64	2937	12.2	27.4	92	1232	12.3	11.5	99
METRO CENTRAL CITY	24518	9081	32.7	37.0	108	4284	31.6	17.5	104	6293	26.2	25.7	86	2593	25.8	10.6	8
METRO SUBURBAN	35919	13150	47.4	36.6	107	6613	48.7	18.4	110	12123	50.4	33.8	114	4992	49.7	13.9	111
NON METRO	20549	5522	19.9	26.9	78	2681	19.7	13.0	78	5640	23.4	27.4	92	2464	24.5	12.0	9
TOP 5 ADI'S	18341	7534	27.1	41.1	120	3852	28.4	21.0	125	5402	22.5	29.5	99	2023	20.1	11.0	8
TOP 10 ADI'S	25378	10107	36.4	39.8	116	5014	36.9	19.8	118	6915	28.7	27.2	92	2675	26.6	10.5	8
TOP 20 ADI'S	36488	14178	51.1	38.9	113	7081	52.2	19.4	116	10657	44.3	29.2	98	4022	40.0	11.0	8
HSOLD INC. \$50,000 OR MORE	6612	3417	12.3	51.7	151	1614	11.9	24.4	146	2505	10.4	37.9	128	1003	10.0	15.2	121
\$40,000 OR MORE	12659	6163	22.2	48.7	142	2883	21.2	22.8	136	4835	20.1	38.2	129	1915	19.1	15.1	121
\$30,000 OR MORE	24698	10845	39.1	43.9	128	5262	38.8	21.3	127	9383	39.0	38.0	128	3791	37.7	15.3	121
\$25,000 OR MORE	32077	13517	48.7	42.1	123	6358	46.8	19.8	118	12058	50.1	37.6	127	4866	48.4	15.2	121
\$20,000 - \$24,999	9144	3074	11.1	33.6	98	1595	11.7	17.4	104	2991	12.4	32.7	110	1140	11.3	12.5	101
\$15,000 - \$19,999	8728	2607	9.4	29.9	87	1262	9.3	14.5	86	2481	10.3	28.4	96	1100	10.9	12.6	101
\$10,000 - \$14,999	12562	3893	14.0	31.0	90	2029	14.9	16.2	96	3165	13.2	25.2	85	1440	14.3	11.5	99
UNDER \$10,000	18475	4662	16.8	25.2	74	2333	17.2	12.6	75	3361	14.0	18.2	61	1503	15.0	8.1	6
HOUSEHOLD OF 1 PERSON	11987	3190	11.5	26.6	78	1500	11.0	12.5	75	2474	10.3	20.6	69	1070	10.6	8.9	7
2 PEOPLE	26577	9088	32.7	34.2	100	4740	34.9	17.8	106	7201	29.9	27.1	91	3158	31.4	11.9	9
3 OR 4 PEOPLE	30617	11173	40.3	36.5	106	5057	37.2	16.5	99	10118	42.1	33.0	111	4018	40.0	13.1	101
5 OR MORE PEOPLE	11804	4302	15.5	36.4	106	2280	16.8	19.3	115	4262	17.7	36.1	122	1803	17.9	15.3	121
NO CHILD IN HSOLD	46165	15302	55.1	33.1	97	7877	58.0	17.1	102	11982	49.8	26.0	87	5494	54.7	11.9	9
CHILD(REN) UNDER 2 YRS	5325	1761	6.3	33.1	97	823	6.1	15.5	92	1876	7.8	35.2	119	*545	5.4	10.2	8
2 - 5 YEARS	14221	4936	17.8	34.7	101	2116	15.6	14.9	89	4691	19.5	33.0	111	1804	18.0	12.7	101
6 - 11 YEARS	15117	5319	19.2	35.2	103	2567	18.9	17.0	101	5029	20.9	33.3	112	1975	19.7	13.1	101
12 - 17 YEARS	16611	6193	22.3	37.3	109	3063	22.6	18.4	110	6023	25.0	36.3	122	2400	23.9	14.4	111
RESIDENCE OWNED	55884	20074	72.3	35.9	105	10241	75.4	18.3	109	17765	73.8	31.8	107	7673	76.4	13.7	111
VALUE: \$50,000 OR MORE	31744	13151	47.4	41.4	121	6688	49.3	21.1	126	11088	46.1	34.9	118	4660	46.4	14.7	111
VALUE: UNDER \$50,000	24140	6923	24.9	28.7	84	3553	26.2	14.7	88	6677	27.8	27.7	93	3013	30.0	12.5	101

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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FISH (FRESH/FROZEN) - TYPES USED IN LAST 6 MONTHS & IN LAST 7 DAYS
(FEMALE HOMEOWNERS)

		FRESH FISH/SHELL FISH USED IN LAST 6 MONTHS				FRESH FISH/SHELL FISH USED IN LAST 7 DAYS				FROZEN FISH/SHELL FISH USED IN LAST 6 MONTHS				FROZEN FISH/SHELL FISH USED IN LAST 7 DAYS				
		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS		80986	27753	100.0	34.3	100	13577	100.0	16.8	100	24056	100.0	29.7	100	10049	100.0	12.4	100
MAGAZINES	QUINTILE 1	15799	6432	23.2	40.7	119	3018	22.2	19.1	114	5666	23.6	35.9	121	2317	23.1	14.7	118
	QUINTILE 2	17259	6550	23.6	38.0	111	3231	23.8	18.7	112	5623	23.4	32.6	110	2511	25.0	14.5	117
	QUINTILE 3	13545	4703	16.9	34.7	101	2435	17.9	18.0	107	4493	18.7	33.2	112	1791	17.8	13.2	107
	QUINTILE 4	15133	4471	16.1	29.5	86	2063	15.2	13.6	81	4355	18.1	28.8	97	1807	18.0	11.9	96
	QUINTILE 5	19250	5597	20.2	29.1	85	2829	20.8	14.7	88	3918	16.3	20.4	69	1623	16.2	8.4	68
NEWSPAPERS	QUINTILE 1	12413	5006	18.0	40.3	118	2505	18.5	20.2	120	3966	16.5	32.0	108	1754	17.5	14.1	114
	QUINTILE 2	24116	8616	31.0	35.7	104	4000	29.5	16.6	99	7868	32.7	32.6	110	3230	32.1	13.4	108
	QUINTILE 3	11261	3961	14.3	35.2	103	2029	14.9	18.0	107	3701	15.4	32.9	111	1576	15.7	14.0	113
	QUINTILE 4	20255	6405	23.1	31.6	92	3088	22.7	15.2	91	6006	25.0	29.7	100	2503	24.9	12.4	100
	QUINTILE 5	12940	3765	13.6	29.1	85	1954	14.4	15.1	90	2515	10.5	19.4	65	985	9.8	7.6	61
OUTDOOR	QUINTILE 1	14852	5379	19.4	36.2	106	2728	20.1	18.4	110	5131	21.3	34.5	116	1951	19.4	13.1	106
	QUINTILE 2	15725	5452	19.6	34.7	101	2305	17.0	14.7	87	4777	19.9	30.4	102	1823	18.1	11.6	93
	QUINTILE 3	16330	6034	21.7	37.0	108	2970	21.9	18.2	108	5143	21.4	31.5	106	2141	21.3	13.1	106
	QUINTILE 4	16744	5293	19.1	31.6	92	2581	19.0	15.4	92	4475	18.6	26.7	90	2011	20.0	12.0	97
	QUINTILE 5	17334	5596	20.2	32.3	94	2993	22.0	17.3	103	4530	18.8	26.1	88	2123	21.1	12.2	99
RADIO-DRIVE TIME	QUINTILE 1	15911	5444	19.6	34.2	100	2863	21.1	18.0	107	5307	22.1	33.4	112	2488	24.8	15.6	126
	QUINTILE 2	14837	5201	18.7	35.1	102	2521	18.6	17.0	101	4088	17.0	27.6	93	1597	15.9	10.8	87
	QUINTILE 3	15339	5828	21.0	38.0	111	2692	19.8	17.6	105	4911	20.4	32.0	108	1986	19.8	12.9	104
	QUINTILE 4	16723	5312	19.1	31.8	93	2427	17.9	14.5	87	4926	20.5	29.5	99	2083	20.7	12.5	100
	QUINTILE 5	18176	5967	21.5	32.8	96	3074	22.6	16.9	101	4823	20.0	26.5	89	1896	18.9	10.4	84
RADIO-MID-DAY	QUINTILE 1	21020	7097	25.6	33.8	99	3596	26.5	17.1	102	6694	27.8	31.8	107	2902	28.9	13.8	111
	QUINTILE 2	21610	7626	27.5	35.3	103	3733	27.5	17.3	103	6818	28.3	31.6	106	2709	27.0	12.5	101
	QUINTILE 3	38355	13029	46.9	34.0	99	6248	46.0	16.3	97	10543	43.8	27.5	93	4438	44.2	11.6	93
	QUINTILE 4	15988	5333	19.2	33.4	97	2738	20.2	17.1	102	5093	21.2	31.9	107	2364	23.5	14.8	119
	QUINTILE 5	15626	5403	19.5	34.6	101	2667	19.6	17.1	102	4591	19.1	29.4	99	1776	17.7	11.4	92
RADIO-TOTAL	QUINTILE 1	16723	6222	22.4	37.2	109	3081	22.7	18.4	110	5208	21.6	31.1	105	1961	19.5	11.7	95
	QUINTILE 2	16342	5488	19.8	33.6	98	2355	17.3	14.4	86	5157	21.4	31.6	106	2107	21.0	12.9	104
	QUINTILE 3	16306	5307	19.1	32.5	95	2736	20.2	16.8	100	4007	16.7	24.6	83	1841	18.3	11.3	91
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15953	5614	20.2	35.2	103	2694	19.8	16.9	101	5154	21.4	32.3	109	2224	22.1	13.9	112
	QUINTILE 2	16137	5631	20.3	34.9	102	2790	20.5	17.3	103	4845	20.1	30.0	101	1877	18.7	11.6	94
	QUINTILE 3	16420	5479	19.7	33.4	97	2694	19.8	16.4	98	4826	20.1	29.4	99	2145	21.3	13.1	105
	QUINTILE 4	16687	5992	21.6	35.9	105	2832	20.9	17.0	101	4718	19.6	28.3	95	2026	20.2	12.1	98
	QUINTILE 5	15789	5038	18.2	31.9	93	2567	18.9	16.3	97	4513	18.8	28.6	96	1777	17.7	11.3	91
TV-DAYTIME	QUINTILE 1	27736	8441	30.4	30.4	89	4077	30.0	14.7	88	7504	31.2	27.1	91	3162	31.5	11.4	92
	QUINTILE 2	26489	9311	33.5	35.2	103	4219	31.1	15.9	95	8191	34.0	30.9	104	3141	31.3	11.9	96
	QUINTILE 3	26761	10001	36.0	37.4	109	5281	38.9	19.7	118	8360	34.8	31.2	105	3746	37.3	14.0	113
	QUINTILE 4	16345	4963	17.9	30.4	89	2359	17.4	14.4	86	4785	19.9	29.3	99	1976	19.7	12.1	97
	QUINTILE 5	16447	5559	20.0	33.8	99	2879	21.2	17.5	104	4458	18.5	27.1	91	1913	19.0	11.6	94
TV-TOTAL	QUINTILE 1	15980	5786	20.8	36.2	106	2630	19.4	16.5	98	5086	21.1	31.8	107	2203	21.9	13.8	111
	QUINTILE 2	15887	5877	21.2	37.0	108	2826	20.8	17.8	106	4872	20.3	30.7	103	2011	20.0	12.7	102
	QUINTILE 3	16326	5567	20.1	34.1	100	2883	21.2	17.7	105	4855	20.2	29.7	100	1945	19.4	11.9	96
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 1	20721	8515	30.7	41.1	120	4119	30.3	19.9	119	7270	30.2	35.1	118	3076	30.6	14.8	120
	QUINTILE 2	19186	6845	24.7	35.7	104	3388	25.0	17.7	105	6367	26.5	33.2	112	2689	26.8	14.0	113
	QUINTILE 3	21899	7149	25.8	32.6	95	3376	24.9	15.4	92	6382	26.5	29.1	98	2608	26.0	11.9	96
MAGAZINES-OUTDOOR: DUAL	QUINTILE 1	15451	6100	22.0	39.5	115	2923	21.5	18.9	113	6107	25.4	39.5	133	2272	22.6	14.7	119
	QUINTILE 2	25953	9629	34.7	37.1	108	4777	35.2	18.4	110	7967	33.1	30.7	103	3748	37.3	14.4	116
	QUINTILE 3	24400	7603	27.4	31.2	91	3523	25.9	14.4	86	6645	27.6	27.2	92	2529	25.2	10.4	84
MAGAZINES-RADIO: DUAL	QUINTILE 1	18049	6901	24.9	38.2	112	3440	25.3	19.1	114	6208	25.8	34.4	116	2612	26.0	14.5	117
	QUINTILE 2	23571	9140	32.9	38.8	113	4269	31.4	18.1	108	7973	33.1	33.8	114	3262	32.5	13.8	112
	QUINTILE 3	23278	7068	25.5	30.4	89	3564	26.3	15.3	91	6261	26.0	26.9	91	2472	24.6	10.6	86
MAGAZINES-TELEVISION: DUAL	QUINTILE 1	15459	5616	20.2	36.3	106	2756	20.3	17.8	106	4946	20.6	32.0	108	2037	20.3	13.2	106
	QUINTILE 2	25829	10196	36.7	39.5	115	4820	35.5	18.7	111	9062	37.7	35.1	118	3883	38.6	15.0	121
	QUINTILE 3	26039	7489	27.0	28.8	84	3650	26.9	14.0	84	6829	28.4	26.2	88	2887	28.7	11.1	89
NEWSPAPERS-OUTDOOR: DUAL	QUINTILE 1	16605	6166	22.2	37.1	108	2763	20.4	16.6	99	5923	24.6	35.7	120	2194	21.8	13.2	106
	QUINTILE 2	26834	9800	35.3	36.5	107	4914	36.2	18.3	109	8137	33.8	30.3	102	3731	37.1	13.9	112
	QUINTILE 3	23346	7659	27.6	32.8	96	3777	27.8	16.2	97	6704	27.9	28.7	97	2667	26.5	11.4	92
NEWSPAPERS-RADIO: DUAL	QUINTILE 1	17133	6403	23.1	37.4	109	3118	23.0	18.2	109	5740	23.9	33.5	113	2521	25.1	14.7	119
	QUINTILE 2	25892	9555	34.4	36.9	108	4540	33.4	17.5	105	8223	34.2	31.8	107	3359	33.4	13.0	105
	QUINTILE 3	23167	7336	26.4	31.7	92	3699	27.2	16.0	95	6567	27.3	28.3	95	2610	26.0	11.3	91
NEWSPAPERS-TELEVISION: DUAL	QUINTILE 1	17159	6035	21.7	35.2	103	3048	22.4	17.8	106	5443	22.6	31.7	107	2476	24.6	14.4	116
	QUINTILE 2	26214	10023	36.1	38.2	112	4783	35.2	18.2	109	8660	36.0	33.0	111	3560	35.4	13.6	109
	QUINTILE 3	23412	7160	25.8	30.6	89	3387	24.9	14.5	86	6220	25.9	26.6	89				

	TOTAL U.S. '000	FRESH FISH/SHELL FISH USED IN LAST 6 MONTHS				FRESH FISH/SHELL FISH USED IN LAST 7 DAYS				FROZEN FISH/SHELL FISH USED IN LAST 6 MONTHS				FROZEN FISH/SHELL FISH USED IN LAST 7 DAYS			
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	27753	100.0	34.3	100	13577	100.0	16.8	100	24056	100.0	29.7	100	10049	100.0	12.4	100
ATLANTIC MONTHLY	415	*186	0.7	44.8	131	**94	0.7	22.7	135	*159	0.7	38.3	129	**99	1.0	23.9	191
BARRON'S	453	*204	0.7	45.0	131	**59	0.4	13.0	78	*207	0.9	45.7	154	**70	0.7	15.5	120
BETTER HOMES & GARDENS	16256	6107	22.0	37.6	110	2875	21.2	17.7	105	5647	23.5	34.7	117	2120	21.1	13.0	100
BON APPETIT	2535	1509	5.4	59.5	174	824	6.1	32.5	194	942	3.9	37.2	125	368	3.7	14.5	110
BUSINESS WEEK	1278	451	1.6	35.3	103	*227	1.7	17.8	106	379	1.6	29.7	100	*118	1.2	9.2	81
CAR AND DRIVER	378	*183	0.7	48.4	141	**85	0.6	22.5	134	**128	0.5	33.9	114	**41	0.4	10.8	81
CBS MAGAZINE NETWORK (GROSS)	1498	584	2.1	39.0	114	*246	1.8	16.4	98	464	1.9	31.0	104	*167	1.7	11.1	91
CHANGING TIMES	1505	587	2.1	39.0	114	295	2.2	19.6	117	520	2.2	34.6	116	*255	2.5	16.9	131
COLONIAL HOMES	1231	436	1.6	35.4	103	*169	1.2	13.7	82	420	1.7	34.1	115	*145	1.4	11.8	91
CONDE NAST MAG. PKG. (GROSS)	14146	5817	21.0	41.1	120	2719	20.0	19.2	115	4847	20.1	34.3	115	1771	17.6	12.5	90
CONSUMERS DIGEST	1323	525	1.9	39.7	116	*232	1.7	17.5	105	385	1.6	29.1	98	**107	1.1	8.1	61
COSMOPOLITAN	7102	2696	9.7	38.0	111	1238	9.1	17.4	104	2350	9.8	33.1	111	836	8.3	11.8	91
COUNTRY LIVING	2481	992	3.6	40.0	117	357	2.6	14.4	86	1052	4.4	42.4	143	417	4.1	16.8	131
CUISINE	1472	758	2.7	51.5	150	411	3.0	27.9	167	*111	2.1	34.7	117	*198	2.0	13.5	100
CYCLE WORLD	425	**186	0.7	43.8	128	**36	0.3	8.5	51	**112	0.5	26.4	89	**66	0.7	15.5	120
DCI:CREATIVE IDEAS FOR LIV	2510	994	3.6	39.6	116	457	3.4	18.2	109	827	3.4	32.9	111	357	3.6	14.2	111
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2529	9.1	37.8	110	1050	7.7	15.7	94	2052	8.5	30.7	103	846	8.4	12.6	100
DISCOVER	894	407	1.5	45.5	133	*161	1.2	18.0	107	398	1.7	44.5	150	*150	1.5	16.8	131
EBONY	3507	1213	4.4	34.6	101	630	4.6	18.0	107	778	3.2	22.2	75	376	3.7	10.7	81
ESQUIRE	1083	339	1.2	31.3	91	*122	0.9	11.3	67	277	1.2	25.6	86	*108	1.1	10.0	81
ESSENCE	1830	729	2.6	39.8	116	365	2.7	19.9	119	451	1.9	24.6	83	194	1.9	10.6	81
FAMILY CIRCLE	15930	5862	21.1	36.8	107	2990	22.0	18.8	112	5800	24.1	36.4	123	2581	25.7	16.2	131
THE FAMILY HANDYMAN	1126	422	1.5	37.5	109	*190	1.4	16.9	101	498	2.1	44.2	149	*243	2.4	21.6	171
FAMILY WEEKLY	11468	3565	12.8	31.1	91	1672	12.3	14.6	87	3479	14.5	30.3	102	1445	14.4	12.6	100
FIELD & STREAM	2234	809	2.9	36.2	106	338	2.5	15.1	90	644	2.7	28.8	97	*313	3.1	14.0	111
FOOD & WINE	579	301	1.1	52.0	152	*131	1.0	22.6	135	*179	0.7	30.9	104	**95	0.9	16.4	131
FORBES	728	372	1.3	51.1	149	*175	1.3	24.0	143	251	1.0	34.5	116	*97	1.0	13.3	100
FORTUNE	906	391	1.4	43.2	126	*165	1.2	18.2	109	347	1.4	38.3	129	*123	1.2	13.6	100
GENTLEMEN'S QUARTERLY	791	359	1.3	45.4	132	*142	1.0	18.0	107	321	1.3	40.6	137	**53	0.5	6.7	51
GLAMOUR	5265	1990	7.2	37.8	110	946	7.0	18.0	107	1839	7.6	34.9	118	659	6.6	12.5	100
GOLF DIGEST	636	293	1.1	46.1	134	**112	0.8	17.6	105	*266	1.1	41.8	141	**104	1.0	16.4	131
GOLF DIGEST/TENNIS (GROSS)	1186	513	1.8	43.3	126	*243	1.8	20.5	122	*433	1.8	36.5	123	*194	1.9	16.4	131
GOLF MAGAZINE	441	*236	0.9	53.5	155	**129	1.0	29.3	174	*185	0.8	42.0	141	**41	0.4	9.3	71
GOLF MAGAZINE/SKI (GROSS)	922	390	1.4	42.3	123	*205	1.5	22.2	133	350	1.5	38.0	128	**102	1.0	11.1	81
GOOD HOUSEKEEPING	16487	5856	21.1	35.5	104	2917	21.5	17.7	106	5705	23.7	34.6	116	2471	24.6	15.0	121
HARPER'S BAZAAR	2423	1076	3.9	44.4	130	447	3.3	18.4	110	772	3.2	31.9	107	295	2.9	12.2	91
HEALTH	1994	769	2.8	38.6	113	314	2.3	15.7	94	676	2.8	33.9	114	280	2.8	14.0	111
HEARST MAG CORP. BUY (GROSS)	44101	16525	59.5	37.5	109	7765	57.2	17.6	105	15270	63.5	34.6	117	6249	62.2	14.2	111
HEARST MAN POWER (GROSS)	1993	753	2.7	37.8	110	353	2.6	17.7	106	835	3.5	41.9	141	366	3.6	18.4	141
HEARST WOMAN POWER (GROSS)	31274	11262	40.6	36.0	105	5387	39.7	17.2	103	10736	44.6	34.3	116	4401	43.8	14.1	111
HOUSE BEAUTIFUL	3623	1458	5.3	40.2	117	749	5.5	20.7	123	1182	4.9	32.6	110	518	5.2	14.3	111
INC.	283	*145	0.5	51.2	150	**60	0.4	21.2	126	**147	0.6	51.9	175	**58	0.6	20.5	161
JET	2928	1108	4.0	37.8	110	529	3.9	18.1	108	805	3.3	27.5	93	388	3.9	13.3	100
LADIES' HOME JOURNAL	11918	4093	14.7	34.3	100	1927	14.2	16.2	96	4200	17.5	35.2	119	1562	15.5	13.1	100
LHJ FAMILY GRP COMBO(GROSS)	16764	5840	21.0	34.8	102	2693	19.8	16.1	96	5894	24.5	35.2	118	2263	22.5	13.5	100
LIFE	4254	1714	6.2	40.3	118	857	6.3	20.1	120	1369	5.7	32.2	108	564	5.6	13.3	100
L.A. TIMES HOME MAGAZINE	1145	585	2.1	51.1	149	*229	1.7	20.0	119	425	1.8	37.1	125	**172	1.7	15.0	110
MADAMOISELLE	2884	1199	4.3	41.6	121	462	3.4	16.0	96	991	4.1	34.4	116	361	3.6	12.5	100
MC CALL'S	13460	4823	17.4	35.8	105	2306	17.0	17.1	102	4747	19.7	35.3	119	1823	18.1	13.5	100
MC CALL'S/WRK MOTHER (GROSS)	14606	5222	18.8	35.8	104	2486	18.3	17.0	102	5107	21.2	35.0	118	1920	19.1	13.1	100
MECHANIX ILLUSTRATED	772	365	1.3	47.3	138	**95	0.7	12.3	73	386	1.6	50.0	168	*200	2.0	25.9	201
METROPOLITAN HOME	967	394	1.4	40.7	119	242	1.8	25.0	149	319	1.3	33.0	111	*122	1.2	12.6	100
MONEY	1588	689	2.5	43.4	127	314	2.3	19.8	118	579	2.4	36.5	123	*170	1.7	10.7	71
MOTHER EARTH NEWS	1002	474	1.7	47.3	138	*176	1.3	17.6	105	496	2.1	49.5	167	**146	1.5	14.6	131
MS.	825	345	1.2	41.8	122	*195	1.4	23.6	141	250	1.0	30.3	102	*110	1.1	13.3	100
NATIONAL ENQUIRER	10336	3347	12.1	32.4	94	1518	11.2	14.7	88	3122	13.0	30.2	102	1388	13.8	13.4	100
NATIONAL GEOGRAPHIC	9597	4072	14.7	42.4	124	1980	14.6	20.6	123	3552	14.8	37.0	125	1568	15.6	16.3	131
NATIONAL SUNDAY MAGAZINE PKG	49558	17761	64.0	35.8	105	8635	63.6	17.4	104	16034	66.7	32.4	109	6888	68.5	13.9	111
NATURAL HISTORY	573	291	1.0	50.8	148	**140	1.0	24.4	146	*171	0.7	29.8	100	**96	1.0	16.8	111
NEW WOMAN	1699	694	2.5	40.8	119	314	2.3	18.5	110	632	2.6	37.2	125	245	2.4	14.4	111
NEW YORK INCLUDING CUE	443	229	0.8	51.7	151	*84	0.6	19.0	113	**96	0.4	21.7	73	**45	0.4	10.2	81
THE NEW YORKER	1270	628	2.3	49.4	144	293	2.2	23.1	138	428	1.8	33.7	113	*192	1.9	15.1	111
NEWSWEEK	6277	2743	9.9	43.7	128	1270	9.4	20.2	121	2068	8.6	32.9	111	843	8.4	13.4	111
THE N.Y. TIMES DAILY EDITION	1205	723	2.6	60.0	175	341	2.5	28.3	169	311	1.3	25.8	87	*129	1.3	10.7	81
THE N.Y. TIMES MAGAZINE	2081	1168	4.2	56.1	164	609	4.5	29.3	175	602	2.5	28.9	97	294	2.9	14.1	111
OMNI	788	328	1.2	41.6	121	**116	0.9	14.7	88	281	1.2	35.7	120	**66	0.7	8.4	61
ON CABLE	1158	330	1.2	28.5	83	**115	0.8	9.9	59	463	1.9	40.0	135	*204	2.0	17.6	131
1001 HOME IDEAS	2852	978	3.5	34.3	100	452	3.3	15.8	95	1018	4.2	35.7	120	421	4.2	14.8	111
ORGANIC GARDENING	1658	529	1.9	31.9	93	*238	1.8	14.4	86	521	2.2	31.4	106	*210	2.1	12.7	111
OUTDOOR LIFE	896	340	1.2	37.9	111	*133	1.0	14.8	89	326	1.4	36.4	122	*153	1.5	17.1	111
PARADE MAGAZINE	24275	9190	33.1	37.9	110	4581	33.7	18.9	113	8198	34.1	33.8	114	3561	35.4	14.7	111

FISH (FRESH/FROZEN) - TYPES USED IN LAST 6 MONTHS & IN LAST 7 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	FRESH FISH/SHELL FISH USED IN LAST 6 MONTHS				FRESH FISH/SHELL FISH USED IN LAST 7 DAYS				FROZEN FISH/SHELL FISH USED IN LAST 6 MONTHS				FROZEN FISH/SHELL FISH USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	27753	100.0	34.3	100	13577	100.0	16.8	100	24056	100.0	29.7	100	10049	100.0	12.4	100
PARENTS	3845	1281	4.6	33.3	97	460	3.4	12.0	71	1415	5.9	36.8	124	516	5.1	13.4	108
PENTHOUSE	831	325	1.2	39.1	114	**111	0.8	13.4	80	*303	1.3	36.5	123	**93	0.9	11.2	90
PEOPLE	11645	4395	15.8	37.7	110	1941	14.3	16.7	99	3853	16.0	33.1	111	1458	14.5	12.5	101
PLAYBOY	2006	848	3.1	42.3	123	383	2.8	19.1	114	732	3.0	36.5	123	*201	2.0	10.0	81
POPULAR HOT RODDING	297	**100	0.4	33.7	98	**50	0.4	16.8	100	**101	0.4	34.0	114	**15	0.1	5.1	41
POPULAR MECHANICS	1018	382	1.4	37.5	110	**188	1.4	18.5	110	466	1.9	45.8	154	*231	2.3	22.7	183
POPULAR SCIENCE	878	358	1.3	40.8	119	**151	1.1	17.2	103	369	1.5	42.0	141	**142	1.4	16.2	130
PREVENTION	3913	1622	5.8	41.5	121	819	6.0	20.9	125	1394	5.8	35.6	120	676	6.7	17.3	139
PSYCHOLOGY TODAY	1710	682	2.5	39.9	116	309	2.3	18.1	108	639	2.7	37.4	126	*209	2.1	12.2	99
READER'S DIGEST	22204	7852	28.3	35.4	103	3970	29.2	17.9	107	7502	31.2	33.8	114	3335	33.2	15.0	121
REDBOOK	7684	2710	9.8	35.3	103	1233	9.1	16.0	96	2681	11.1	34.9	117	1094	10.9	14.2	115
ROAD & TRACK	410	*204	0.7	49.8	145	**95	0.7	23.2	138	**190	0.8	46.3	156	**42	0.4	10.2	83
ROLLING STONE	969	454	1.6	46.9	137	*199	1.5	20.5	122	330	1.4	34.1	115	**97	1.0	10.0	81
RUNNER'S WORLD	298	*141	0.5	47.3	138	**63	0.5	21.1	126	**79	0.3	26.5	89	**20	0.2	6.7	54
SATURDAY EVENING POST	1169	396	1.4	33.9	99	*226	1.7	19.3	115	478	2.0	40.9	138	*247	2.5	21.1	170
SCIENCE 84	587	323	1.2	55.0	161	*158	1.2	26.9	161	318	1.3	54.2	182	**181	1.8	30.8	249
SCIENCE DIGEST	482	*173	0.6	35.9	105	**66	0.5	13.7	82	*202	0.8	41.9	141	**86	0.9	17.8	144
SCIENTIFIC AMERICAN	594	333	1.2	56.1	164	*157	1.2	26.4	158	*227	0.9	38.2	129	**86	0.9	14.5	117
SELF	2089	835	3.0	40.0	117	398	2.9	19.1	114	658	2.7	31.5	106	276	2.7	13.2	106
SEVENTEEN	2411	959	3.5	39.8	116	354	2.6	14.7	88	754	3.1	31.3	105	272	2.7	11.3	91
SKI	480	*155	0.6	32.3	94	**76	0.6	15.8	94	*165	0.7	34.4	116	**61	0.6	12.7	102
SMITHSONIAN	2760	1290	4.6	46.7	136	669	4.9	24.2	145	863	3.6	31.3	105	407	4.1	14.7	119
SOAP OPERA DIGEST	3013	978	3.5	32.5	95	495	3.6	16.4	98	964	4.0	32.0	108	448	4.5	14.9	120
SOUTHERN LIVING	4184	1536	5.5	36.7	107	593	4.4	14.2	85	1225	5.1	29.3	99	489	4.9	11.7	94
SPORT	559	*205	0.7	36.7	107	**76	0.6	13.6	81	*302	1.3	54.0	182	**130	1.3	23.3	187
THE SPORTING NEWS	436	**159	0.6	36.5	106	**78	0.6	17.9	107	*204	0.8	46.8	158	**96	1.0	22.0	177
SPORTS AFIELD	493	*198	0.7	40.2	117	**98	0.7	19.9	119	*166	0.7	33.7	113	**49	0.5	9.9	80
SPORTS ILLUSTRATED	2758	1174	4.2	42.6	124	611	4.5	22.2	132	1157	4.8	42.0	141	436	4.3	15.8	127
STAR	7456	2534	9.1	34.0	99	1178	8.7	15.8	94	2304	9.6	30.9	104	1077	10.7	14.4	116
SUNDAY	24936	9155	33.0	36.7	107	4503	33.2	18.1	108	7723	32.1	31.0	104	3330	33.1	13.4	108
SUNSET	2124	1132	4.1	53.3	156	511	3.8	24.1	144	895	3.7	42.1	142	449	4.5	21.1	170
TV GUIDE	21661	7574	27.3	35.0	102	3696	27.2	17.1	102	6778	28.2	31.3	105	2957	29.4	13.7	110
TENNIS	550	*220	0.8	40.0	117	**130	1.0	23.6	141	*167	0.7	30.4	102	**90	0.9	16.4	132
TIME	8880	3946	14.2	44.4	130	1926	14.2	21.7	129	3250	13.5	36.6	123	1200	11.9	13.5	109
TOWN & COUNTRY	917	459	1.7	50.1	146	265	2.0	28.9	172	228	0.9	24.9	84	**103	1.0	11.2	91
TRAVEL & LEISURE	972	488	1.8	50.2	147	257	1.9	26.4	158	313	1.3	32.2	108	*138	1.4	14.2	114
TRUE STORY	3356	825	3.0	24.6	72	324	2.4	9.7	58	828	3.4	24.7	83	349	3.5	10.4	84
U.S. NEWS & WORLD REPORT	3410	1212	4.4	35.5	104	701	5.2	20.6	123	1172	4.9	34.4	116	552	5.5	16.2	130
USA TODAY	1759	717	2.6	40.8	119	380	2.8	21.6	129	553	2.3	31.4	106	*265	2.6	15.1	121
US	1873	690	2.5	36.8	108	281	2.1	15.0	89	593	2.5	31.7	107	248	2.5	13.2	107
VOGUE	3909	1793	6.5	45.9	134	913	6.7	23.4	139	1359	5.6	34.8	117	475	4.7	12.2	98
WALL STREET JOURNAL	1886	891	3.2	47.2	138	404	3.0	21.4	128	632	2.6	33.5	113	*211	2.1	11.2	90
WEIGHT WATCHERS	2120	708	2.6	33.4	97	394	2.9	18.6	111	777	3.2	36.7	123	439	4.4	20.7	167
WOMAN'S DAY	14172	5335	19.2	37.6	110	2533	18.7	17.9	107	4934	20.5	34.8	117	2207	22.0	15.6	126
WORKING MOTHER	1146	399	1.4	34.8	102	*180	1.3	15.7	94	360	1.5	31.4	106	**97	1.0	8.5	68
WORKING WOMAN	1322	587	2.1	44.4	130	*269	2.0	20.3	121	464	1.9	35.1	118	*146	1.5	11.0	89
WORLD TENNIS	*163	**48	0.2	29.4	86	**44	0.3	27.0	161	**35	0.1	21.5	72	**19	0.2	11.7	94
ZIFF-DAVIS MAG NETWK (GROSS)	2532	993	3.6	39.2	114	434	3.2	17.1	102	851	3.5	33.6	113	265	2.6	10.5	84
BLAIR INSERTS	43657	16359	58.9	37.5	109	8018	59.1	18.4	110	14299	59.4	32.8	110	6182	61.5	14.2	114
DAILY NEWSPAPERS																	
READ ANY	51633	18541	66.8	35.9	105	8957	66.0	17.3	103	16460	68.4	31.9	107	6904	68.7	13.4	108
READ ONE	43463	15154	54.6	34.9	102	7246	53.4	16.7	99	13967	58.1	32.1	108	5852	58.2	13.5	109
READ TWO OR MORE	8170	3387	12.2	41.5	121	1711	12.6	20.9	125	2493	10.4	30.5	103	1052	10.5	12.9	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	19038	68.6	36.1	105	9263	68.2	17.6	105	16953	70.5	32.2	108	7202	71.7	13.7	110
READ ONE	46126	16304	58.7	35.3	103	7929	58.4	17.2	103	14877	61.8	32.3	109	6286	62.6	13.6	110
READ TWO OR MORE	6552	2734	9.9	41.7	122	1334	9.8	20.4	121	2076	8.6	31.7	107	915	9.1	14.0	113
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.98				29.32				29.50				27.72			
30 DAY REACH	71455	24687	89.0	34.5	101	11762	86.6	16.5	98	21529	89.5	30.1	101	8797	87.5	12.3	99
50 SHWG - 30 DAY AV FREQ	14.56	15.26				15.53				15.48				14.63			
30 DAY REACH	67742	23487	84.6	34.7	101	11114	81.9	16.4	98	20554	85.4	30.3	102	8339	83.0	12.3	99
25 SHWG - 30 DAY AV FREQ	7.94	8.29				8.37				8.33				7.91			
30 DAY REACH	62117	21667	78.1	34.9	102	10314	76.0	16.6	99	19118	79.5	30.8	104	7720	76.8	12.4	100
CABLE TV: HOME WIRED	32077	11655	42.0	36.3	106	5491	40.4	17.1	102	9833	40.9	30.7	103	4078	40.6	12.7	102
HOME NOT WIRED	48909	16098	58.0	32.9	96	8086	59.6	16.5	99	14222	59.1	29.1	98	5971	59.4	12.2	98
HAVE PAY CABLE	15935	6415	23.1	40.3	117	2997	22.1	18.8	112	5300	22.0	33.3	112	1988	19.8	12.5	101

	TOTAL U.S. '000	FRESH FISH/SHELL FISH USED IN LAST 6 MONTHS				FRESH FISH/SHELL FISH USED IN LAST 7 DAYS				FROZEN FISH/SHELL FISH USED IN LAST 6 MONTHS				FROZEN FISH/SHELL FISH USED IN LAST 7 DAYS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEMAKERS	80986	27753	100.0	34.3	100	13577	100.0	16.8	100	24056	100.0	29.7	100	10049	100.0	12.4	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	15516	55.9	35.3	103	7516	55.4	17.1	102	13973	58.1	31.8	107	5937	59.1	13.5	109	
10:00 AM - 3:00 PM	30659	10455	37.7	34.1	100	5264	38.8	17.2	102	9745	40.5	31.8	107	4074	40.5	13.3	107	
3:00 PM - 7:00 PM	31045	10931	39.4	35.2	103	5281	38.9	17.0	101	9867	41.0	31.8	107	4091	40.7	13.2	106	
7:00 PM - MIDNIGHT	15767	5489	19.8	34.8	102	2726	20.1	17.3	103	4606	19.1	29.2	98	1772	17.6	11.2	91	
MIDNIGHT - 6:00 AM	9120	2987	10.8	32.8	96	1522	11.2	16.7	100	2856	11.9	31.3	105	1141	11.4	12.5	101	
6:00 AM - MIDNIGHT	58527	20523	73.9	35.1	102	9930	73.1	17.0	101	18416	76.6	31.5	106	7521	74.8	12.9	104	
ENTIRE DAY	59311	20736	74.7	35.0	102	10032	73.9	16.9	101	18627	77.4	31.4	106	7596	75.6	12.8	103	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	5542	20.0	34.3	100	2618	19.3	16.2	97	5322	22.1	32.9	111	2310	23.0	14.3	115	
ALL NEWS	2256	1091	3.9	48.4	141	554	4.1	24.6	146	652	2.7	28.9	97	303	3.0	13.4	108	
AOR/PROGRESSIVE	3874	1713	6.2	44.2	129	894	6.6	23.1	138	1469	6.1	37.9	128	505	5.0	13.0	105	
BEAUTIFUL MUSIC	5660	2237	8.1	39.5	115	1220	9.0	21.6	129	1912	7.9	33.8	114	933	9.3	16.5	133	
BLACK	2204	726	2.6	32.9	96	392	2.9	17.8	106	545	2.3	24.7	83	226	2.2	10.3	83	
CLASSICAL	1418	720	2.6	50.8	148	295	2.2	20.8	124	518	2.2	36.5	123	*235	2.3	16.6	134	
CHR/ROCK	9538	3382	12.2	35.5	103	1560	11.5	16.4	98	3133	13.0	32.8	111	1226	12.2	12.9	104	
COUNTRY	12648	3826	13.8	30.2	88	1709	12.6	13.5	81	4229	17.6	33.4	113	1643	16.3	13.0	105	
GOLDEN OLDIES	1191	278	1.0	23.3	68	*134	1.0	11.3	67	297	1.2	24.9	84	**103	1.0	8.6	70	
MOR/NOSTALGIA	4757	1774	6.4	37.3	109	888	6.5	18.7	111	1417	5.9	29.8	100	564	5.6	11.9	96	
NEWS/TALK	3863	1477	5.3	38.2	112	780	5.7	20.2	120	1238	5.1	32.0	108	509	5.1	13.2	106	
RELIGIOUS	3084	875	3.2	28.4	83	382	2.8	12.4	74	808	3.4	26.2	88	295	2.9	9.6	77	
SOFT ROCK	521	*235	0.8	45.1	132	**77	0.6	14.8	88	*152	0.6	29.2	98	**77	0.8	14.8	119	
URBAN CONTEMPORARY	1585	601	2.2	37.9	111	368	2.7	23.2	138	396	1.6	25.0	84	*200	2.0	12.6	102	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	931	3.4	28.5	83	319	2.3	9.8	58	1073	4.5	32.9	111	445	4.4	13.6	110	
ABC DIRECTION	2316	762	2.7	32.9	96	351	2.6	15.2	90	644	2.7	27.8	94	*247	2.5	10.7	86	
ABC ENTERTAINMENT	4834	1875	6.8	38.8	113	776	5.7	16.1	96	1777	7.4	36.8	124	594	5.9	12.3	99	
ABC FM	2202	695	2.5	31.6	92	373	2.7	16.9	101	594	2.5	27.0	91	292	2.9	13.3	107	
ABC INFORMATION	5425	1973	7.1	36.4	106	973	7.2	17.9	107	1829	7.6	33.7	114	894	8.9	16.5	133	
ABC ROCK	1677	696	2.5	41.5	121	337	2.5	20.1	120	810	3.4	48.3	163	*228	2.3	13.6	110	
CBS	4430	1661	6.0	37.5	109	806	5.9	18.2	109	1428	5.9	32.2	109	653	6.5	14.7	119	
MUTUAL	4992	1769	6.4	35.4	103	1001	7.4	20.1	120	1566	6.5	31.4	106	698	6.9	14.0	113	
NBC	4679	1448	5.2	30.9	90	735	5.4	15.7	94	1597	6.6	34.1	115	633	6.3	13.5	109	
RADIORADIO	1994	672	2.4	33.7	98	*298	2.2	14.9	89	620	2.6	31.1	105	*228	2.3	11.4	92	
RKO ONE	2298	698	2.5	30.4	89	351	2.6	15.3	91	692	2.9	30.1	101	318	3.2	13.8	112	
RKO TWO	3311	1200	4.3	36.2	106	573	4.2	17.3	103	953	4.0	28.8	97	456	4.5	13.8	111	
THE SOURCE	2114	865	3.1	40.9	119	443	3.3	21.0	125	801	3.3	37.9	128	*316	3.1	14.9	120	
NON-WIRED: BLAIR	8654	2996	10.8	34.6	101	1345	9.9	15.5	93	2633	10.9	30.4	102	962	9.6	11.1	90	
INTERNET	12025	4515	16.3	37.5	110	2152	15.9	17.9	107	4225	17.6	35.1	118	1832	18.2	15.2	123	
KATZ RADIO GROUP	15359	6252	22.5	40.7	119	3170	23.3	20.6	123	5117	21.3	33.3	112	2127	21.2	13.8	112	
SUPERNET	10628	3500	12.6	32.9	96	1815	13.4	17.1	102	3324	13.8	31.3	105	1289	12.8	12.1	98	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	2779	10.0	32.1	94	1323	9.7	15.3	91	2356	9.8	27.2	92	889	8.8	10.3	83	
MKDAY 9:00 AM - 1:00 PM	12163	3769	13.6	31.0	90	1810	13.3	14.9	89	3424	14.2	28.2	95	1419	14.1	11.7	94	
MKDAY 1:00 PM - 4:30 PM	16150	4933	17.8	30.5	89	2346	17.3	14.5	87	4472	18.6	27.7	93	1835	18.3	11.4	92	
MKDAY 4:30 PM - 7:30 PM	22463	7436	26.8	33.1	97	3602	26.5	16.0	96	6504	27.0	29.0	97	2810	28.0	12.5	101	
MKDAY 7:30 PM - 8:00 PM	31795	10608	38.2	33.4	97	5248	38.7	16.5	98	9069	37.7	28.5	96	3750	37.3	11.8	95	
MKDAY 11:00 PM - 11:30 PM	23977	8166	29.4	34.1	99	3757	27.7	15.7	93	7240	30.1	30.2	102	3072	30.6	12.8	103	
MKDAY 11:30 PM - 1:00 AM	7703	2570	9.3	33.4	97	1145	8.4	14.9	89	2368	9.8	30.7	103	968	9.6	12.6	101	
M-SAT 8-11 PM+SUN 7-11 PM	33800	11732	42.3	34.7	101	5679	41.8	16.8	100	10366	43.1	30.7	103	4393	43.7	13.0	105	
MKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	2205	7.9	33.7	98	1119	8.2	17.1	102	1850	7.7	28.3	95	716	7.1	11.0	88
ANOTHER WORLD	N	4620	1296	4.7	28.1	82	623	4.6	13.5	80	1553	6.5	33.6	113	671	6.7	14.5	117
AS THE WORLD TURNS	C	5614	1616	5.8	28.8	84	779	5.7	13.9	83	1301	5.4	23.2	78	531	5.3	9.5	76
CAPITOL	C	3396	940	3.4	27.7	81	489	3.6	14.4	86	795	3.3	23.4	79	363	3.6	10.7	86
CBS MORN. NEWS 1	C	1446	400	1.4	27.7	81	198	1.5	13.7	82	372	1.5	25.7	87	160	1.6	11.1	89
CBS MORN. NEWS 2	C	1207	356	1.3	29.5	86	147	1.1	12.2	73	287	1.2	23.8	80	94	0.9	7.8	63
DAYS OF OUR LIVES	N	5877	1758	6.3	29.9	87	794	5.8	13.5	81	1882	7.8	32.0	108	832	8.3	14.2	114
FACTS OF LIFE - DAYTIME	N	2290	630	2.3	27.5	80	302	2.2	13.2	79	697	2.9	30.4	102	311	3.1	13.6	109
FAMILY FEUD	A	3023	980	3.5	32.4	95	491	3.6	16.2	97	842	3.5	27.9	94	311	3.1	10.3	83
GENERAL HOSPITAL	A	6097	1951	7.0	32.0	93	978	7.2	16.0	96	1645	6.8	27.0	91	693	6.9	11.4	92
GOOD MORNING, AMERICA-730 A	A	3515	1089	3.9	31.0	90	537	4.0	15.3	91	943	3.9	26.8	90	380	3.8	10.8	87
GOOD MORNING, AMERICA-830 A	A	2818	879	3.2	31.2	91	499	3.7	17.7	106	783	3.3	27.8	94	323	3.2	11.5	92
GUIDING LIGHT	C	5339	1561	5.6	29.2	85	768	5.7	14.4	86	1314	5.5	24.6	83	572	5.7	10.7	86
ONE LIFE TO LIVE	A	4478	1319	4.8	29.5	86	659	4.9	14.7	88	1130	4.7	25.2	85	466	4.6	10.4	84
PRESS YOUR LUCK	C	2244	704	2.5	31.4	92	305	2.2	13.6	81	693	2.9						

FISH (FRESH/FROZEN) - TYPES USED IN LAST 6 MONTHS & IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	FRESH FISH/SHELL FISH USED IN LAST 6 MONTHS				FRESH FISH/SHELL FISH USED IN LAST 7 DAYS				FROZEN FISH/SHELL FISH USED IN LAST 6 MONTHS				FROZEN FISH/SHELL FISH USED IN LAST 7 DAYS			
		A '000	B DOWN	C ACROSS		A '000	B DOWN	C ACROSS		A '000	B DOWN	C ACROSS		A '000	B DOWN	C ACROSS	
				%	INDX			%	INDX			%	INDX			%	INDX
TOTAL FEMALE HOMEMAKERS	80986	27753	100.0	34.3	100	13577	100.0	16.8	100	24056	100.0	29.7	100	10049	100.0	12.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	8446	30.4	32.4	95	4144	30.5	15.9	95	7323	30.4	28.1	95	3206	31.9	12.3	99
NETWORK AFFILIATES - LATE	20261	6834	24.6	33.7	98	3261	24.0	16.1	96	6117	25.4	30.2	102	2647	26.3	13.1	105
INDEPENDENTS - LATE	2076	920	3.3	44.3	129	452	3.3	21.8	130	659	2.7	31.7	107	256	2.5	12.3	99
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 10453	3641	13.1	34.8	102	1786	13.2	17.1	102	3264	13.6	31.2	105	1220	12.1	11.7	94
ABC MONDAY NIGHT MOVIE	A 6412	2395	8.6	37.4	109	1253	9.2	19.5	117	2039	8.5	31.8	107	815	8.1	12.7	102
ABC SUNDAY NIGHT MOVIE	A 12407	4504	16.2	36.3	106	2180	16.1	17.6	105	3917	16.3	31.6	106	1607	16.0	13.0	100
ABC WORLD NEWS TONIGHT	A 6176	2019	7.3	32.7	95	1006	7.4	16.3	97	1617	6.7	26.2	88	704	7.0	11.4	99
AFTERMASH	C 5863	1923	6.9	32.8	96	951	7.0	16.2	97	1548	6.4	26.4	89	673	6.7	11.5	93
ALICE	C 9594	3256	11.7	33.9	99	1602	11.8	16.7	100	2767	11.5	28.8	97	1139	11.3	11.9	96
AMERICAN PARADE	C 6622	2156	7.8	32.6	95	1024	7.5	15.5	92	1839	7.6	27.8	93	752	7.5	11.4	92
BENSON	A 10886	3802	13.7	34.9	102	1889	13.9	17.4	104	3282	13.6	30.1	101	1418	14.1	13.0	105
BLUE THUNDER	A 5036	1604	5.8	31.9	93	842	6.2	16.7	100	1470	6.1	29.2	98	573	5.7	11.4	92
CAGNEY & LACEY	C 9965	3339	12.0	33.5	98	1701	12.5	17.1	102	3420	14.2	34.3	116	1576	15.7	15.8	127
CBS EVENING NEWS-DEAN	C 3491	1100	4.0	31.5	92	569	4.2	16.3	97	982	4.1	28.1	95	421	4.2	12.1	97
CBS EVENING NEWS-RATHER	C 7123	2294	8.3	32.2	94	1134	8.4	15.9	95	1966	8.2	27.6	93	972	9.7	13.6	110
CBS SAT. NEWS-SCHIEFFER	C 3621	1274	4.6	35.2	103	602	4.4	16.6	99	818	3.4	22.6	76	368	3.7	10.2	82
CBS SATURDAY NIGHT MOVIE	C 5436	1864	6.7	34.3	100	871	6.4	16.0	96	1509	6.3	27.8	93	578	5.8	10.6	86
CBS WEDNESDAY NIGHT MOVIE	C 6100	1959	7.1	32.1	94	935	6.9	15.3	91	1970	8.2	32.3	109	905	9.0	14.8	120
CHEERS	N 8889	3241	11.7	36.5	106	1503	11.1	16.9	101	3300	13.7	37.1	125	1404	14.0	15.8	127
DALLAS	C 22109	7497	27.0	33.9	99	3560	26.2	16.1	96	6379	26.5	28.9	97	2888	28.7	13.1	105
DIFF'RENT STROKES	N 6940	2352	8.5	33.9	99	1089	8.0	15.7	94	2097	8.7	30.2	102	902	9.0	13.0	105
DOUBLE TROUBLE	N 7223	2159	7.8	29.9	87	941	6.9	13.0	78	2215	9.2	30.7	103	891	8.9	12.3	99
DUCK FACTORY	N 5595	1899	6.8	33.9	99	897	6.6	16.0	96	2012	8.4	36.0	121	969	9.6	17.3	140
DUKES OF HAZZARD	C 5768	1653	6.0	28.7	84	805	5.9	14.0	83	1553	6.5	26.9	91	636	6.3	11.0	89
DYNASTY	A 20053	7141	25.7	35.6	104	3439	25.3	17.1	102	5741	23.9	28.6	96	2437	24.3	12.2	98
FACTS OF LIFE	N 8087	2422	8.7	29.9	87	1209	8.9	14.9	89	2526	10.5	31.2	105	1082	10.8	13.4	108
FALCON CREST	C 20046	6754	24.3	33.7	98	2974	21.9	14.8	88	5937	24.7	29.6	100	2813	28.0	14.0	113
FALL GUY	A 9084	2901	10.5	31.9	93	1422	10.5	15.7	93	2614	10.9	28.8	97	1006	10.0	11.1	89
FAMILY TIES	N 7964	2689	9.7	33.8	99	1331	9.8	16.7	100	2720	11.3	34.2	115	1155	11.5	14.5	117
FANTASY ISLAND	A 7687	2736	9.9	35.6	104	1215	8.9	15.8	94	2304	9.6	30.0	101	1042	10.4	13.6	109
FOULUPS, BLEEP & BLUNDERS	A 8861	3022	10.9	34.1	100	1490	11.0	16.8	100	2587	10.8	29.2	98	1028	10.2	11.6	93
FOUR SEASONS	C 5095	1629	5.9	32.0	93	841	6.2	16.5	98	1383	5.7	27.1	91	562	5.6	11.0	89
GIMME A BREAK	N 8838	2920	10.5	33.0	96	1457	10.7	16.5	98	2794	11.6	31.6	106	1217	12.1	13.8	111
HART TO HART	A 8978	3114	11.2	34.7	101	1476	10.9	16.4	98	2713	11.3	30.2	102	1097	10.9	12.2	98
HILL STREET BLUES	N 8590	3188	11.5	37.1	108	1615	11.9	18.8	112	2831	11.8	33.0	101	1120	11.1	13.0	105
HOTEL	A 14085	4911	17.7	34.9	102	2311	17.0	16.4	98	3974	16.5	28.2	95	1792	17.8	12.7	103
JEFFERSONS	C 9360	2999	10.8	32.0	93	1400	10.3	15.0	89	2517	10.5	26.9	91	1101	11.0	11.8	95
JENNIFER SLEPT HERE	N 5841	1984	7.1	34.0	99	896	6.6	15.3	92	1912	7.9	32.7	110	839	8.3	14.4	116
KATE & ALLIE	C 9206	2975	10.7	32.3	94	1467	10.8	15.9	95	2927	12.2	31.8	107	1354	13.5	14.7	119
KNIGHT RIDER	N 7076	2573	9.3	36.4	106	1253	9.2	17.7	106	2323	9.7	32.8	111	943	9.4	13.3	107
LOVE BOAT	A 12219	4211	15.2	34.5	101	2026	14.9	16.6	99	3590	14.9	29.4	99	1656	15.5	12.7	103
MAGNUM PI	C 11199	3636	13.1	32.5	95	1577	11.6	14.1	84	3414	14.2	30.5	103	1424	14.2	12.7	102
MAMA'S FAMILY	N 6057	2147	7.7	35.4	103	1144	8.4	18.9	113	2044	8.5	33.7	114	994	9.9	14.6	132
MASTER, THE	N 3598	1311	4.7	36.4	106	579	4.3	16.1	96	1218	5.1	33.9	114	544	5.4	15.1	122
MATT HOUSTON	A 6344	2273	8.2	35.8	105	1038	7.6	16.4	98	2046	8.5	32.3	109	874	8.7	13.8	111
NBC MONDAY NIGHT MOVIE	N 11994	3905	14.1	32.6	95	1812	13.3	15.1	90	3850	16.0	32.1	108	1530	15.2	12.8	103
NBC NIGHTLY NEWS	N 5132	1617	5.8	31.5	92	803	5.9	15.6	93	1467	6.1	28.6	96	612	6.1	11.9	96
NBC NIGHTLY NEWS-SAT	N 3375	1052	3.8	31.2	91	456	3.4	13.5	81	903	3.8	26.8	90	352	3.5	10.4	84
NBC NIGHTLY NEWS-SUN	N 3130	951	3.4	30.4	89	404	3.0	12.9	77	826	3.4	26.4	89	315	3.1	10.1	81
NBC SUNDAY NIGHT MOVIE	N 8284	2978	10.7	35.9	105	1448	10.7	17.5	104	2664	11.1	32.2	108	1201	12.0	14.5	117
NEWHART	C 9240	3198	11.5	34.6	101	1567	11.5	17.0	101	3160	13.1	34.2	115	1458	14.5	15.8	127
ONE DAY AT A TIME	C 7288	2415	8.7	33.1	97	1221	9.0	16.8	100	2182	9.1	29.9	101	910	9.1	12.5	101
PEOPLE ARE FUNNY	N 4855	1699	6.1	35.0	102	891	6.6	18.4	109	1545	6.4	31.8	107	686	6.8	14.1	114
REAL PEOPLE	N 8869	2784	10.0	31.4	92	1331	9.8	15.9	95	2584	10.7	29.1	98	1174	11.7	13.2	107
REMINGTON STEELE	N 7743	2627	9.5	33.9	99	1235	9.1	15.9	95	2291	9.5	29.6	100	1002	10.0	12.9	104
RIPLY'S BELIEVE IT - NOT	A 5345	1989	7.2	37.2	109	972	7.2	18.2	108	1719	7.1	32.2	108	671	6.7	12.6	101
RIPTIDE	N 6988	2409	8.7	34.5	101	1119	8.2	16.0	96	2336	9.7	33.4	113	953	9.5	13.6	110
SCARECROW & MRS. KING	C 10002	3411	12.3	34.1	100	1717	12.6	17.2	102	2785	11.6	27.8	94	1247	12.4	12.5	100
SIMON & SIMON	C 10638	3789	13.7	35.6	104	1779	13.1	16.7	100	3278	13.6	30.8	104	1384	13.8	13.0	105
60 MINUTES	C 13293	4504	16.2	33.9	99	2205	16.2	16.6	99	3616	15.0	27.2	92	1604	16.0	12.1	97
ST. ELSEWHERE	N 7017	2459	8.9	35.0	102	1089	8.0	15.5	93	2430	10.1	34.6	117	902	9.0	12.9	104
THREE'S COMPANY	A 10917	3682	13.3	33.7	98	1841	13.6	16.9	101	3317	13.8	30.4	102	1415	14.1	13.0	104
T.J. HOOKER	A 9204	3171	11.4	34.5	101	1678	12.4	18.2	109	2573	10.7	28.0	94	1119	11.1	12.2	98
TONIGHT SHOW	N 2372	887	3.2														

	TOTAL U.S. '000	FRESH CHICKEN USED IN LAST 6 MONTHS				FRESH CHICKEN USED IN LAST 7 DAYS				FROZEN CHICKEN USED IN LAST 6 MONTHS				FROZEN CHICKEN USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	56239	100.0	69.4	100	41528	100.0	51.3	100	14911	100.0	18.4	100	5771	100.0	7.1	100
18 - 24	9282	6133	10.9	66.1	95	3937	9.5	42.4	83	2259	15.1	24.3	132	892	15.5	9.6	13
25 - 34	19072	14554	25.9	76.3	110	10877	26.2	57.0	111	4012	26.9	21.0	114	1431	24.8	7.5	10
35 - 44	14591	10739	19.1	73.6	106	7812	18.8	53.5	104	3473	23.3	23.8	129	1147	19.9	7.9	10
45 - 54	11345	8083	14.4	71.2	103	6005	14.5	52.9	103	1837	12.3	16.2	88	799	13.8	7.0	
55 - 64	11635	7846	14.0	67.4	97	6014	14.5	51.7	101	1538	10.3	13.2	72	632	11.0	5.4	
65 OR OLDER	15061	8884	15.8	59.0	85	6882	16.6	45.7	89	1791	12.0	11.9	65	870	15.1	5.8	
18 - 34	28354	20687	36.8	73.0	105	14814	35.7	52.2	102	6272	42.1	22.1	120	2323	40.3	8.2	13
18 - 49	48339	35301	62.8	73.0	105	25484	61.4	52.7	103	10773	72.2	22.3	121	3917	67.9	8.1	13
25 - 54	45008	33375	59.3	74.2	107	24694	59.5	54.9	107	9323	62.5	20.7	113	3377	58.5	7.5	10
35 - 49	19985	14614	26.0	73.1	105	10671	25.7	53.4	104	4501	30.2	22.5	122	1594	27.6	8.0	13
50 OR OLDER	32647	20938	37.2	64.1	92	16043	38.6	49.1	96	4138	27.8	12.7	69	1854	32.1	5.7	10
GRADUATED COLLEGE	11155	8563	15.2	76.8	111	6477	15.6	58.1	113	2104	14.1	18.9	102	835	14.5	7.5	10
ATTENDED COLLEGE	13682	10455	18.6	76.4	110	7518	18.1	54.9	107	2630	17.6	19.2	104	965	16.7	7.1	9
GRADUATED HIGH SCHOOL	33880	24134	42.9	71.2	103	17450	42.0	51.5	100	6955	46.6	20.5	111	2541	44.0	7.5	10
DID NOT GRADUATE HIGH SCHOOL	22270	13088	23.3	58.8	85	10083	24.3	45.3	88	3221	21.6	14.5	79	1430	24.8	6.4	9
EMPLOYED	40306	29689	52.8	73.7	106	21651	52.1	53.7	105	7992	53.6	19.8	108	2953	51.2	7.3	10
EMPLOYED FULL-TIME	32850	24144	42.9	73.5	106	17526	42.2	53.4	104	6367	42.7	19.4	105	2410	41.8	7.3	10
EMPLOYED PART-TIME	7456	5545	9.9	74.4	107	4125	9.9	55.3	108	1625	10.9	21.8	118	*543	9.4	7.3	10
NOT EMPLOYED	40680	26551	47.2	65.3	94	19877	47.9	48.9	95	6919	46.4	17.0	92	2818	48.8	6.9	9
PROFESSIONAL/MANAGER	10392	8087	14.4	77.8	112	5975	14.4	57.5	112	2175	14.6	20.9	114	924	16.0	8.9	13
TECH/CLERICAL/SALES	17574	13304	23.7	75.7	109	9675	23.3	55.1	107	3493	23.4	19.9	108	1285	22.3	7.3	10
PRECISION/CRAFT	985	697	1.2	70.8	102	*498	1.2	50.6	99	**147	1.0	14.9	81	*38	0.7	3.9	9
OTHER EMPLOYED	11354	7601	13.5	66.9	96	5503	13.3	48.5	95	2177	14.6	19.2	104	706	12.2	6.2	
SINGLE	9863	6319	11.2	64.1	92	4218	10.2	42.8	83	1636	11.0	16.6	90	789	13.7	8.0	13
MARRIED	51375	37478	66.6	72.9	105	28308	68.2	55.1	107	10119	67.9	19.7	107	3560	61.7	6.9	9
DIVORCED/SEPARATED/WIDOWED	19748	12443	22.1	63.0	91	9001	21.7	45.6	89	3156	21.2	16.0	87	1423	24.7	7.2	11
PARENTS	32590	24346	43.3	74.7	108	18103	43.6	55.5	108	7854	52.7	24.1	131	2744	47.5	8.4	13
WHITE	70416	49807	88.6	70.7	102	36427	87.7	51.7	101	13374	89.7	19.0	103	4971	86.1	7.1	9
BLACK	8778	5191	9.2	59.1	85	4327	10.4	49.3	96	1220	8.2	13.9	75	675	11.7	7.7	11
OTHER	1791	1241	2.2	69.3	100	*774	1.9	43.2	84	**317	2.1	17.7	96	**125	2.2	7.0	
NORTHEAST-CENSUS	17786	12744	22.7	71.7	103	10000	24.1	56.2	110	3603	24.2	20.3	110	1520	26.3	8.5	13
NORTH CENTRAL	20741	14700	26.1	70.9	102	9807	23.6	47.3	92	4509	30.2	21.7	118	1608	27.9	7.8	13
SOUTH	27775	18216	32.4	65.6	94	14380	34.6	51.8	101	3615	24.2	13.0	71	1508	26.1	5.4	
WEST	14683	10580	18.8	72.1	104	7340	17.7	50.0	97	3184	21.4	21.7	118	1136	19.7	7.7	11
NORTHEAST-MKTG.	17961	12341	21.9	68.7	99	9889	23.8	55.1	107	3636	24.4	20.2	110	1541	26.7	8.6	13
EAST CENTRAL	11885	8245	14.7	69.4	100	5704	13.7	48.0	94	2249	15.1	18.9	103	893	15.5	7.5	11
WEST CENTRAL	14090	10104	18.0	71.7	103	6530	15.7	46.3	90	3180	21.3	22.6	123	1107	19.2	7.9	11
SOUTH	24081	16151	28.7	67.1	97	12691	30.6	52.7	103	3102	20.8	12.9	70	1232	21.3	5.1	
PACIFIC	12969	9399	16.7	72.5	104	6714	16.2	51.8	101	2743	18.4	21.2	115	998	17.3	7.7	11
COUNTY SIZE A	32439	22536	40.1	69.5	100	17352	41.8	53.5	104	6436	43.2	19.8	108	2377	41.2	7.3	13
COUNTY SIZE B	24915	17456	31.0	70.1	101	12805	30.8	51.4	100	4693	31.5	18.8	102	1830	31.7	7.3	13
COUNTY SIZE C	12930	9059	16.1	70.1	101	6277	15.1	48.5	95	2131	14.3	16.5	90	799	13.8	6.2	
COUNTY SIZE D	10703	7188	12.8	67.2	97	5093	12.3	47.6	93	1651	11.1	15.4	84	764	13.2	7.1	13
METRO CENTRAL CITY	24518	16640	29.6	67.9	98	12393	29.8	50.5	99	4570	30.6	18.6	101	1735	30.1	7.1	
METRO SUBURBAN	35919	25831	45.9	71.9	104	19362	46.6	53.9	105	7066	47.4	19.7	107	2613	45.3	7.3	13
NON METRO	20549	13768	24.5	67.0	96	9772	23.5	47.6	93	3275	22.0	15.9	87	1423	24.7	6.9	
TOP 5 ADI'S	18341	12862	22.9	70.1	101	9958	24.0	54.3	106	3502	23.5	19.1	104	1376	23.8	7.5	13
TOP 10 ADI'S	25378	17551	31.2	69.2	100	13675	32.9	53.9	105	4730	31.7	18.6	101	1733	30.0	6.8	
TOP 20 ADI'S	36488	25417	45.2	69.7	100	19080	45.9	52.3	102	6892	46.2	18.9	103	2472	42.8	6.8	
MSHLD INC. \$50,000 OR MORE	6612	5424	9.6	82.0	118	4154	10.0	62.8	123	1507	10.1	22.8	124	*606	10.5	9.2	13
\$40,000 OR MORE	12659	10120	18.0	79.9	115	7838	18.9	61.9	121	2711	18.2	21.4	116	1042	18.1	8.2	13
\$30,000 OR MORE	24698	19106	34.0	77.4	111	14630	35.2	59.2	116	5083	34.1	20.6	112	1942	33.7	7.9	
\$25,000 OR MORE	32077	24773	44.0	77.2	111	18838	45.4	58.7	115	6514	43.7	20.3	110	2414	41.8	7.5	13
\$20,000 - \$24,999	9144	6352	11.3	69.5	100	4372	10.5	47.8	93	1667	11.2	18.2	99	574	9.9	6.3	
\$15,000 - \$19,999	8728	5780	10.3	66.2	95	4171	10.0	47.8	93	1796	11.8	20.1	109	606	10.5	6.9	
\$10,000 - \$14,999	12562	8343	14.8	66.4	96	5994	14.4	47.7	93	2263	15.2	18.0	98	867	15.0	6.9	
UNDER \$10,000	18475	10990	19.5	59.5	86	8153	19.6	44.1	86	2712	18.2	14.7	80	1309	22.7	7.1	
HOUSEHOLD OF 1 PERSON	11987	7399	13.2	61.7	89	4998	12.0	41.7	81	1504	10.1	12.5	68	814	14.1	6.8	
2 PEOPLE	26577	17823	31.7	67.1	97	13276	32.0	50.0	97	4084	27.4	15.4	83	1769	30.7	6.7	
3 OR 4 PEOPLE	30617	22329	39.7	72.9	105	16481	39.7	53.8	105	6106	40.9	19.9	108	1892	32.8	6.2	
5 OR MORE PEOPLE	11804	8688	15.4	73.6	106	6772	16.3	57.4	112	3216	21.6	27.2	148	1296	22.5	11.0	14
NO CHILD IN HSHLD	46165	30362	54.0	65.8	95	22290	53.7	48.3	94	6633	44.5	14.4	78	2888	50.0	6.3	
CHILD(REN) UNDER 2 YRS	5325	4087	7.3	76.8	111	2886	6.9	54.2	106	1217	8.2	22.9	124	*366	6.3	6.9	
2 - 5 YEARS	14221	10778	19.2	75.8	109	8224	19.8	57.8	113	3102	20.8	21.8	118	1053	18.2	7.4	14
6 - 11 YEARS	15117	11062	19.7	73.2	105	8428	20.3	55.8	109	3681	24.7	24.4	132	1287	22.3	8.5	14
12 - 17 YEARS	16611	12358	22.0	74.4	107	9157	22.1	55.1	108	4103	27.5	24.7	134	1440	25.0	8.7	14
RESIDENCE OWNED	55884	39789	70.7	71.2	103	29711	71.5	53.2	104	10194	68.4	18.2	99	3841	66.6	6.9	
VALUE: \$50,000 OR MORE	31744	23396	41.6	73.7	106	17744	42.7	55.9	109	5926	39.7	18.7	101	2046	35.5	6.4	
VALUE: UNDER \$50,000	24140	16392	29.1	67.9	98	11968	28.8	49.6	97	4268	28.6	17.7	96	1795	31.1	7.4	14

		TOTAL U.S. '000	FRESH CHICKEN USED IN LAST 6 MONTHS					FRESH CHICKEN USED IN LAST 7 DAYS					FROZEN FRIED CHICKEN USED IN LAST 6 MONTHS					FROZEN FRIED CHICKEN USED IN LAST 7 DAYS				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D				
																			'000	%DOWN	%ACROSS	%INDEX
TOTAL FEMALE HOMEOWNERS		80986	56239	100.0	69.4	100	41528	100.0	51.3	100	14911	100.0	18.4	100	5771	100.0	7.1	100				
MAGAZINES	QUINTILE 1	15799	11614	20.7	73.5	106	8956	21.6	56.7	111	3339	22.4	21.1	115	1295	22.4	8.2	115				
	QUINTILE 2	17259	12577	22.4	72.9	105	9263	22.3	53.7	105	3166	21.2	18.3	100	1038	18.0	6.0	84				
	QUINTILE 3	13545	9661	17.2	71.3	103	6969	16.8	51.5	100	2698	18.1	19.9	108	1000	17.3	7.4	104				
	QUINTILE 4	15133	10094	17.9	66.7	96	7123	17.2	47.1	92	2507	16.8	16.6	90	1071	18.6	7.1	99				
	QUINTILE 5	19250	12293	21.9	63.9	92	9217	22.2	47.9	93	3200	21.5	16.6	90	1367	23.7	7.1	100				
NEWSPAPERS	QUINTILE 1	12413	9008	16.0	72.6	105	6697	16.1	54.0	105	2212	14.8	17.8	97	987	17.1	8.0	112				
	QUINTILE 2	24116	17132	30.5	71.0	102	12829	30.9	53.2	104	4680	31.4	19.4	105	1669	28.9	6.9	97				
	QUINTILE 3	11261	8062	14.3	71.6	103	5697	13.7	50.6	99	2140	14.4	19.0	103	745	12.9	6.6	93				
	QUINTILE 4	20255	13960	24.8	68.9	99	10259	24.7	50.6	99	3855	25.9	19.0	103	1469	25.5	7.3	102				
	QUINTILE 5	12940	8077	14.4	62.4	90	6046	14.6	46.7	91	2024	13.6	15.6	85	901	15.6	7.0	98				
OUTDOOR	QUINTILE 1	14852	11102	19.7	74.8	108	8057	19.4	54.2	106	3086	20.7	20.8	113	1023	17.7	6.9	97				
	QUINTILE 2	15725	10955	19.5	69.7	100	7978	19.2	50.7	99	3229	21.7	20.5	112	1336	23.2	8.5	119				
	QUINTILE 3	16330	11618	20.7	71.1	102	8580	20.7	52.5	102	3044	20.4	18.6	101	845	14.6	5.2	73				
	QUINTILE 4	16744	11199	19.9	66.9	96	8405	20.2	50.2	98	2583	17.3	15.4	84	1130	19.6	6.7	95				
	QUINTILE 5	17334	11365	20.2	65.6	94	8508	20.5	49.1	96	2968	19.9	17.1	93	1437	24.9	8.3	116				
RADIO-DRIVE TIME	QUINTILE 1	15911	11321	20.1	71.2	102	8001	19.3	50.3	98	2833	19.0	17.8	97	1017	17.6	6.4	90				
	QUINTILE 2	14837	10132	18.0	68.3	98	7276	17.5	49.0	96	3147	21.1	21.2	115	1156	20.0	7.8	109				
	QUINTILE 3	15339	10955	19.5	71.4	103	8355	20.1	54.5	106	2603	17.5	17.0	92	1074	18.6	7.0	98				
	QUINTILE 4	16723	11561	20.6	69.1	100	8766	21.1	52.4	102	3158	21.2	18.9	103	1255	21.7	7.5	105				
	QUINTILE 5	18176	12271	21.8	67.5	97	9130	22.0	50.2	98	3170	21.3	17.4	95	1269	22.0	7.0	98				
RADIO-MID- DAY	TERCILE 1	21020	14868	26.4	70.7	102	11135	26.8	53.0	103	3807	25.5	18.1	98	1397	24.2	6.6	93				
	TERCILE 2	21610	15276	27.2	70.7	102	10942	26.3	50.6	99	4267	28.6	19.7	107	1676	29.0	7.8	109				
	TERCILE 3	38355	26096	46.4	68.0	98	19450	46.8	50.7	99	6837	45.9	17.8	97	2699	46.8	7.0	99				
RADIO-TOTAL	QUINTILE 1	15988	11186	19.9	70.0	101	8070	19.4	50.5	98	2698	18.1	16.9	92	981	17.0	6.1	86				
	QUINTILE 2	15626	11037	19.6	70.6	102	8078	19.5	51.7	101	3149	21.1	20.2	109	1126	19.5	7.2	101				
	QUINTILE 3	16723	11695	20.8	69.9	101	8625	20.8	51.6	101	3468	23.3	20.7	113	1451	25.1	8.7	122				
	QUINTILE 4	16342	11401	20.3	69.8	100	8356	20.1	51.1	100	2837	19.0	17.4	94	1163	20.2	7.1	100				
	QUINTILE 5	16306	10921	19.4	67.0	96	8395	20.2	51.5	100	2760	18.5	16.9	92	1050	18.2	6.4	90				
TV-PRIME TIME	QUINTILE 1	15953	10969	19.5	68.8	99	8190	19.7	51.3	100	2647	17.8	16.6	90	963	16.7	6.0	85				
	QUINTILE 2	16137	11345	20.2	70.3	101	8315	20.0	51.5	100	3332	22.3	20.6	112	1254	21.7	7.8	109				
	QUINTILE 3	16420	11879	21.1	72.3	104	8992	21.7	54.8	107	3005	20.2	18.3	99	984	17.1	6.0	84				
	QUINTILE 4	16687	11451	20.4	68.6	99	8478	20.4	50.8	99	3025	20.3	18.1	98	1412	24.5	8.5	119				
	QUINTILE 5	15789	10596	18.8	67.1	97	7553	18.2	47.8	93	2902	19.5	18.4	100	1159	20.1	7.3	103				
TV-DAYTIME	TERCILE 1	27736	18254	32.5	65.8	95	13300	32.0	48.0	94	5693	38.2	20.5	111	2366	41.0	8.5	120				
	TERCILE 2	26489	18906	33.6	71.4	103	13808	33.2	52.1	102	4767	32.0	18.0	98	1853	32.1	7.0	98				
	TERCILE 3	26761	19080	33.9	71.3	103	14419	34.7	53.9	105	4451	29.9	16.6	90	1552	26.9	5.8	81				
	QUINTILE 1	16345	10416	18.5	63.7	92	7693	18.5	47.1	92	3129	21.0	19.1	104	1200	20.8	7.3	103				
	QUINTILE 2	16447	11326	20.1	68.9	99	8248	19.9	50.1	98	2978	20.0	18.1	98	1273	22.1	7.7	109				
TV-TOTAL	QUINTILE 3	15980	11733	20.9	73.4	106	8754	21.1	54.8	107	2999	20.1	18.8	102	1120	19.4	7.0	98				
	QUINTILE 4	15887	11328	20.1	71.3	103	8502	20.5	53.5	104	2768	18.6	17.4	95	940	16.3	5.9	83				
	QUINTILE 5	16326	11438	20.3	70.1	101	8120	20.1	51.0	100	3036	20.4	18.6	101	1239	21.5	7.6	107				
	MAGAZINES-NEWSPAPERS: DUAL	20721	15061	26.8	72.7	105	11156	26.9	53.8	105	4189	28.1	20.2	110	1429	24.8	6.9	97				
	MAGAZINE IMPERATIVE	19186	13952	24.8	72.7	105	10432	25.1	54.4	106	3638	24.4	19.0	103	1347	23.3	7.0	99				
NEWSPAPER IMPERATIVE	21899	15295	27.2	69.8	101	11162	26.9	51.0	99	3910	26.2	17.9	97	1616	28.0	7.4	104					
MAGAZINES-OUTDOOR: DUAL	QUINTILE 1	15451	11796	21.0	76.3	110	8808	21.2	57.0	111	3402	22.8	22.0	120	1121	19.4	7.3	102				
	MAGAZINE IMPERATIVE	25953	18312	32.6	70.6	102	13719	33.0	52.9	103	4579	30.7	17.6	96	1795	31.1	6.9	97				
	OUTDOOR IMPERATIVE	24400	16487	29.3	67.6	97	11793	28.4	48.3	94	4605	30.9	18.9	103	1689	29.3	6.9	97				
MAGAZINES-RADIO: DUAL	QUINTILE 1	18049	13355	23.7	74.0	107	10020	24.1	55.5	108	3632	24.4	20.1	109	1189	20.6	6.6	92				
	MAGAZINE IMPERATIVE	23571	16995	30.2	72.1	104	12755	30.7	54.1	106	4520	30.3	19.2	104	1755	30.4	7.4	104				
	RADIO IMPERATIVE	23278	15567	27.7	66.9	96	10980	26.4	47.2	92	4144	27.8	17.8	97	1752	30.4	7.5	106				
MAGAZINES-TELEVISION: DUAL	QUINTILE 1	15459	10905	19.4	70.5	102	8159	19.6	52.8	103	3108	20.8	20.1	109	1034	17.9	6.7	94				
	MAGAZINE IMPERATIVE	25829	19186	34.1	74.3	107	14446	34.8	55.9	109	5120	34.3	19.8	108	1891	32.8	7.3	103				
	TELEVISION IMPERATIVE	26039	17066	30.3	65.5	94	12311	29.6	47.3	92	4620	31.0	17.7	96	2078	36.0	8.0	112				
NEWSPAPERS-OUTDOOR: DUAL	QUINTILE 1	16605	12198	21.7	73.5	106	8923	21.5	53.7	105	3527	23.7	21.2	115	1290	22.4	7.8	109				
	NEWSPAPER IMPERATIVE	26834	18744	33.3	69.9	101	13947	33.6	52.0	101	4586	30.8	17.1	93	1759	30.5	6.6	92				
	OUTDOOR IMPERATIVE	23346	16262	28.9	69.7	100	11828	28.5	50.7	99	4579	30.7	19.6	107	1545	26.8	6.6	93				
NEWSPAPERS-RADIO: DUAL	QUINTILE 1	17133	12547	22.3	73.2	105	9207	22.2	53.7	105	3211	21.5	18.7	102	1203	20.8	7.0	99				
	NEWSPAPER IMPERATIVE	25892	18220	32.4	70.4	101	13500	32.5	52.1	102	4853	32.5	18.7	102	1940	33.6	7.5	105				
	RADIO IMPERATIVE	23167	15764	28.0	68.0	98	11259	27.1	48.6	95	4423	29.7	19.1	104	1659	28.7	7.2	100				
NEWSPAPERS-TELEVISION: DUAL	QUINTILE 1	17159	11795	21.0	68.7	99	8665	20.9	50.5	98	3153	21.1	18.4	100	1182	20.5	6.9	97				
	NEWSPAPER IMPERATIVE	26214	19338	34.4	73.8	106	14475	34.9	55.2	108	4947	33.2	18.9	102	1837	31.8	7.0	98				
	TELEVISION IMPERATIVE	23412	15495	27.6	66.2	95	11249	27.1	48.0	94	4464	29.9	19.1	104	1801	31.2	7.7	108				
OUTDOOR-RADIO: DUAL	QUINTILE 1	15303	11145	19.8	72.8	105	7919	19.1	51.7	101	3003	20.1	19.6									

POULTRY (FRESH/FROZEN) - TYPES USE, USED IN LAST 6 MONTHS & IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	FRESH CHICKEN USED IN LAST 6 MONTHS				FRESH CHICKEN USED IN LAST 7 DAYS				FROZEN FRIED CHICKEN USED IN LAST 6 MONTHS				FROZEN FRIED CHICKEN USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	56239	100.0	69.4	100	41528	100.0	51.3	100	14911	100.0	18.4	100	5771	100.0	7.1	100
ATLANTIC MONTHLY	415	335	0.6	80.7	116	279	0.7	67.2	131	**76	0.5	18.3	99	**20	0.3	4.8	68
BARRON'S	453	347	0.6	76.6	110	*301	0.7	66.4	130	**174	1.2	38.4	209	**74	1.3	16.3	229
BETTER HOMES & GARDENS	16256	11888	21.1	73.1	105	8724	21.0	53.7	105	3285	22.0	20.2	110	1279	22.2	7.9	110
BON APPETIT	2535	1944	3.5	76.7	110	1442	3.5	56.9	111	437	2.9	17.2	94	**167	2.9	6.6	92
BUSINESS WEEK	1278	899	1.6	70.3	101	681	1.6	53.3	104	*283	1.9	22.1	120	**160	2.8	12.5	176
CAR AND DRIVER	378	*305	0.5	80.7	116	*252	0.6	66.7	130	**73	0.5	19.3	105	**22	0.4	5.8	82
CBS MAGAZINE NETWORK (GROSS)	1498	1188	2.1	79.3	114	882	2.1	58.9	115	*250	1.7	16.7	91	**122	2.1	8.1	114
CHANGING TIMES	1505	1059	1.9	70.4	101	753	1.8	50.0	98	*252	1.7	16.7	91	**57	1.0	3.8	53
COLONIAL HOMES	1231	968	1.7	78.6	113	725	1.7	58.1	115	197	1.3	16.0	87	**81	1.4	6.6	92
CONDE NAST MAG. PKG. (GROSS)	14146	10258	18.2	72.5	104	7680	18.5	54.3	106	2931	19.7	20.7	113	946	16.4	6.7	94
CONSUMERS DIGEST	1323	934	1.7	70.6	102	725	1.7	54.8	107	*197	1.3	14.9	81	**97	1.7	7.3	103
COSMOPOLITAN	7102	5099	9.1	71.8	103	3758	9.0	52.9	103	1419	9.5	20.0	109	480	8.3	6.8	95
COUNTRY LIVING	2481	1929	3.4	77.8	112	1518	3.7	61.2	119	443	3.0	17.9	97	*136	2.4	5.5	77
CUISINE	1472	1029	1.8	69.9	101	780	1.9	53.0	103	*211	1.4	14.3	78	**61	1.1	4.1	58
CYCLE WORLD	425	363	0.6	85.4	123	*231	0.6	54.4	106	*101	0.7	23.8	129	*42	0.7	9.9	139
DCI:CREATIVE IDEAS FOR LIV	2510	1878	3.3	74.8	108	1532	3.7	61.0	119	580	3.9	23.1	126	*217	3.8	8.6	121
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4843	8.6	72.3	104	3772	9.1	56.3	110	1164	7.8	17.4	94	456	7.9	6.8	96
DISCOVER	894	630	1.1	70.5	101	495	1.2	55.4	108	*177	1.2	19.8	108	**36	0.6	4.0	57
EBONY	3507	2185	3.9	62.3	90	1903	4.6	54.3	106	529	3.5	15.1	82	273	4.7	7.8	109
ESQUIRE	1083	667	1.2	61.6	89	534	1.3	49.3	96	*204	1.4	18.8	102	**101	1.8	9.3	131
ESSENCE	1830	1284	2.3	70.2	101	1123	2.7	61.4	120	326	2.2	17.8	97	*128	2.2	7.0	98
FAMILY CIRCLE	15930	11886	21.1	74.6	107	9071	21.8	56.9	111	3227	21.6	20.3	110	1221	21.2	7.7	108
THE FAMILY HANDYMAN	1126	897	1.6	79.7	115	596	1.4	52.9	103	*204	1.4	18.1	98	**52	0.9	4.6	65
FAMILY WEEKLY	11468	8468	15.1	73.8	106	6176	14.9	53.9	105	2159	14.5	18.8	102	778	13.5	6.8	95
FIELD & STREAM	2234	1624	2.9	72.7	105	1190	2.9	53.3	104	379	2.5	17.0	92	*157	2.7	7.0	99
FOOD & WINE	579	460	0.8	79.4	114	398	1.0	68.7	134	**79	0.5	13.6	74	**67	1.2	11.6	162
FORBES	728	533	0.9	73.2	105	451	1.1	62.0	121	*146	1.0	20.1	109	**59	1.0	8.1	114
FORTUNE	906	722	1.3	79.7	115	539	1.3	59.5	116	*284	1.9	31.3	170	**145	2.5	16.0	225
GENTLEMEN'S QUARTERLY	791	560	1.0	70.8	102	347	0.8	43.9	86	*241	1.6	30.5	165	**100	1.7	12.6	177
GLAMOUR	5265	3865	6.9	73.4	106	2757	6.6	52.4	102	1050	7.0	19.9	108	319	5.5	6.1	85
GOLF DIGEST	636	512	0.9	80.5	116	411	1.0	64.6	126	*127	0.9	20.0	108	**38	0.7	6.0	84
GOLF DIGEST/TENNIS (GROSS)	1186	910	1.6	76.7	110	740	1.8	62.4	122	*188	1.3	15.9	86	**56	1.0	4.7	66
GOLF MAGAZINE	441	356	0.6	80.7	116	*320	0.8	72.6	142	*98	0.7	22.2	121	*31	0.5	7.0	99
GOLF MAGAZINE/SKI (GROSS)	922	756	1.3	82.0	118	604	1.5	65.5	128	*214	1.4	23.2	126	*70	1.2	7.6	107
GODD HOUSEKEEPING	16487	11968	21.3	72.6	105	8977	21.6	54.4	106	3230	21.7	19.6	106	1140	19.8	6.9	97
HARPER'S BAZAAR	2423	1736	3.1	71.6	103	1307	3.1	53.9	105	424	2.8	17.5	95	*112	1.9	4.6	65
HEALTH	1994	1388	2.5	69.6	100	1128	2.7	56.6	110	454	3.0	22.8	124	*152	2.6	7.6	107
HEARST MAG CORP. BUY (GROSS)	44101	32397	57.6	73.5	106	24399	58.5	55.3	108	8481	56.9	19.2	104	2800	48.5	6.3	89
HEARST MAN POWER (GROSS)	1993	1548	2.8	77.7	112	1149	2.8	57.7	112	338	2.3	17.0	92	*164	2.8	8.2	115
HEARST WOMAN POWER (GROSS)	31274	22717	40.4	72.6	105	17022	41.0	54.4	106	6148	41.2	19.7	107	2077	36.0	6.6	93
HOUSE BEAUTIFUL	3623	2671	4.7	73.7	106	2048	4.9	56.5	110	715	4.8	19.7	107	*184	3.2	5.1	71
INC.	283	*193	0.3	68.2	98	*150	0.4	53.0	103	*47	0.3	16.6	90	*7	0.1	2.5	35
JET	2928	1801	3.2	61.5	89	1524	3.7	52.0	102	544	3.6	18.6	101	241	4.2	8.2	116
LADIES' HOME JOURNAL	11918	8772	15.6	73.6	106	6502	15.7	54.6	106	2375	15.9	19.9	108	884	15.3	7.4	104
LHJ FAMILY GRP COMBO(GROSS)	16764	12389	22.0	73.9	106	9377	22.6	55.9	109	3403	22.8	20.3	110	1235	21.4	7.4	103
LIFE	4254	2983	5.3	70.1	101	2353	5.7	55.3	108	854	5.7	20.1	109	319	5.5	7.5	105
L.A. TIMES HOME MAGAZINE	1145	899	1.6	78.5	113	639	1.5	55.8	109	*116	0.8	10.1	55	*15	0.3	1.3	18
MADMOISELLE	2884	2106	3.7	73.0	105	1656	4.0	57.4	112	588	3.9	20.4	111	*220	3.8	7.6	107
MC CALL'S	13460	9930	17.7	73.8	106	7172	17.3	53.3	104	2531	17.0	18.8	102	931	16.1	6.9	97
MC CALL'S/WRK MOTHER (GROSS)	14606	10829	19.3	74.1	107	7867	18.9	53.9	105	2736	18.3	18.7	102	996	17.3	6.8	96
MECHANIX ILLUSTRATED	772	637	1.1	82.5	119	420	1.0	54.4	106	*182	1.2	23.6	128	**50	0.9	6.5	91
METROPOLITAN HOME	967	781	1.4	80.8	116	656	1.6	67.8	132	*156	1.0	16.1	88	**52	0.9	5.4	75
MONEY	1588	1164	2.1	73.3	106	854	2.1	53.8	105	340	2.3	21.4	116	*81	1.4	5.1	72
MOTHER EARTH NEWS	1002	736	1.3	73.5	106	557	1.3	55.6	108	293	2.0	29.2	159	*147	2.5	14.7	206
MS.	825	626	1.1	75.9	109	506	1.2	61.3	120	*140	0.9	17.0	92	*34	0.6	4.1	58
NATIONAL ENQUIRER	10336	7027	12.5	68.0	98	5200	12.5	50.3	98	2051	13.8	19.8	108	823	14.3	8.0	112
NATIONAL GEOGRAPHIC	9597	6925	12.3	72.2	104	5040	12.1	52.5	102	1905	12.8	19.8	108	667	11.6	7.0	98
NATIONAL SUNDAY MAGAZINE PKG	49558	35456	63.0	71.5	103	26368	63.5	53.2	104	9535	63.9	19.2	104	3608	62.5	7.3	102
NATURAL HISTORY	573	433	0.8	75.6	109	323	0.8	56.4	110	*102	0.7	17.8	97	**43	0.7	7.5	105
NEW WOMAN	1699	1283	2.3	75.5	109	978	2.4	57.6	112	282	1.9	16.6	90	**59	1.0	3.5	49
NEW YORK INCLUDING CUE	443	343	0.6	77.4	111	297	0.7	67.0	131	**49	0.3	11.1	60	*16	0.3	3.6	51
THE NEW YORKER	1270	970	1.7	76.4	110	798	1.9	62.8	123	*178	1.2	14.0	76	**40	0.7	3.1	44
NEWSWEEK	6277	4525	8.0	72.1	104	3480	8.4	55.4	108	1127	7.6	18.0	98	450	7.8	7.2	101
THE N.Y. TIMES DAILY EDITION	1205	929	1.7	77.1	111	766	1.8	63.6	124	*258	1.7	21.4	116	*127	2.2	10.5	148
THE N.Y. TIMES MAGAZINE	2081	1579	2.8	75.9	109	1229	3.0	59.1	115	362	2.4	17.4	94	*148	2.6	7.1	100
OMNI	788	593	1.1	75.3	108	424	1.0	53.8	105	*189	1.3	24.0	130	*92	1.6	11.7	164
ON CABLE	1158	860	1.5	74.3	107	608	1.5	52.5	102	*312	2.1	26.9	146	*105	1.8	9.1	127
1001 HOME IDEAS	2852	2229	4.0	78.2	113	1747	4.2	61.3	119	574	3.8	20.1	109	*200	3.5	7.0	98
ORGANIC GARDENING	1658	1117	2.0	67.4	97	834	2.0	50.3	98	402	2.7	24.2	132	*206	3.6	12.4	174
OUTDOOR LIFE	896	644	1.1	71.9	104	476	1.1	53.1	104	*169	1.1	18.9	102	*80	1.4	8.9	125
PARADE MAGAZINE	24275	16837	29.9	69.4	100	12539	30.2	51.7	101	4676	31.4	19.3	105	1801	31.2	7.4	104

	TOTAL U.S. '000	FRESH CHICKEN USED IN LAST 6 MONTHS				FRESH CHICKEN USED IN LAST 7 DAYS				FROZEN CHICKEN USED IN LAST 6 MONTHS				FROZEN CHICKEN USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	56239	100.0	69.4	100	41528	100.0	51.3	100	14911	100.0	18.4	100	5771	100.0	7.1	100
PARENTS	3845	2910	5.2	75.7	109	2321	5.6	60.4	118	742	5.0	19.3	105	*209	3.6	5.4	76
PENTHOUSE	831	563	1.0	67.7	98	396	1.0	47.7	93	**120	0.8	14.4	78	**17	0.3	2.0	29
PEOPLE	11645	8459	15.0	72.6	105	6239	15.0	53.6	104	2502	16.8	21.5	117	909	15.8	7.8	110
PLAYBOY	2006	1480	2.6	73.8	106	1045	2.5	52.1	102	357	2.4	17.8	97	**121	2.1	6.0	85
POPULAR HOT RODDING	297	*247	0.4	83.2	120	*176	0.4	59.3	116	**76	0.5	25.6	139	**43	0.7	14.5	203
POPULAR MECHANICS	1018	795	1.4	78.1	112	553	1.3	54.3	106	*197	1.3	19.4	105	**94	1.6	9.2	130
POPULAR SCIENCE	878	766	1.4	87.2	126	568	1.4	64.7	126	**143	1.0	16.3	88	**35	0.6	4.0	56
PREVENTION	3913	2699	4.8	69.0	99	2081	5.0	53.2	104	871	5.8	22.3	121	292	5.1	7.5	105
PSYCHOLOGY TODAY	1710	1286	2.3	75.2	108	1011	2.4	59.1	115	331	2.2	19.4	105	**79	1.4	4.6	65
READER'S DIGEST	22204	15695	27.9	70.7	102	11726	28.2	52.8	103	4285	28.7	19.3	105	1472	25.5	6.6	93
REDBOOK	7684	5649	10.0	73.5	106	4287	10.3	55.8	109	1499	10.1	19.5	106	458	7.9	6.0	84
ROAD & TRACK	410	332	0.6	81.0	117	*238	0.6	58.0	113	**114	0.8	27.8	151	**52	0.9	12.7	178
ROLLING STONE	969	735	1.3	75.9	109	498	1.2	51.4	100	*271	1.8	28.0	152	**111	1.9	11.5	161
RUNNER'S WORLD	298	*240	0.4	80.5	116	*170	0.4	57.0	111	**52	0.3	17.4	95	**5	0.1	1.7	24
SATURDAY EVENING POST	1169	882	1.6	75.4	109	655	1.6	56.0	109	190	1.3	16.3	88	**70	1.2	6.0	84
SCIENCE 84	587	545	1.0	92.8	134	428	1.0	72.9	142	**94	0.6	16.0	87	**14	0.2	2.4	33
SCIENCE DIGEST	482	362	0.6	75.1	108	280	0.7	58.1	113	**69	0.5	14.3	78	**34	0.6	7.1	99
SCIENTIFIC AMERICAN	594	473	0.8	79.6	115	385	0.9	64.8	126	**48	0.3	8.1	44	**8	0.1	1.3	19
SELF	2089	1632	2.9	78.1	113	1208	2.9	57.8	113	530	3.6	25.4	138	*163	2.8	7.8	109
SEVENTEEN	2411	1663	3.0	69.0	99	1159	2.8	48.1	94	482	3.2	20.0	109	*211	3.7	8.8	123
SKI	480	400	0.7	83.3	120	*283	0.7	59.0	115	**116	0.8	24.2	131	**39	0.7	8.1	114
SMITHSONIAN	2760	2002	3.6	72.5	104	1504	3.6	54.5	106	495	3.3	17.9	97	*189	3.3	6.8	96
SOAP OPERA DIGEST	3013	2174	3.9	72.2	104	1726	4.2	57.3	112	758	5.1	25.2	137	277	4.8	9.2	129
SOUTHERN LIVING	4184	2965	5.3	70.9	102	2240	5.4	53.5	104	584	3.9	14.0	76	*239	4.1	5.7	80
SPORT	559	421	0.7	75.3	108	368	0.9	65.8	128	**117	0.8	20.9	114	**50	0.9	8.9	126
THE SPORTING NEWS	436	*387	0.7	88.8	128	*353	0.9	81.0	158	**129	0.9	29.6	161	**84	1.5	19.3	270
SPORTS AFIELD	493	391	0.7	79.3	114	316	0.8	64.1	125	**73	0.5	14.8	80	**36	0.6	7.3	102
SPORTS ILLUSTRATED	2758	2169	3.9	78.6	113	1596	3.8	57.9	113	559	3.7	20.3	110	*249	4.3	9.0	127
STAR	7456	5072	9.0	68.0	98	3704	8.9	49.7	97	1468	9.8	19.7	107	669	11.6	9.0	126
SUNDAY	24936	17527	31.2	70.3	101	13130	31.6	52.7	103	5048	33.9	20.2	110	2003	34.7	8.0	113
SUNSET	2124	1588	2.8	74.8	108	988	2.4	46.5	91	479	3.2	22.6	122	*196	3.4	9.2	129
TV GUIDE	21661	15080	26.8	69.6	100	11250	27.1	51.9	101	4209	28.2	19.4	106	1666	28.9	7.7	108
TENNIS	550	398	0.7	72.4	104	330	0.8	60.0	117	**61	0.4	11.1	60	**19	0.3	3.5	48
TIME	8880	6596	11.7	74.3	107	5230	12.6	58.9	115	1687	11.3	19.0	103	481	8.3	5.4	76
TOWN & COUNTRY	917	710	1.3	77.4	111	542	1.3	59.1	115	*177	1.2	19.3	105	**33	0.6	3.6	51
TRAVEL & LEISURE	972	728	1.3	74.9	108	550	1.3	56.6	110	*146	1.0	15.0	82	**55	1.0	5.7	79
TRUE STORY	3356	2307	4.1	68.7	99	1589	3.8	47.3	92	677	4.5	20.2	110	*277	4.8	8.3	116
U.S. NEWS & WORLD REPORT	3410	2325	4.1	68.2	98	1765	4.3	51.8	101	508	3.4	14.9	81	*154	2.7	4.5	63
USA TODAY	1759	1349	2.4	76.7	110	1052	2.5	59.8	117	290	1.9	16.5	90	**134	2.3	7.6	107
US	1873	1339	2.4	71.5	103	994	2.4	53.1	103	343	2.3	18.3	99	*156	2.7	8.3	117
VOGUE	3909	2656	4.7	67.9	98	2060	5.0	52.7	103	763	5.1	19.5	106	244	4.2	6.2	88
MALL STREET JOURNAL	1886	1399	2.5	74.2	107	959	2.3	50.8	99	397	2.7	21.0	114	**151	2.6	8.0	112
WEIGHT WATCHERS	2120	1507	2.7	71.1	102	1101	2.7	51.9	101	347	2.3	16.4	89	*116	2.0	5.5	77
WOMAN'S DAY	14172	10408	18.5	73.4	106	8038	19.4	56.7	111	2871	19.3	20.3	110	1113	19.3	7.9	110
WORKING MOTHER	1146	899	1.6	78.4	113	695	1.7	60.6	118	*205	1.4	17.9	97	**66	1.1	5.8	81
WORKING WOMAN	1322	988	1.8	74.7	108	761	1.8	57.6	112	256	1.7	19.4	105	*122	2.1	9.2	130
WORLD TENNIS	*163	*106	0.2	65.0	94	**100	0.2	61.3	120	**16	0.1	9.8	53	**11	0.2	6.7	95
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1932	3.4	76.3	110	1419	3.4	56.0	109	431	2.9	17.0	92	*153	2.7	6.0	85
BLAIR INSERTS	43657	31175	55.4	71.4	103	23308	56.1	53.4	104	8503	57.0	19.5	106	3189	55.3	7.3	103
DAILY NEWSPAPERS																	
READ ANY	51633	36660	65.2	71.0	102	27018	65.1	52.3	102	9712	65.1	18.8	102	3757	65.1	7.3	102
READ ONE	43463	30645	54.5	70.5	102	22538	54.3	51.9	101	8234	55.2	18.9	103	3122	54.1	7.2	101
READ TWO OR MORE	8170	6015	10.7	73.6	106	4479	10.8	54.8	107	1478	9.9	18.1	98	635	11.0	7.8	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	37655	67.0	71.5	103	27996	67.4	53.1	104	10099	67.7	19.2	104	3843	66.6	7.3	102
READ ONE	46126	32949	58.6	71.4	103	24583	59.2	53.3	104	8935	59.9	19.4	105	3363	58.3	7.3	102
READ TWO OR MORE	6552	4706	8.4	71.8	103	3413	8.2	52.1	102	1163	7.8	17.8	96	479	8.3	7.3	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.72				27.94				30.62				29.70			
30 DAY REACH	71455	49936	88.8	69.9	101	36782	88.6	51.5	100	13251	88.9	18.5	101	4946	85.7	6.9	97
50 SHWG - 30 DAY AV FREQ	14.56	15.11				14.72				16.17				15.73			
30 DAY REACH	67742	47545	84.5	70.2	101	34984	84.2	51.6	101	12552	84.2	18.5	101	4675	81.0	6.9	97
25 SHWG - 30 DAY AV FREQ	7.94	8.22				8.02				8.73				8.79			
30 DAY REACH	62117	43769	77.8	70.5	101	32132	77.4	51.7	101	11671	78.3	18.8	102	4224	73.2	6.8	95
CABLE TV: HOME WIRED	32077	23396	41.6	72.9	105	17380	41.9	54.2	106	5725	38.4	17.8	97	1972	34.2	6.1	86
HOME NOT WIRED	48909	32843	58.4	67.2	97	24148	58.1	49.4	96	9186	61.6	18.8	102	3799	65.8	7.8	109
HAVE PAY CABLE	15935	12218	21.7	76.7	110	9284	22.4	58.3	114	3313	22.2	20.8	113	1071	18.6	6.7	94

	TOTAL U.S. '000	FRESH CHICKEN USED IN LAST 6 MONTHS				FRESH CHICKEN USED IN LAST 7 DAYS				FROZEN CHICKEN USED IN LAST 6 MONTHS				FROZEN CHICKEN USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	56239	100.0	69.4	100	41528	100.0	51.3	100	14911	100.0	18.4	100	5771	100.0	7.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	31257	55.6	71.2	102	22750	54.8	51.8	101	8129	54.5	18.5	101	3061	53.0	7.0	98
10:00 AM - 3:00 PM	30659	21668	38.5	70.7	102	15917	38.3	51.9	101	5764	38.7	18.8	102	2208	38.3	7.2	101
3:00 PM - 7:00 PM	31045	22041	39.2	71.0	102	16068	38.7	51.8	101	6020	40.4	19.4	105	2246	38.9	7.2	102
7:00 PM - MIDNIGHT	15767	10714	19.1	68.0	98	7777	18.7	49.3	96	2979	20.0	18.9	103	1189	20.6	7.5	106
MIDNIGHT - 6:00 AM	9120	6433	11.4	70.5	102	4520	10.9	49.6	97	1729	11.6	19.0	103	727	12.6	8.0	112
6:00 AM - MIDNIGHT	58527	41260	73.4	70.5	102	30027	72.3	51.3	100	11163	74.9	19.1	104	4294	74.4	7.3	103
ENTIRE DAY	59311	41785	74.3	70.5	101	30419	73.2	51.3	100	11305	75.8	19.1	104	4337	75.2	7.3	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	11762	20.9	72.7	105	8309	20.0	51.4	100	3433	23.0	21.2	115	1324	22.9	8.2	115
ALL NEWS	2256	1544	2.7	68.4	99	1214	2.9	53.8	105	356	2.4	15.8	86	**108	1.9	4.8	67
AOR/PROGRESSIVE	3874	2772	4.9	71.6	103	1958	4.7	50.5	99	878	5.9	22.7	123	333	5.8	8.6	121
BEAUTIFUL MUSIC	5660	4344	7.7	76.7	111	3264	7.9	57.7	112	974	6.5	17.2	93	322	5.6	5.7	80
BLACK	2204	1378	2.5	62.5	90	1143	2.8	51.9	101	437	2.9	19.8	108	*175	3.0	7.9	111
CLASSICAL	1418	1085	1.9	76.5	110	826	2.0	58.3	114	*272	1.8	19.2	104	**144	2.5	10.2	143
CHR/ROCK	9538	6982	12.4	73.2	105	4928	11.9	51.7	101	2091	14.0	21.9	119	700	12.1	7.3	103
COUNTRY	12648	8785	15.6	69.5	100	6233	15.0	49.3	96	2184	14.6	17.3	94	837	14.5	6.6	93
GOLDEN OLDIES	1191	834	1.5	70.0	101	590	1.4	49.5	97	*185	1.2	15.5	84	**43	0.7	3.6	51
MOR/NOSTALGIA	4757	3383	6.0	71.1	102	2483	6.0	52.2	102	999	6.7	21.0	114	*294	5.1	6.2	87
NEWS/TALK	3863	2663	4.7	68.9	99	2012	4.8	52.1	102	708	4.7	18.3	100	307	5.3	7.9	112
RELIGIOUS	3084	1928	3.4	62.5	90	1387	3.3	45.0	88	563	3.8	18.3	99	*247	4.3	8.0	112
SOFT ROCK	521	374	0.7	71.8	103	*231	0.6	44.3	86	**68	0.5	13.1	71	*226	0.5	5.0	70
URBAN CONTEMPORARY	1585	993	1.8	62.6	90	790	1.9	49.8	97	286	1.9	18.0	98	*141	2.4	8.9	125
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2162	3.8	66.3	95	1547	3.7	47.4	93	735	4.9	22.5	122	*279	4.8	8.6	120
ABC DIRECTION	2316	1638	2.9	70.7	102	1120	2.7	48.4	94	349	2.3	15.1	82	*91	1.6	3.9	55
ABC ENTERTAINMENT	4834	3566	6.3	73.8	106	2642	6.4	54.7	107	947	6.4	19.6	106	409	7.1	8.5	119
ABC FM	2202	1616	2.9	73.4	106	1246	3.0	56.6	110	445	3.0	20.2	110	*188	3.3	8.5	120
ABC INFORMATION	5425	3828	6.8	70.6	102	2823	6.8	52.0	101	969	6.5	17.9	97	357	6.2	6.6	92
ABC ROCK	1677	1177	2.1	70.2	101	710	1.7	42.3	83	480	3.2	28.6	155	*184	3.2	11.0	154
CBS	4430	2965	5.3	66.9	96	2084	5.0	47.0	92	792	5.3	17.9	97	350	6.1	7.9	111
MUTUAL	4992	3334	5.9	66.8	96	2460	5.9	49.3	96	1019	6.8	20.4	111	373	6.5	7.5	105
NBC	4679	3372	6.0	72.1	104	2558	6.2	54.7	107	924	6.2	19.7	107	320	5.5	6.8	96
RADIORADIO	1994	1367	2.4	68.6	99	1016	2.4	51.0	99	379	2.5	19.0	103	*131	2.3	6.6	92
RKO ONE	2298	1587	2.8	69.1	99	1101	2.7	47.9	93	479	3.2	20.8	113	*161	2.8	7.0	98
RKO TWO	3311	2434	4.3	73.5	106	1720	4.1	51.9	101	623	4.2	18.8	102	*290	5.0	8.8	123
THE SOURCE	2114	1511	2.7	71.5	103	1103	2.7	52.2	102	432	2.9	20.4	111	*210	3.6	9.9	139
NON-WIRED: BLAIR	8654	6377	11.3	73.7	106	4570	11.0	52.8	103	1701	11.4	19.7	107	579	10.0	6.7	94
INTERNET	12025	8719	15.5	72.5	104	6292	15.2	52.3	102	2641	17.7	22.0	119	967	16.8	8.0	113
KATZ RADIO GROUP	15359	11152	19.8	72.6	105	8428	20.3	54.9	107	2831	19.0	18.4	100	1130	19.6	7.4	103
SUPERNET	10628	7425	13.2	69.9	101	5328	12.8	50.1	98	2145	14.4	20.2	110	769	13.3	7.2	102
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	5836	10.4	67.4	97	4409	10.6	50.9	99	1467	9.8	16.9	92	613	10.6	7.1	99
MKDAY 9:00 AM - 1:00 PM	12163	7985	14.2	65.6	95	5872	14.1	48.3	94	2390	16.0	19.6	107	1015	17.6	8.3	117
MKDAY 1:00 PM - 4:30 PM	16150	10683	19.0	66.1	95	7836	18.9	48.5	95	3292	22.1	20.4	111	1383	24.0	8.6	120
MKDAY 4:30 PM - 7:30 PM	22463	14956	26.6	66.6	96	10947	26.4	48.7	95	3915	26.3	17.4	95	1579	27.4	7.0	99
MKDAY 7:30 PM - 8:00 PM	31795	21405	38.1	67.3	97	15824	38.1	49.8	97	5488	36.8	17.3	94	2114	36.6	6.6	93
MKDAY 11:00 PM - 11:30 PM	23977	16483	29.3	68.7	99	12265	29.5	51.2	100	4628	31.0	19.3	105	1797	31.1	7.5	105
MKDAY 11:30 PM - 1:00 AM	7703	5158	9.2	67.0	96	3742	9.0	48.6	95	1669	11.2	21.7	118	657	11.4	8.5	120
M-SAT 8-11 PM-SUN 7-11 PM	33800	23595	42.0	69.8	101	17529	42.2	51.9	101	6195	41.5	18.3	100	2315	40.1	6.8	96
MKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4249	7.6	65.0	94	3304	8.0	50.5	99	1389	9.3	21.2	115	472	8.2	7.2	101
ANOTHER WORLD	N 4620	3030	5.4	65.6	94	2145	5.2	46.4	91	848	5.7	18.4	100	365	6.3	7.9	111
AS THE WORLD TURNS	C 5614	3655	6.5	65.1	94	2654	6.4	47.3	92	1175	7.9	20.9	114	530	9.2	9.4	132
CAPITOL	C 3396	2189	3.9	64.5	93	1637	3.9	48.2	94	689	4.6	20.3	110	305	5.3	9.0	126
CBS MORN. NEWS 1	C 1446	931	1.7	64.4	93	684	1.6	47.3	92	173	1.2	12.0	65	*62	1.1	4.3	60
CBS MORN. NEWS 2	C 1207	784	1.4	65.0	94	568	1.4	47.1	92	155	1.0	12.8	70	*68	1.2	5.6	79
DAYS OF OUR LIVES	N 5877	4101	7.3	69.8	100	2841	6.8	48.3	94	1191	8.0	20.3	110	503	8.7	8.6	120
FACTS OF LIFE - DAYTIME	N 2290	1476	2.6	64.5	93	1058	2.5	46.2	90	333	2.2	14.5	79	159	2.8	6.9	97
FAMILY FEUD	A 3023	1926	3.4	63.7	92	1461	3.5	48.3	94	596	4.0	19.7	107	244	4.2	8.1	113
GENERAL HOSPITAL	A 6097	4037	7.2	66.2	95	2959	7.1	48.5	95	1345	9.0	22.1	120	540	9.4	8.9	124
GOOD MORNING, AMERICA-730	A 3515	2461	4.4	70.0	101	1827	4.4	52.0	101	606	4.1	17.2	94	292	5.1	8.3	117
GOOD MORNING, AMERICA-830	A 2818	1948	3.5	69.1	100	1520	3.7	53.9	105	513	3.4	18.2	99	228	4.0	8.1	114
GUIDING LIGHT	C 5339	3508	6.2	65.7	95	2497	6.0	46.8	91	1068	7.2	20.0	109	454	7.9	8.5	119
ONE LIFE TO LIVE	A 4478	2911	5.2	65.0	94	2226	5.4	49.7	97	1057	7.1	23.6	128	440	7.6	9.8	138
PRESS YOUR LUCK	C 2244	1547	2.8	68.9	99	1163	2.8	51.8	101	489	3.3	21.8	118	198	3.4	8.8	124
PRICE IS RIGHT 1	C 4348	2866	5.1	65.9	95	2049	4.9	47.1	92	847	5.7						

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	TOTAL U.S. '000	OTHER FROZEN CHICKEN USED IN LAST 6 MONTHS				OTHER FROZEN CHICKEN USED IN LAST 7 DAYS				FRESH BREAST OF TURKEY USED IN LAST 6 MONTHS				FRESH BREAST OF TURKEY USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	9799	100.0	12.1	100	4366	100.0	5.4	100	10896	100.0	13.5	100	2824	100.0	3.5	100
18 - 24	9282	1366	13.9	14.7	122	*645	14.8	6.9	129	1055	9.7	11.4	84	**248	8.8	2.7	77
25 - 34	19072	2589	26.4	13.6	112	1110	25.4	5.8	108	3232	29.7	16.9	126	831	29.4	4.4	125
35 - 44	14591	2035	20.8	13.9	115	840	19.2	5.8	107	2463	22.6	16.9	125	*575	20.4	3.9	113
45 - 54	11345	1148	11.7	10.1	84	497	11.4	4.4	81	1364	12.5	12.0	89	*369	13.1	3.3	93
55 - 64	11635	1343	13.7	11.5	95	*658	15.1	5.7	105	1439	13.2	12.4	92	*391	13.8	3.4	96
65 OR OLDER	15061	1320	13.5	8.8	72	616	14.1	4.1	76	1343	12.3	8.9	66	*410	14.5	~	78
18 - 34	28354	3955	40.4	13.9	115	1755	40.2	6.2	115	4287	39.3	15.1	112	1079	38.2	~	109
18 - 49	48339	6542	66.8	13.5	112	2817	64.5	5.8	108	7417	68.1	15.3	114	1804	63.9	3.1	107
25 - 54	45008	5772	58.9	12.8	106	2447	56.0	5.4	101	7058	64.8	15.7	117	1775	62.9	3.3	113
35 - 49	19985	2587	26.4	12.9	107	1062	24.3	5.3	99	3129	28.7	15.7	116	725	25.7	3.6	104
50 OR OLDER	32647	3258	33.2	10.0	82	1549	35.5	4.7	88	3479	31.9	10.7	79	1020	36.1	3.1	90
GRADUATED COLLEGE	11155	1586	16.2	14.2	118	695	15.9	6.2	116	1966	18.0	17.6	131	594	21.0	5.3	153
ATTENDED COLLEGE	13682	1640	16.7	12.0	99	658	15.1	4.8	89	2185	20.1	16.0	119	*557	19.7	4.1	117
GRADUATED HIGH SCHOOL	33880	4550	46.4	13.4	111	2083	47.7	6.1	114	4615	42.4	13.6	101	1121	39.7	3.3	95
DID NOT GRADUATE HIGH SCHOOL	22270	2024	20.7	9.1	75	931	21.3	4.2	78	2131	19.6	9.6	71	*551	19.5	2.5	71
EMPLOYED	40306	5066	51.7	12.6	104	2232	51.1	5.5	103	6499	59.6	16.1	120	1715	60.7	4.3	122
EMPLOYED FULL-TIME	32850	4113	42.0	12.5	103	1784	40.9	5.4	101	5282	48.5	16.1	120	1371	48.5	4.2	120
EMPLOYED PART-TIME	7456	953	9.7	12.8	106	*448	10.3	6.0	111	1217	11.2	16.3	121	*345	12.2	4.6	133
NOT EMPLOYED	40680	4734	48.3	11.6	96	2135	48.9	5.2	97	4397	40.4	10.8	80	1109	39.3	2.7	78
PROFESSIONAL/MANAGER	10392	1275	13.0	12.3	101	*517	11.8	5.0	92	1977	18.1	19.0	141	*669	23.7	6.4	185
TECH/CLERICAL/SALES	17574	2249	23.0	12.8	106	947	21.7	5.4	100	2970	27.3	16.9	126	711	25.2	4.0	116
PRECISION/CRAFT	985	*194	2.0	19.7	163	*115	2.6	11.7	217	*114	1.0	11.6	86	*27	1.0	2.7	79
OTHER EMPLOYED	11354	1348	13.8	11.9	98	653	15.0	5.8	107	1438	13.2	12.7	94	*308	10.9	2.7	78
SINGLE	9863	1280	13.1	13.0	107	650	14.9	6.6	122	1336	12.3	13.5	101	*378	13.4	3.8	110
MARRIED	51375	6548	66.8	12.7	105	2869	65.7	5.6	104	7288	66.9	14.2	105	1822	64.5	3.5	102
DIVORCED/SEPARATED/WIDOWED	19748	1971	20.1	10.0	82	847	19.4	4.3	80	2271	20.8	11.5	85	624	22.1	3.2	91
PARENTS	32590	4431	45.2	13.6	112	1925	44.1	5.9	110	5120	47.0	15.7	117	1297	45.9	4.0	114
WHITE	70416	8695	88.7	12.3	102	3691	84.5	5.2	97	9818	90.1	13.9	104	2388	84.6	3.4	97
BLACK	8778	791	8.1	9.0	74	*419	9.6	4.8	89	821	7.5	9.4	70	*267	9.5	3.0	87
OTHER	1791	*313	3.2	17.5	144	*256	5.9	14.3	265	*257	2.4	14.3	107	*168	5.9	9.4	269
NORTHEAST-CENSUS	17786	2113	21.6	11.9	98	728	16.7	4.1	76	2967	27.2	16.7	124	698	24.7	3.9	113
NORTH CENTRAL	20741	2595	26.5	12.5	103	1204	27.6	5.8	108	2371	21.8	11.4	85	595	21.1	2.9	82
SOUTH	27775	2767	28.2	10.0	82	1495	34.2	5.4	100	3168	29.1	11.4	85	922	32.6	3.3	95
WEST	14683	2325	23.7	15.8	131	940	21.5	6.4	119	2390	21.9	16.3	121	*609	21.6	4.1	119
NORTHEAST-MKTG.	17961	2307	23.5	12.8	106	903	20.7	5.0	93	2980	27.3	16.6	123	736	26.1	4.1	118
EAST CENTRAL	11885	1324	13.5	11.1	92	526	12.0	4.4	82	1517	13.9	12.8	95	*364	12.9	3.1	88
WEST CENTRAL	14090	1810	18.5	12.8	106	932	21.3	6.6	123	1516	13.9	10.8	80	*355	12.6	2.5	72
SOUTH	24081	2322	23.7	9.6	80	1231	28.2	5.1	95	2700	24.8	11.2	83	802	28.4	3.3	96
PACIFIC	12969	2036	20.8	15.7	130	774	17.7	6.0	111	2183	20.0	16.8	125	*567	20.1	4.4	125
COUNTY SIZE A	32439	3918	40.0	12.1	100	1837	42.1	5.7	105	5147	47.2	15.9	118	1340	47.5	4.1	118
COUNTY SIZE B	24915	3045	31.1	12.2	101	1387	31.8	5.6	103	3351	30.8	13.4	100	847	30.0	3.4	97
COUNTY SIZE C	12930	1683	17.2	13.0	108	614	14.1	4.7	88	1494	13.7	11.6	86	*458	16.2	3.5	102
COUNTY SIZE D	10703	1153	11.8	10.8	89	*529	12.1	4.9	92	904	8.3	8.4	63	*179	6.3	1.7	48
METRO CENTRAL CITY	24518	2921	29.8	11.9	98	1437	32.9	5.9	109	3432	31.5	14.0	104	980	34.7	4.0	115
METRO SUBURBAN	35919	4581	46.7	12.8	105	1943	44.5	5.4	100	5509	50.6	15.3	114	1373	48.6	3.8	110
NON METRO	20549	2297	23.4	11.2	92	986	22.6	4.8	89	1955	17.9	9.5	71	*472	16.7	2.3	66
TOP 5 ADI'S	18341	2272	23.2	12.4	102	1005	23.0	5.5	102	3176	29.1	17.3	129	816	28.9	4.4	128
TOP 10 ADI'S	25378	2921	29.8	11.5	95	1372	31.4	5.4	100	4022	36.9	15.8	118	1029	36.4	4.1	116
TOP 20 ADI'S	36488	4440	45.3	12.2	101	2093	47.9	5.7	106	5556	51.0	15.2	113	1465	51.9	4.0	115
HSHLD INC. \$50,000 OR MORE	6612	1018	10.4	15.4	127	*495	11.3	7.5	139	1424	13.1	21.5	160	*496	17.6	7.5	215
\$40,000 OR MORE	12659	1754	17.9	13.9	115	764	17.5	6.0	112	2657	24.4	21.0	156	814	28.8	6.4	184
\$30,000 OR MORE	24698	3300	33.7	13.4	110	1463	33.5	5.9	110	4506	41.4	18.2	136	1186	42.0	4.8	138
\$25,000 OR MORE	32077	4094	41.8	12.8	105	1845	42.3	5.8	107	5740	52.7	17.9	133	1495	52.9	4.7	134
\$20,000 - \$24,999	9144	1227	12.5	13.4	111	*578	13.2	6.3	117	1359	12.5	14.9	110	*293	10.4	3.2	92
\$15,000 - \$19,999	8728	1191	12.2	13.6	113	577	13.2	6.6	123	967	8.9	11.1	82	*308	10.9	3.5	101
\$10,000 - \$14,999	12562	1444	14.7	11.5	95	*448	10.3	3.6	66	1410	12.9	11.2	83	*311	11.0	2.5	71
UNDER \$10,000	18475	1844	18.8	10.0	82	920	21.1	5.0	92	1420	13.0	7.7	57	416	14.7	2.3	65
HOUSEHOLD OF 1 PERSON	11987	1051	10.7	8.8	72	404	9.3	3.4	63	1178	10.8	9.8	73	297	10.5	2.5	71
2 PEOPLE	26577	3197	32.6	12.0	99	1414	32.4	5.3	99	3189	29.3	12.0	89	758	26.8	2.9	82
3 OR 4 PEOPLE	30617	3574	36.5	11.7	96	1800	41.2	5.9	109	4648	42.7	15.2	113	1345	47.6	4.4	126
5 OR MORE PEOPLE	11804	1977	20.2	16.7	138	*749	17.2	6.3	118	1881	17.3	15.9	118	*423	15.0	3.6	103
NO CHILD IN HSHLD	46165	5122	52.3	11.1	92	2346	53.7	5.1	94	5491	50.4	11.9	88	1458	51.6	3.2	91
CHILD(REN) UNDER 2 YRS	5325	827	8.4	15.5	128	*380	8.7	7.1	132	731	6.7	13.7	102	*214	7.6	4.0	115
2 - 5 YEARS	14221	2193	22.4	15.4	127	864	19.8	6.1	113	2190	20.1	15.4	114	*643	22.8	4.5	130
6 - 11 YEARS	15117	2128	21.7	14.1	116	916	21.0	6.1	112	2466	22.6	16.3	121	*556	19.7	3.7	105
12 - 17 YEARS	16611	1963	20.0	11.8	98	888	20.3	5.3	99	2544	23.3	15.3	114	642	22.7	3.9	111
RESIDENCE OWNED	55884	6998	71.4	12.5	103	3123	71.5	5.6	104	7946	72.9	14.2	106	2142	75.8	3.8	110
VALUE: \$50,000 OR MORE	31744	4422	45.1	13.9	115	1959	44.9	6.2	114	5514	50.6	17.4	129	1540	54.5	4.9	139
VALUE: UNDER \$50,000	24140	2576	26.3	10.7	88	1164	26.7	4.8	89	2432	22.3	10.1	75	602	21.3	2.5	72

		TOTAL U.S. '000	OTHER FROZEN CHICKEN USED IN LAST 6 MONTHS					OTHER FROZEN CHICKEN USED IN LAST 7 DAYS					FRESH BREAST OF TURKEY USED IN LAST 6 MONTHS					FRESH BREAST OF TURKEY USED IN LAST 7 DAYS				
			A '000	B DOWN	C ACROSS		D INDX	A '000	B DOWN	C ACROSS		D INDX	A '000	B DOWN	C ACROSS		D INDX	A '000	B DOWN	C ACROSS		D INDX
					%					%					%					%		
TOTAL FEMALE HOMEMAKERS		80986	9799	100.0	12.1	100	4366	100.0	5.4	100	10896	100.0	13.5	100	2824	100.0	3.5	100				
MAGAZINES	QUINTILE 1	15799	2169	22.1	13.7	113	881	20.2	5.6	103	2847	26.1	18.0	134	682	24.2	4.3	124				
	QUINTILE 2	17259	2099	21.4	12.2	101	908	20.8	5.3	98	2393	22.0	13.9	103	667	23.6	3.9	111				
	QUINTILE 3	13545	1732	17.7	12.8	106	838	19.2	6.2	115	1759	16.1	13.0	97	*414	14.7	3.1	88				
	QUINTILE 4	15133	1736	17.7	11.5	95	805	18.4	5.3	99	1782	16.4	11.8	88	*490	17.4	3.2	93				
	QUINTILE 5	19250	2064	21.1	10.7	89	935	21.4	4.9	90	2115	19.4	11.0	82	*572	20.3	3.0	85				
NEWSPAPERS	QUINTILE 1	12413	1432	14.6	11.5	95	614	14.1	4.9	92	1843	16.9	14.8	110	500	17.7	4.0	116				
	QUINTILE 2	24116	3088	31.5	12.8	106	1443	33.1	6.0	111	3560	32.7	14.8	110	951	33.7	3.9	111				
	QUINTILE 3	11261	1162	11.9	10.3	85	*444	10.2	3.9	73	1704	15.6	15.1	112	*503	17.8	4.5	122				
	QUINTILE 4	20255	2575	26.3	12.7	105	1225	28.1	6.0	112	2387	21.9	11.8	88	549	19.4	2.7	78				
	QUINTILE 5	12940	1542	15.7	11.9	98	641	14.7	5.0	92	1402	12.9	10.8	81	*322	11.4	2.5	71				
OUTDOOR	QUINTILE 1	14852	2147	21.9	14.5	119	791	18.1	5.3	99	2344	21.5	15.8	117	750	26.6	5.0	145				
	QUINTILE 2	15725	2009	20.5	12.8	106	820	18.8	5.2	97	2121	19.5	13.5	100	602	21.3	3.8	110				
	QUINTILE 3	16330	1821	18.6	11.2	92	906	20.8	5.5	103	2167	19.9	13.3	99	584	20.7	3.6	103				
	QUINTILE 4	16744	1856	18.9	11.1	92	838	19.2	5.0	93	2252	20.7	13.4	100	*518	18.3	3.1	89				
	QUINTILE 5	17334	1967	20.1	11.3	94	1012	23.2	5.8	108	2011	18.5	11.6	86	*370	13.1	2.1	61				
RADIO-DRIVE TIME	QUINTILE 1	15911	2140	21.8	13.4	111	911	20.9	5.7	106	2052	18.8	12.9	96	*435	15.4	2.7	78				
	QUINTILE 2	14837	1859	19.0	12.5	104	813	18.6	5.5	102	1952	17.9	13.2	98	560	19.8	3.8	108				
	QUINTILE 3	15339	1711	17.5	11.2	92	782	17.9	5.1	95	2278	20.9	14.9	110	*643	22.8	4.2	120				
	QUINTILE 4	16723	1920	19.6	11.5	95	834	19.1	5.0	93	2474	22.7	14.8	110	759	26.9	4.5	130				
	QUINTILE 5	18176	2170	22.1	11.9	99	1026	23.5	5.6	105	2140	19.6	11.8	88	*426	15.1	2.3	67				
RADIO-MID- DAY	TERCILE 1	21020	2431	24.8	11.6	96	1055	24.2	5.0	93	2905	26.7	13.8	103	833	29.5	4.0	114				
	TERCILE 2	21610	2699	27.5	12.5	103	1146	26.2	5.3	98	2958	27.1	13.7	102	700	24.8	3.2	93				
	TERCILE 3	38355	4670	47.7	12.2	101	2166	49.6	5.6	105	5033	46.2	13.1	98	1291	45.7	3.4	97				
RADIO-TOTAL	QUINTILE 1	15988	1995	20.4	12.5	103	869	19.9	5.4	101	2115	19.4	13.2	98	*485	17.2	3.0	87				
	QUINTILE 2	15626	2005	20.5	12.8	106	804	18.4	5.1	95	2085	19.1	13.3	99	*559	19.8	3.6	103				
	QUINTILE 3	16723	1948	19.9	11.6	96	843	19.3	5.0	94	2509	23.0	15.0	112	714	25.3	4.3	122				
	QUINTILE 4	16342	1958	20.0	12.0	99	991	22.7	6.1	112	2267	20.8	13.9	103	*599	21.2	3.7	105				
	QUINTILE 5	16306	1893	19.3	11.6	96	860	19.7	5.3	98	1920	17.6	11.8	88	*467	16.5	2.9	82				
TV-PRIME TIME	QUINTILE 1	15953	1824	18.6	11.4	94	973	22.3	6.1	113	2133	19.6	13.4	99	654	23.2	4.1	118				
	QUINTILE 2	16137	2089	21.3	12.9	107	789	18.1	4.9	91	2242	20.6	13.9	103	*630	22.3	3.9	112				
	QUINTILE 3	16420	1957	20.0	11.9	99	910	20.8	5.5	103	2241	20.6	13.6	101	*404	14.3	2.5	71				
	QUINTILE 4	16687	1987	20.3	11.9	98	871	19.9	5.2	97	2291	21.0	13.7	102	652	23.1	3.9	112				
	QUINTILE 5	15789	1942	19.8	12.3	102	824	18.9	5.2	97	1988	18.2	12.6	94	*483	17.1	3.1	88				
TV-DAYTIME	TERCILE 1	27736	3588	36.6	12.9	107	1512	34.6	5.5	101	3300	30.3	11.9	88	868	30.7	3.1	90				
	TERCILE 2	26489	3100	31.6	11.7	97	1508	34.5	5.7	106	3657	33.6	13.8	103	963	34.1	3.6	104				
	TERCILE 3	26761	3111	31.7	11.6	96	1346	30.8	5.0	93	3939	36.2	14.7	109	992	35.1	3.7	106				
TV-TOTAL	QUINTILE 1	16345	2067	21.1	12.6	105	990	22.7	6.1	112	1959	18.0	12.0	89	615	21.8	3.8	108				
	QUINTILE 2	16447	1998	20.4	12.1	100	812	18.6	4.9	92	2182	20.0	13.3	99	*491	17.4	3.0	86				
	QUINTILE 3	15980	1800	18.4	11.3	93	853	19.5	5.3	99	2164	19.9	13.5	101	581	20.6	3.6	104				
	QUINTILE 4	15887	2083	21.3	13.1	108	938	21.5	5.9	110	2402	22.0	15.1	112	643	22.8	4.0	116				
	QUINTILE 5	16326	1851	18.9	11.3	94	774	17.7	4.7	88	2188	20.1	13.4	100	*494	17.5	3.0	87				
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	2633	26.9	12.7	105	1063	24.3	5.1	95	3428	31.5	16.5	123	926	32.8	4.5	128				
	NEWSPAPER IMPERATIVE	19186	2412	24.6	12.6	104	1019	23.3	5.3	99	2691	24.7	14.0	104	646	22.9	3.4	97				
		21899	2528	25.8	11.5	95	1268	29.0	5.8	107	2845	26.1	13.0	97	766	27.1	3.5	100				
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	2117	21.6	13.7	113	854	19.6	5.5	103	2474	22.7	16.0	119	766	27.1	5.0	142				
	OUTDOOR IMPERATIVE	25953	3032	30.9	11.7	97	1414	32.4	5.4	101	3719	34.1	14.3	107	783	27.7	3.0	87				
		24400	2983	30.4	12.2	101	1231	28.2	5.0	94	3023	27.7	12.4	92	838	29.7	3.4	98				
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	2352	24.0	13.0	108	1062	24.3	5.9	109	2651	24.3	14.7	109	531	18.8	2.9	84				
	RADIO IMPERATIVE	23571	2931	29.9	12.4	103	1291	29.6	5.5	102	3688	33.8	15.6	116	1009	35.7	4.3	123				
		23278	2824	28.8	12.1	100	1222	28.0	5.2	97	2752	25.3	11.8	88	835	29.6	3.6	103				
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	1915	19.5	12.4	102	845	19.4	5.5	101	2283	21.0	14.8	110	578	20.5	3.7	107				
	TELEVISION IMPERATIVE	25829	3364	34.3	13.0	108	1427	32.7	5.5	102	4099	37.6	15.9	118	1022	36.2	4.0	113				
		26039	3097	31.6	11.9	98	1456	33.3	5.6	104	2887	26.5	11.1	82	813	28.8	3.1	90				
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	2298	23.5	13.8	114	987	22.6	5.9	110	2519	23.1	15.2	113	788	27.9	4.7	136				
	OUTDOOR IMPERATIVE	26834	2956	30.2	11.0	91	1398	32.0	5.2	97	3867	35.5	14.4	107	891	31.6	3.3	95				
		23346	2938	30.0	12.6	104	1191	27.3	5.1	95	3036	27.9	13.0	97	836	29.6	3.6	103				
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	1988	20.3	11.6	96	884	20.2	5.2	96	2240	20.6	13.1	97	594	21.0	3.5	99				
	RADIO IMPERATIVE	25892	3092	31.6	11.9	99	1399	32.0	5.4	100	4109	37.7	15.9	118	1146	40.6	4.4	127				
		23167	2975	30.4	12.8	106	1228	28.1	5.3	98	3078	28.2	13.3	99	765	27.1	3.3	95				
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	2229	22.7	13.0	107	922	21.1	5.4	100	2531	23.2	14.8	110	701	24.8	4.1	117				
	TELEVISION IMPERATIVE	26214	3063	31.3	11.7	97	1433	32.8	5.5	101	3926	36.0	15.0	111	1119	39.6	4.3	122				
		23412	2688	27.4	11.5	95	1242	28.4	5.3	98	2648	24.3	11.3	84	706	25.0	3.0	86				
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	2000	20.4	13.1	108	786	18.0	5.1	95	2237	20.5	14.6	109	646	22.9	4.2	121				
	RADIO IMPERATIVE	24901	3118	31.8	12.5	103	1349	30.9	5.4	100	3518	32.3	14.1	105	1084	38.4	4.4	125				
		26492	3159	32.2	11.9	99	1482	33.9	5.6	104	3436	31.5	13.0	96	785	27.8	3.0	85				
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	14794	2021	20.6	13.7	113	860	19.7	5.8	108	2011	18.5	13.6	101	649	23.0	4.4	126				
	TELEVISION IMPERATIVE</																					

	TOTAL U.S. '000	OTHER FROZEN CHICKEN USED IN LAST 6 MONTHS				OTHER FROZEN CHICKEN USED IN LAST 7 DAYS				FRESH BREAST OF TURKEY USED IN LAST 6 MONTHS				FRESH BREAST OF TURKEY USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	9799	100.0	12.1	100	4366	100.0	5.4	100	10896	100.0	13.5	100	2824	100.0	3.5	100
ATLANTIC MONTHLY	415	**55	0.6	13.3	110	**37	0.8	8.9	165	**92	0.8	22.2	165	**32	1.1	7.7	221
BARRON'S	453	**20	0.2	4.4	36	**12	0.3	2.6	49	**95	0.9	21.0	156	**56	2.0	12.4	355
BETTER HOMES & GARDENS	16256	2181	22.3	13.4	111	936	21.4	5.8	107	2340	21.5	14.4	107	656	23.2	4.0	116
BON APPETIT	2535	419	4.3	16.5	137	**143	3.3	5.6	105	485	4.5	19.1	142	**99	3.5	3.9	112
BUSINESS WEEK	1278	*114	1.2	8.9	74	**48	1.1	3.8	70	*174	1.6	13.6	101	**71	2.5	5.6	159
CAR AND DRIVER	378	**27	0.3	7.1	59	**11	0.3	2.9	54	**93	0.9	24.6	183	**30	1.1	7.9	228
CBS MAGAZINE NETWORK (GROSS)	1498	*202	2.1	13.5	111	**130	3.0	8.7	161	*362	3.3	24.2	180	**135	4.8	9.0	258
CHANGING TIMES	1505	*245	2.5	16.3	135	**93	2.1	6.2	115	280	2.6	18.6	138	**44	1.6	2.9	84
COLONIAL HOMES	1231	*148	1.5	12.0	99	*53	1.2	4.3	80	264	2.4	21.4	159	**68	2.4	5.5	158
CONDE NAST MAG. PKG. (GROSS)	14146	1662	17.0	11.7	97	779	17.8	5.5	102	2525	23.2	17.8	133	652	23.1	4.6	132
CONSUMERS DIGEST	1323	*178	1.8	13.5	111	**99	2.3	7.5	139	*270	2.5	20.4	152	**77	2.7	5.8	167
COSMOPOLITAN	7102	961	9.8	13.5	112	374	8.6	5.3	98	1286	11.8	18.1	135	231	8.2	3.3	93
COUNTRY LIVING	2481	420	4.3	16.9	140	*225	5.2	9.1	168	482	4.4	19.4	144	*123	4.4	5.0	142
CUISINE	1472	*230	2.3	15.6	129	**111	2.5	7.5	140	280	2.6	19.0	141	**50	1.8	3.4	97
CYCLE WORLD	425	*91	0.9	21.4	177	**71	1.6	16.7	310	**44	0.4	10.4	77	**31	1.1	7.3	209
DCI:CREATIVE IDEAS FOR LIV	2510	586	6.0	23.3	193	*307	7.0	12.2	227	396	3.6	15.8	117	**114	4.0	4.5	130
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1212	12.4	18.1	150	624	14.3	9.3	173	1132	10.4	16.9	126	299	10.6	4.5	128
DISCOVER	894	*123	1.3	13.8	114	**84	1.9	9.4	174	*158	1.5	17.7	131	**30	1.1	3.4	96
EBONY	3507	323	3.3	9.2	76	*148	3.4	4.2	78	354	3.2	10.1	75	**74	2.6	2.1	61
ESQUIRE	1083	*127	1.3	11.7	97	**66	1.5	6.1	113	*182	1.7	16.8	125	**68	2.4	6.3	180
ESSENCE	1830	*165	1.7	9.0	75	*97	2.2	5.3	98	*157	1.4	8.6	64	**61	2.2	3.3	96
FAMILY CIRCLE	15930	2004	20.5	12.6	104	827	18.9	5.2	96	2450	22.5	15.4	114	609	21.6	3.8	110
THE FAMILY HANDYMAN	1126	*153	1.6	13.6	112	*62	1.4	5.5	102	*143	1.3	12.7	94	*115	0.5	1.3	38
FAMILY WEEKLY	11468	1394	14.2	12.2	100	602	13.8	5.2	97	1451	13.3	12.7	94	416	14.7	3.6	104
FIELD & STREAM	2234	*332	3.4	14.9	123	**127	2.9	5.7	105	*246	2.3	11.0	82	**23	0.8	1.0	30
FOOD & WINE	579	**84	0.9	14.5	120	**70	1.6	12.1	224	*157	1.4	27.1	202	**63	2.2	10.9	312
FORBES	728	**52	0.5	7.1	59	**23	0.5	3.2	59	**139	1.3	19.1	142	**49	1.7	6.7	193
FORTUNE	906	**86	0.9	9.5	78	*36	0.8	4.0	74	*156	1.4	17.2	128	**65	2.3	7.2	206
GENTLEMEN'S QUARTERLY	791	**155	1.6	19.6	162	*57	1.3	7.2	134	*194	1.8	24.5	182	*16	0.6	2.0	58
GLAMOUR	5265	603	6.2	11.5	95	275	6.3	5.2	97	984	9.0	18.7	139	*218	7.7	4.1	119
GOLF DIGEST	636	**83	0.8	13.1	108	*39	0.9	6.1	114	*84	0.8	13.2	98	*26	0.9	4.1	117
GOLF DIGEST/TENNIS (GROSS)	1186	*136	1.4	11.5	95	*50	1.1	4.2	78	*171	1.6	14.4	107	*78	2.8	6.6	189
GOLF MAGAZINE	441	**48	0.5	10.9	90	*12	0.3	2.7	50	*94	0.9	21.3	158	*15	0.5	3.4	98
GOLF MAGAZINE/SKI (GROSS)	922	**93	0.9	10.1	83	*39	0.9	4.2	78	*182	1.7	19.7	147	*32	1.1	3.5	100
GOOD HOUSEKEEPING	16487	2134	21.8	12.9	107	957	21.9	5.8	108	2430	22.3	14.7	110	695	24.6	4.2	121
HARPER'S BAZAAR	2423	316	3.2	13.0	108	*148	3.4	6.1	113	424	3.9	17.5	130	*169	6.0	7.0	200
HEALTH	1994	223	2.3	11.2	92	**112	2.6	5.6	104	338	3.1	17.0	126	*132	4.7	6.6	190
HEARST MAG CORP. BUY (GROSS)	44101	5925	60.5	13.4	111	2673	61.2	6.1	112	7170	65.8	16.3	121	1818	64.4	4.1	118
HEARST MAN POWER (GROSS)	1993	*263	2.7	13.2	109	*89	2.0	4.5	83	*247	2.3	12.4	92	*28	1.0	1.4	40
HEARST WOMAN POWER (GROSS)	31274	4072	41.6	13.0	108	1797	41.2	5.7	107	4879	44.8	15.6	116	1220	43.2	3.9	112
HOUSE BEAUTIFUL	3623	547	5.6	15.1	125	*293	6.7	8.1	150	646	5.9	17.8	133	*167	5.9	4.6	132
INC.	283	**30	0.3	10.6	88	*14	0.3	4.9	92	*60	0.6	21.2	158	*43	1.5	15.2	436
JET	2928	284	2.9	9.7	80	*122	2.8	4.2	77	266	2.4	9.1	68	*66	2.3	2.3	65
LADIES' HOME JOURNAL	11918	1516	15.5	12.7	105	690	15.8	5.8	107	1860	17.1	15.6	116	524	18.6	4.4	126
LHJ FAMILY GRP COMBO(GROSS)	16764	2190	22.3	13.1	108	1011	23.2	6.0	112	2682	24.6	16.0	119	736	26.1	4.4	126
LIFE	4254	656	6.7	15.4	127	265	6.1	6.2	116	796	7.3	18.7	139	*231	8.2	5.4	156
L.A. TIMES HOME MAGAZINE	1145	*167	1.7	14.6	121	*61	1.4	5.3	99	361	3.3	31.5	234	*114	4.0	10.0	286
MADMOISELLE	2884	341	3.5	11.8	98	*168	3.8	5.8	108	558	5.1	19.3	144	*164	5.8	5.7	163
MC CALL'S	13460	1655	16.9	12.3	102	648	14.8	4.8	89	2020	18.5	15.0	112	463	16.4	3.4	99
MC CALL'S/WRK MOTHER (GROSS)	14606	1754	17.9	12.0	99	704	16.1	4.8	89	2302	21.1	15.8	117	608	21.5	4.2	119
MECHANIX ILLUSTRATED	772	*137	1.4	17.7	147	*45	1.0	5.8	108	*142	1.3	18.4	137	*14	0.5	1.8	52
METROPOLITAN HOME	967	*100	1.0	10.3	85	*62	1.4	6.4	119	*177	1.6	18.3	136	*64	2.3	6.6	190
MONEY	1588	310	3.2	19.5	161	*178	4.1	11.2	208	247	2.3	15.6	116	*92	3.3	5.8	166
MOTHER EARTH NEWS	1002	*273	2.8	27.2	225	*81	1.9	8.1	150	*97	0.9	9.7	72	*13	0.5	1.3	37
MS.	825	*129	1.3	15.6	129	*38	0.9	4.6	85	*82	0.8	9.9	74	*26	0.9	3.2	90
NATIONAL ENQUIRER	10336	1130	11.5	10.9	90	435	10.0	4.2	78	1468	13.5	14.2	106	*312	11.0	3.0	87
NATIONAL GEOGRAPHIC	9597	1471	15.0	15.3	127	625	14.3	6.5	121	1543	14.2	16.1	120	404	14.3	4.2	121
NATIONAL SUNDAY MAGAZINE PKG	49558	6161	62.9	12.4	103	2786	63.8	5.6	104	7268	66.7	14.7	109	2006	71.0	4.0	116
NATURAL HISTORY	573	*98	1.0	17.1	141	*77	1.8	13.4	249	*72	0.7	12.6	93	*8	0.3	1.4	40
NEW WOMAN	1699	*125	1.3	7.4	61	*53	1.2	3.1	58	258	2.4	15.2	113	*81	2.9	4.8	137
NEW YORK INCLUDING CUE	443	*47	0.5	10.6	88	*9	0.2	2.0	38	*99	0.9	22.3	166	*17	0.6	3.8	110
THE NEW YORKER	1270	*89	0.9	7.0	58	*29	0.7	2.3	42	229	2.1	18.0	134	*81	2.9	6.4	183
NEWSWEEK	6277	804	8.2	12.8	106	408	9.3	6.5	121	1121	10.3	17.9	133	310	11.0	4.9	142
THE N.Y. TIMES DAILY EDITION	1205	*121	1.2	10.0	83	*40	0.9	3.3	62	253	2.3	21.0	156	*75	2.7	6.2	178
THE N.Y. TIMES MAGAZINE	2081	*209	2.1	10.0	83	*44	1.0	2.1	39	421	3.9	20.2	150	*124	4.4	6.0	171
OMNI	788	*155	1.6	19.7	163	*23	0.5	2.9	54	*116	1.1	14.7	109	*18	0.6	2.3	66
ON CABLE	1158	*172	1.8	14.9	123	*86	2.0	7.4	138	*225	2.1	19.4	144	*20	0.7	1.7	50
1001 HOME IDEAS	2852	451	4.6	15.8	131	*210	4.8	7.4	137	483	4.4	16.9	126	*80	2.8	2.8	80
ORGANIC GARDENING	1658	342	3.5	20.6	170	*165	3.8	10.0	185	237	2.2	14.3	106	*51	1.8	3.1	88
OUTDOOR LIFE	896	*113	1.2	12.6	104	*87	2.0	9.7	180	*118	1.1	13.2	98	*32	1.1	3.6	102
PARADE MAGAZINE	24275	3074	31.4	12.7	105	1403	32.1	5.8	107	3610	33.1	14.9	111	920	32.6	3.8	109

	TOTAL U.S. '000	OTHER FROZEN CHICKEN USED IN LAST 6 MONTHS				OTHER FROZEN CHICKEN USED IN LAST 7 DAYS				FRESH BREAST OF TURKEY USED IN LAST 6 MONTHS				FRESH BREAST OF TURKEY USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	9799	100.0	12.1	100	4366	100.0	5.4	100	10896	100.0	13.5	100	2824	100.0	3.5	100
PARENTS	3845	544	5.6	14.1	117	*197	4.5	5.1	95	584	5.4	15.2	113	*167	5.9	4.3	125
PENTHOUSE	831	**140	1.4	16.8	139	**79	1.8	9.5	176	*100	0.9	12.0	89	*27	1.0	3.2	93
PEOPLE	11645	1688	17.2	14.5	120	682	15.6	5.9	109	1978	18.2	17.0	126	*403	14.3	3.5	99
PLAYBOY	2006	296	3.0	14.8	122	*121	2.8	6.0	112	325	3.0	16.2	120	*68	2.4	3.4	97
POPULAR HOT RODDING	297	**37	0.4	12.5	103	*17	0.4	5.7	106	*70	0.6	23.6	175	*15	0.5	5.1	145
POPULAR MECHANICS	1018	**147	1.5	14.4	119	**40	0.9	3.9	73	*149	1.4	14.6	109	*12	0.4	1.2	34
POPULAR SCIENCE	878	**131	1.3	14.9	123	**49	1.1	5.6	104	*163	1.5	18.6	138	*14	0.5	1.6	46
PREVENTION	3913	626	6.4	16.0	132	*251	5.7	6.4	119	458	4.2	11.7	87	*118	4.2	3.0	86
PSYCHOLOGY TODAY	1710	274	2.8	16.0	132	*78	1.8	4.6	85	345	3.2	20.2	150	*89	3.2	5.2	149
READER'S DIGEST	22204	2949	30.1	13.3	110	1376	31.5	6.2	115	3026	27.8	13.6	101	854	31.3	4.0	114
REDBOOK	7684	978	10.0	12.7	105	465	10.7	6.1	112	1164	10.7	15.1	113	294	10.4	3.8	110
ROAD & TRACK	410	**45	0.5	11.0	91	*23	0.5	5.6	104	*119	1.1	29.0	216	*42	1.5	10.2	294
ROLLING STONE	969	**147	1.5	15.2	125	*61	1.4	6.3	117	*168	1.5	17.3	129	*42	1.5	4.3	124
RUNNER'S WORLD	298	*27	0.3	9.8	81	*15	0.3	5.0	93	*63	0.6	21.1	157	*9	0.3	3.0	87
SATURDAY EVENING POST	1169	*134	1.4	11.5	95	*18	0.4	1.5	29	*140	1.3	12.0	89	*42	1.5	3.6	103
SCIENCE 84	587	**44	0.4	7.5	62	**8	0.2	1.4	25	*99	0.9	16.9	125	*26	0.9	4.4	127
SCIENCE DIGEST	482	*71	0.7	14.7	122	*30	0.7	6.2	115	*56	0.5	11.6	86	*15	0.5	3.1	89
SCIENTIFIC AMERICAN	594	*72	0.7	12.1	100	**44	1.0	7.4	137	*96	0.9	16.2	120	*0	0.0	0.0	0
SELF	2089	*204	2.1	9.8	81	*112	2.6	5.4	99	314	2.9	15.0	112	*90	3.0	4.3	124
SEVENTEEN	2411	304	3.1	12.6	104	*183	4.2	7.6	141	327	3.0	13.6	101	*92	3.3	3.8	109
SKI	480	**45	0.5	9.4	77	**28	0.6	5.8	108	*87	0.8	18.1	135	*17	0.6	3.5	102
SMITHSONIAN	2760	350	3.6	12.7	105	*155	3.6	5.6	104	399	3.7	14.5	107	*87	3.1	3.2	90
SOAP OPERA DIGEST	3013	313	3.2	10.4	86	*169	3.9	5.6	104	412	3.8	13.7	102	*115	4.1	3.8	109
SOUTHERN LIVING	4184	626	6.4	15.0	124	317	7.3	7.6	141	736	6.8	17.6	131	*185	6.6	4.4	127
SPORT	559	*64	0.7	11.4	95	*38	0.9	6.8	126	*74	0.7	13.2	98	*3	0.1	0.5	15
THE SPORTING NEWS	436	**105	1.1	24.1	199	**80	1.8	18.3	340	*88	0.8	20.2	150	*39	1.4	8.9	257
SPORTS AFIELD	493	**46	0.5	9.3	77	*18	0.4	3.7	68	*42	0.4	8.5	63	*2	0.1	0.4	12
SPORTS ILLUSTRATED	2758	382	3.9	13.9	114	*175	4.0	6.3	118	458	4.2	16.6	123	*152	5.4	5.5	158
STAR	7456	959	9.8	12.9	106	462	10.6	6.2	115	1102	10.1	14.8	110	*262	9.3	3.5	101
SUNDAY	24936	3163	32.3	12.7	105	1514	34.7	6.1	113	3562	32.7	14.3	106	1007	35.7	4.0	116
SUNSET	2124	413	4.2	19.4	161	*172	3.9	8.1	150	337	3.1	15.9	118	*86	3.0	4.0	116
TV GUIDE	21661	2730	27.9	12.6	104	1125	25.8	5.2	96	3039	27.9	14.0	104	739	26.2	3.4	98
TENNIS	550	*53	0.5	9.6	80	*10	0.2	1.8	34	*87	0.8	15.8	118	*52	1.8	9.5	271
TIME	8880	1209	12.3	13.6	113	488	11.2	5.5	102	1504	13.8	16.9	126	338	12.0	3.8	109
TOWN & COUNTRY	917	*135	1.4	14.7	122	*68	1.6	7.4	138	*184	1.7	20.1	149	*27	1.0	2.9	84
TRAVEL & LEISURE	972	*164	1.7	16.9	139	*91	2.1	9.4	174	*162	1.5	16.7	124	*20	0.7	2.1	59
TRUE STORY	3356	452	4.6	13.5	111	*202	4.6	6.0	112	315	2.9	9.4	70	*80	2.8	2.4	68
U.S. NEWS & WORLD REPORT	3410	497	5.1	14.6	120	271	6.2	7.9	147	478	4.4	14.0	104	*174	6.2	5.1	146
USA TODAY	1759	*223	2.3	12.7	105	*65	1.5	3.7	69	270	2.5	15.3	114	*51	1.8	2.9	83
US	1873	*247	2.5	13.2	109	*87	2.0	4.6	86	311	2.9	16.6	123	*83	2.9	4.4	127
VOGUE	3909	513	5.2	13.1	108	*224	5.1	5.7	106	668	6.1	17.1	127	*180	6.4	4.6	132
WALL STREET JOURNAL	1886	*241	2.5	12.8	106	*122	2.8	6.5	120	264	2.4	14.0	104	*77	2.7	4.1	117
WEIGHT WATCHERS	2120	299	3.1	14.1	117	*221	5.1	10.4	193	429	3.9	20.2	150	*83	2.9	3.9	112
WOMAN'S DAY	14172	1939	19.8	13.7	113	812	18.6	5.7	106	2070	19.0	14.6	109	471	16.7	3.3	95
WORKING MOTHER	1146	*99	1.0	8.6	71	*56	1.3	4.9	91	*281	2.6	24.5	182	*145	5.1	12.7	363
WORKING WOMAN	1322	*198	2.0	15.0	124	*71	1.6	5.4	100	273	2.5	20.7	153	*73	2.6	5.5	158
WORLD TENNIS	*163	*12	0.1	7.4	61	*12	0.3	7.4	137	*23	0.2	14.1	105	*23	0.8	14.1	405
ZIFF-DAVIS MAG NETWK (GROSS)	2532	314	3.2	12.4	102	*145	3.3	5.7	106	462	4.2	18.2	136	*89	3.2	3.5	101
BLAIR INSERTS	43657	5390	55.0	12.3	102	2437	55.8	5.6	104	6582	60.4	15.1	112	1794	63.5	4.1	118
DAILY NEWSPAPERS																	
READ ANY	51633	6140	62.7	11.9	98	2768	63.4	5.4	99	7319	67.2	14.2	105	1990	70.5	3.9	111
READ ONE	43463	5237	53.4	12.0	100	2396	54.9	5.5	102	6064	55.7	14.0	104	1692	59.9	3.9	112
READ TWO OR MORE	8170	902	9.2	11.0	91	372	8.5	4.6	84	1255	11.5	15.4	114	298	10.6	3.6	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6520	66.5	12.4	102	2891	66.2	5.5	102	7689	70.6	14.6	108	2043	72.3	3.9	111
READ ONE	46126	5672	57.9	12.3	102	2452	56.2	5.3	99	6754	62.0	14.6	109	1815	64.3	3.9	113
READ TWO OR MORE	6552	848	8.7	12.9	107	439	10.1	6.7	124	935	8.6	14.3	106	*229	8.1	3.5	100
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.14				24.68				29.91				34.46			
30 DAY REACH	71455	8781	89.6	12.3	102	3854	88.3	5.4	100	9790	89.8	13.7	102	2593	91.8	3.6	104
50 SHWG - 30 DAY AV FREQ	14.56	15.51				13.14				15.66				17.66			
30 DAY REACH	67742	8264	84.3	12.2	101	3623	83.0	5.3	99	9371	86.0	13.8	103	2541	90.0	3.8	108
25 SHWG - 30 DAY AV FREQ	7.94	8.46				7.35				8.50				9.37			
30 DAY REACH	62117	7583	77.4	12.2	101	3214	73.6	5.2	96	8614	79.1	13.9	103	2407	85.2	3.9	111
CABLE TV: HOME WIRED	32077	3953	40.3	12.3	102	1848	42.3	5.8	107	4736	43.5	14.8	110	1221	43.2	3.8	109
HOME NOT WIRED	48909	5846	59.7	12.0	99	2518	57.7	5.1	95	6160	56.5	12.6	94	1603	56.8	3.3	94
HAVE PAY CABLE	15935	2069	21.1	13.0	107	954	21.9	6.0	111	2920	26.8	18.3	136	820	29.0	5.1	148

	TOTAL U.S. '000	OTHER FROZEN CHICKEN USED IN LAST 6 MONTHS				OTHER FROZEN CHICKEN USED IN LAST 7 DAYS				FRESH BREAST OF TURKEY USED IN LAST 6 MONTHS				FRESH BREAST OF TURKEY USED IN LAST 7 DAYS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	9799	100.0	12.1	100	4366	100.0	5.4	100	10896	100.0	13.5	100	2824	100.0	3.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5394	55.0	12.3	102	2405	55.1	5.5	102	6085	55.8	13.9	103	1657	58.7	3.8	108
10:00 AM - 3:00 PM	30659	3710	37.9	12.1	100	1590	36.4	5.2	96	4076	37.4	13.3	99	1076	38.1	3.5	101
3:00 PM - 7:00 PM	31045	3852	39.3	12.4	103	1577	36.1	5.1	94	4618	42.4	14.9	111	1210	42.8	3.9	112
7:00 PM - MIDNIGHT	15767	2106	21.5	13.4	110	900	20.6	5.7	106	2315	21.2	14.7	109	637	22.6	4.0	116
MIDNIGHT - 6:00 AM	9120	1146	11.7	12.6	104	575	13.2	6.3	117	1289	11.8	14.1	105	281	10.0	3.1	88
6:00 AM - MIDNIGHT	58527	7162	73.1	12.2	101	3174	72.7	5.4	101	8169	75.0	14.0	104	2198	77.8	3.8	108
ENTIRE DAY	59311	7282	74.3	12.3	101	3230	74.0	5.4	101	8280	76.0	14.0	104	2211	78.3	3.7	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	2174	22.2	13.4	111	1004	23.0	6.2	115	2482	22.8	15.3	114	729	25.8	4.5	129
ALL NEWS	2256	*203	2.1	9.0	74	**77	1.8	3.4	63	363	3.3	16.1	120	**190	6.7	8.4	242
AOR/PROGRESSIVE	3874	593	6.1	15.3	127	*268	6.1	6.9	128	697	6.4	18.0	134	*171	6.1	4.4	127
BEAUTIFUL MUSIC	5660	653	6.7	11.5	95	276	6.3	4.9	90	764	7.0	13.5	100	*215	7.6	3.8	109
BLACK	2204	*219	2.2	9.9	82	**115	2.6	5.2	97	*212	1.9	9.6	71	**26	0.9	1.2	34
CLASSICAL	1418	*230	2.3	16.2	134	**68	1.6	4.8	89	*229	2.1	16.1	120	**102	3.6	7.2	206
CHR/ROCK	9538	1395	14.2	14.6	121	622	14.2	6.5	121	1526	14.0	16.0	119	*354	12.5	3.7	106
COUNTRY	12648	1414	14.4	11.2	92	610	14.0	4.8	89	1443	13.2	11.4	85	387	13.7	3.1	88
GOLDEN OLDIES	1191	**119	1.2	10.0	83	**43	1.0	3.6	67	*170	1.6	14.3	106	**43	1.5	3.6	104
MOR/NOSTALGIA	4757	561	5.7	11.8	97	*225	5.2	4.7	88	699	6.4	14.7	109	*229	8.1	4.8	138
NEWS/TALK	3863	454	4.6	11.8	97	*210	4.8	5.4	101	456	4.2	11.8	88	*118	4.2	3.1	88
RELIGIOUS	3084	348	3.6	11.3	93	*154	3.5	5.0	93	392	3.6	12.7	94	**103	3.6	3.3	96
SOFT ROCK	521	**35	0.4	6.7	56	**11	0.3	2.1	39	**57	0.5	10.9	81	**9	0.3	1.7	50
URBAN CONTEMPORARY	1585	*165	1.7	10.4	86	**31	0.7	2.0	36	263	2.4	16.6	123	**41	1.5	2.6	74
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	452	4.6	13.9	115	**175	4.0	5.4	100	448	4.1	13.7	102	**116	4.1	3.6	102
ABC DIRECTION	2316	250	2.6	10.8	89	**70	1.6	3.0	56	282	2.6	12.2	91	**42	1.5	1.8	52
ABC ENTERTAINMENT	4834	526	5.4	10.9	90	276	6.3	5.7	106	780	7.2	16.1	120	*244	8.6	5.0	145
ABC FM	2202	*172	1.8	7.8	65	**78	1.8	3.5	66	*299	2.7	13.6	101	**51	1.8	2.3	66
ABC INFORMATION	5425	649	6.6	12.0	99	327	7.5	6.0	112	735	6.7	13.5	101	*255	9.0	4.7	135
ABC ROCK	1677	*304	3.1	18.1	150	**154	3.5	9.2	170	*325	3.0	19.4	144	**97	3.4	5.8	166
CBS	4430	514	5.2	11.6	96	*193	4.4	4.4	81	525	4.8	11.9	88	*207	7.3	4.7	134
MUTUAL	4992	685	7.0	13.7	113	346	7.9	6.9	129	612	5.6	12.3	91	*173	6.1	3.5	99
NBC	4679	575	5.9	12.3	102	*240	5.5	5.1	95	667	6.1	14.3	106	*267	9.5	5.7	164
RADIO/AM	1994	*239	2.4	12.0	99	**150	3.4	7.5	140	*257	2.4	12.9	96	**65	2.3	3.3	93
RKO ONE	2298	288	2.9	12.5	104	**110	2.5	4.8	89	322	3.0	14.0	104	**97	3.4	4.2	121
RKO TWO	3311	401	4.1	12.1	100	**104	2.4	3.1	58	545	5.0	16.5	122	*165	5.8	5.0	143
THE SOURCE	2114	*261	2.7	12.3	102	**148	3.4	7.0	130	423	3.9	20.0	149	**94	3.3	4.4	128
NON-WIRED : BLAIR	8654	1071	10.9	12.4	102	458	10.5	5.3	98	1114	10.2	12.9	96	*211	7.5	2.4	70
INTERNET	12025	1663	17.0	13.8	114	598	13.7	5.0	92	1893	17.4	15.7	117	583	20.6	4.8	139
KATZ RADIO GROUP	15359	1915	19.5	12.5	103	892	20.4	5.8	108	2296	21.1	14.9	111	643	22.8	4.2	120
SUPERNET	10628	1278	13.0	12.0	99	488	11.2	4.6	85	1416	13.0	13.3	99	323	11.4	3.0	87
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1107	11.3	12.8	106	541	12.4	6.2	116	1113	10.2	12.9	96	336	11.9	3.9	111
WKDAY 9:00 AM - 1:00 PM	12163	1603	16.4	13.2	109	723	16.6	5.9	110	1524	14.0	12.5	93	415	14.7	3.4	98
WKDAY 1:00 PM - 4:30 PM	16150	1964	20.0	12.2	101	806	18.5	5.0	93	1993	18.3	12.3	92	515	18.2	3.2	91
WKDAY 4:30 PM - 7:30 PM	22463	2810	28.7	12.5	103	1321	30.3	5.9	109	2861	26.3	12.7	95	797	28.2	3.5	102
WKDAY 7:30 PM - 8:00 PM	31795	3904	39.8	12.3	101	1885	43.2	5.9	110	3964	36.4	12.5	93	1120	39.7	3.5	101
WKDAY 11:00 PM - 11:30 PM	23977	2816	28.7	11.7	97	1265	29.0	5.3	98	3205	29.4	13.4	99	847	30.0	3.5	101
WKDAY 11:30 PM - 1:00 AM	7703	939	9.6	12.2	101	425	9.7	5.5	102	1071	9.8	13.9	103	294	10.4	3.8	109
M-SAT 8-11 PM+SUN 7-11 PM	33800	4092	41.8	12.1	100	1866	42.7	5.5	102	4599	42.2	13.6	101	1258	44.5	3.7	107
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	872	8.9	13.3	110	403	9.2	6.2	114	773	7.1	11.8	88	228	8.1	3.5	100
ANOTHER WORLD	N 4620	614	6.3	13.3	110	182	4.2	3.9	73	578	5.3	12.5	93	*122	4.3	2.6	76
AS THE WORLD TURNS	C 5614	611	6.2	10.9	90	219	5.0	3.9	72	557	5.1	9.9	74	*148	5.2	2.6	76
CAPITOL	C 3396	413	4.2	12.2	101	*128	2.9	3.8	70	343	3.1	10.1	75	*83	2.9	2.4	70
CBS MORN. NEWS 1	C 1446	177	1.8	12.2	101	105	2.4	7.3	135	165	1.5	11.4	85	*62	2.2	4.3	123
CBS MORN. NEWS 2	C 1207	181	1.8	15.0	124	*92	2.1	7.6	141	113	1.0	9.4	70	**20	0.7	1.7	48
DAYS OF OUR LIVES	N 5877	816	8.3	13.9	115	288	6.6	4.9	91	808	7.4	13.7	102	215	7.6	3.7	105
FACTS OF LIFE - DAYTIME	N 2290	327	3.3	14.3	118	114	2.6	5.0	92	293	2.7	12.8	95	*86	3.0	3.8	108
FAMILY FEUD	A 3023	367	3.7	12.1	100	216	4.9	7.1	133	323	3.0	10.7	79	*71	2.5	2.3	67
GENERAL HOSPITAL	A 6097	701	7.2	11.5	95	383	8.8	6.3	117	851	7.8	14.0	104	243	8.6	4.0	114
GOOD MORNING, AMERICA-730 A	A 3515	404	4.1	11.5	95	233	5.3	6.6	123	419	3.8	11.9	89	*112	4.0	3.2	91
GOOD MORNING, AMERICA-830 A	A 2818	348	3.6	12.3	102	196	4.5	7.0	129	340	3.1	12.1	90	*95	3.4	3.4	97
GUIDING LIGHT	C 5339	613	6.3	11.5	95	169	3.9	3.2	59	700	6.4	13.1	97	*168	5.9	3.1	90
ONE LIFE TO LIVE	A 4478	525	5.4	11.7	97	310	7.1	6.9	128	516	4.7	11.5	86	151	5.3	3.4	97
PRESS YOUR LUCK	C 2244	247	2.5	11.0	91	*118	2.7	5.3	98	244	2.2	10.9	81	*63	2.2	2.8	81
PRICE IS RIGHT 1	C 4348	491	5.0	11.3	93	224	5.1	5.2	96	425	3.9	9.8	73	89	3.2	2.0	59
PRICE IS RIGHT 2	C 5014	579	5.9	11.5	95	258	5.9	5.1	95	509	4.7	10.2	75	132	4.7		

	TOTAL U.S. '000	OTHER FROZEN CHICKEN USED IN LAST 6 MONTHS				OTHER FROZEN CHICKEN USED IN LAST 7 DAYS				FRESH BREAST OF TURKEY USED IN LAST 6 MONTHS				FRESH BREAST OF TURKEY USED IN LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	9799	100.0	12.1	100	4366	100.0	5.4	100	10896	100.0	13.5	100	2824	100.0	3.5	100
MW DAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3184	32.5	12.2	101	1558	35.7	6.0	111	3152	28.9	12.1	90	860	30.5	3.3	95
NETWORK AFFILIATES - LATE	20261	2384	24.3	11.8	97	1106	25.3	5.5	101	2651	24.3	13.1	97	723	25.6	3.6	102
INDEPENDENTS - LATE	2076	200	2.0	9.6	80	78	1.8	3.8	70	413	3.8	19.9	148	*100	3.5	4.8	138
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1237	12.6	11.8	98	548	12.6	5.2	97	1316	12.1	12.6	94	358	12.7	3.4	98
ABC MONDAY NIGHT MOVIE	A 6412	762	7.8	11.9	98	316	7.2	4.9	91	948	8.7	14.8	110	349	12.4	5.4	156
ABC SUNDAY NIGHT MOVIE	A 12407	1553	15.8	12.5	103	741	17.0	6.0	111	1726	15.8	13.9	103	480	17.0	3.9	111
ABC WORLD NEWS TONIGHT	A 6176	782	8.0	12.7	105	453	10.4	7.3	136	645	5.9	10.4	78	239	8.5	3.9	111
AFTERMASH	C 5863	722	7.4	12.3	102	*314	7.2	5.4	99	871	8.0	14.9	110	*273	9.7	4.7	134
ALICE	C 9594	1021	10.4	10.6	88	427	9.8	4.5	83	1348	12.4	14.1	104	386	13.7	4.0	115
AMERICAN PARADE	C 6622	786	8.0	11.9	98	443	10.1	6.7	124	802	7.4	12.1	90	230	8.1	3.5	100
BENSON	A 10886	1388	14.2	12.8	105	681	15.6	6.3	116	1370	12.6	12.6	94	391	13.8	3.6	103
BLUE THUNDER	A 5036	668	6.8	13.3	110	332	7.6	6.6	122	583	5.4	11.6	86	*151	5.3	3.0	86
CAGNEY & LACEY	C 9965	1132	11.6	11.4	94	494	11.3	5.0	92	1263	11.6	12.7	94	312	11.0	3.1	90
CBS EVENING NEWS-DEAN	C 3491	421	4.3	12.1	100	*203	4.6	5.8	108	471	4.3	13.5	100	*81	2.9	2.3	67
CBS EVENING NEWS-RATHER	C 7123	847	8.6	11.9	98	459	10.5	6.4	120	830	7.6	11.7	87	222	7.9	3.1	89
CBS SAT. NEWS-SCHIEFFER	C 3621	406	4.1	11.2	93	225	5.2	6.2	115	328	3.0	9.1	67	83	2.9	2.3	66
CBS SATURDAY NIGHT MOVIE	C 5436	692	7.1	12.7	105	284	6.5	5.2	97	739	6.8	13.6	101	252	8.9	4.6	133
CBS WEDNESDAY NIGHT MOVIE	C 6100	611	6.2	10.0	83	278	6.4	4.6	85	669	6.1	11.0	82	138	4.9	2.3	65
CHEERS	N 8889	1161	11.8	13.1	108	582	13.3	6.5	121	1306	12.0	14.7	109	332	11.8	3.7	107
DALLAS	C 22109	2699	27.5	12.2	101	1264	29.0	5.7	106	2846	26.1	12.9	96	757	26.8	3.4	98
DIFF'RENT STROKES	N 6940	820	8.4	11.8	98	325	7.4	4.7	87	1000	9.2	14.4	107	*209	7.4	3.0	86
DOUBLE TROUBLE	N 7223	844	8.6	11.7	97	379	8.7	5.2	97	957	8.8	13.2	98	*209	7.4	2.9	83
DUCK FACTORY	N 5595	764	7.8	13.7	113	364	8.3	6.5	121	720	6.6	12.9	96	*159	5.6	2.8	81
DUKES OF HAZZARD	C 5768	697	7.1	12.1	100	283	6.5	4.9	91	609	5.6	10.6	78	*122	4.3	2.1	61
DYNASTY	A 20053	2347	24.0	11.7	97	1149	26.3	5.7	106	2346	21.5	11.7	87	638	22.6	3.2	91
FACTS OF LIFE	N 8087	1034	10.6	12.8	106	484	11.1	6.0	111	1126	10.3	13.9	103	286	10.1	3.5	101
FALCON CREST	C 20046	2581	26.3	12.9	106	1255	28.7	6.3	116	2612	24.0	13.0	97	719	25.5	3.6	103
FALL GUY	A 9084	1106	11.3	12.2	101	459	10.5	5.1	94	1126	10.3	12.4	92	294	10.4	3.2	93
FAMILY TIES	N 7964	901	9.2	11.3	94	365	8.4	4.6	85	1014	9.3	12.7	95	*338	12.0	4.2	122
FANTASY ISLAND	A 7687	988	10.1	12.9	106	466	10.7	6.1	112	972	8.9	12.6	94	*218	7.7	2.8	81
FOULUPS,BLEEPS & BLUNDERS	A 8861	1104	11.3	12.5	103	461	10.6	5.2	97	1335	12.3	15.1	112	287	10.2	3.2	93
FOUR SEASONS	C 5095	531	5.4	10.4	86	*173	4.0	3.4	63	728	6.7	14.3	106	*246	8.7	4.8	138
GIMME A BREAK	N 8838	985	10.1	11.1	92	373	8.5	4.2	78	1021	9.4	11.6	86	379	13.4	4.3	123
HART TO HART	A 8978	1023	10.4	11.4	94	410	9.4	4.6	85	1135	10.4	12.6	94	300	10.6	3.3	96
HILL STREET BLUES	N 8590	1049	10.7	12.2	101	457	10.5	5.3	99	1329	12.2	15.5	115	372	13.2	4.3	124
HOTEL	A 14085	1577	16.1	11.2	93	694	15.9	4.9	91	1802	16.5	12.8	95	494	17.5	3.5	101
JEFFERSONS	C 9360	1081	11.0	11.5	95	390	8.9	4.2	77	1293	11.9	13.8	103	334	11.8	3.6	102
JENNIFER SLEPT HERE	N 5841	763	7.8	13.1	108	320	7.3	5.5	102	827	7.6	14.2	105	*169	6.0	2.9	83
KATE & ALLIE	C 9206	1141	11.6	12.4	102	506	11.6	5.5	102	1281	11.8	13.9	103	*336	11.9	3.6	105
KNIGHT RIDER	N 7076	955	9.7	13.5	112	407	9.3	5.8	107	987	9.1	13.9	104	*288	10.2	4.1	117
LOVE BOAT	A 12219	1469	15.0	12.0	99	653	15.0	5.3	99	1581	14.5	12.9	96	399	14.1	3.3	94
MAGNUM PI	C 11199	1497	15.3	13.4	110	588	13.5	5.3	97	1552	14.2	13.9	103	378	13.4	3.4	97
MAMA'S FAMILY	N 6057	749	7.6	12.4	102	339	7.8	5.6	104	728	6.7	12.0	89	*218	7.7	3.6	103
MASTER, THE	N 3598	501	5.1	13.9	115	*199	4.6	5.5	103	581	5.3	16.1	120	*162	5.7	4.5	129
MATT HOUSTON	A 6344	814	8.3	12.8	106	416	9.5	6.6	122	918	8.4	14.5	108	*272	9.6	4.3	123
NBC MONDAY NIGHT MOVIE	N 11994	1367	14.0	11.4	94	563	12.9	4.7	87	1479	13.6	12.3	92	454	16.1	3.8	109
NBC NIGHTLY NEWS	N 5132	596	6.1	11.6	96	246	5.6	4.8	89	627	5.8	12.2	91	213	7.5	4.2	119
NBC NIGHTLY NEWS-SAT	N 3375	384	3.9	11.4	94	*173	4.0	5.1	95	316	2.9	9.4	70	*129	4.6	3.8	110
NBC NIGHTLY NEWS-SUN	N 3130	487	5.0	15.6	129	*252	5.8	8.1	149	332	3.0	10.6	79	*103	3.6	3.3	94
NBC SUNDAY NIGHT MOVIE	N 8284	981	10.0	11.8	98	406	9.3	4.9	91	1122	10.3	13.5	101	*311	11.0	3.8	108
NEWHART	C 9240	1174	12.0	12.7	105	518	11.9	5.6	104	1346	12.4	14.6	108	303	10.7	3.3	94
ONE DAY AT A TIME	C 7288	982	10.0	13.5	111	498	11.4	6.8	127	942	8.6	12.9	96	289	10.2	4.0	114
PEOPLE ARE FUNNY	N 4855	577	5.9	11.9	98	*247	5.7	5.1	94	628	5.8	12.9	96	*171	6.1	3.5	101
REAL PEOPLE	N 8869	951	9.7	10.7	89	448	10.3	5.1	94	1103	10.1	12.4	92	317	11.2	3.6	103
REMINGTON STEELE	N 7743	974	9.9	12.6	104	424	9.7	5.5	102	1165	10.7	15.0	112	*265	9.4	3.4	98
RIPLEY'S BELIEVE IT - NOT	A 5345	806	8.2	15.1	125	366	8.4	6.8	127	698	6.4	13.1	97	*174	6.2	3.3	93
RIPTIDE	N 6988	855	8.7	12.2	101	408	9.3	5.8	108	918	8.4	13.1	98	*231	8.2	3.3	95
SCARECROW & MRS. KING	C 10002	1296	13.2	13.0	107	528	12.1	5.3	98	1275	11.7	12.7	95	319	11.3	3.2	91
SIMON & SIMON	C 10638	1380	14.1	13.0	107	585	13.4	5.5	102	1353	12.4	12.7	95	364	12.9	3.4	98
60 MINUTES	C 13293	1557	15.9	11.7	97	730	16.7	5.5	102	1637	15.0	12.3	92	517	18.3	3.9	112
ST. ELSEWHERE	N 7017	930	9.5	13.3	110	472	10.8	6.7	125	1127	10.3	16.1	119	*290	10.3	4.1	119
THREE'S COMPANY	A 10917	1346	13.7	12.3	102	647	14.8	5.9	110	1379	12.7	12.6	94	402	14.2	3.7	106
T.J. HOOKER	A 9204	1091	11.1	11.9	98	494	11.3	5.4	100	1069	9.8	11.6	86	325	11.5	3.5	101
TONIGHT SHOW	N 2372	316	3.2	13.3	110>												

	TOTAL U.S. '000	OTHER USED IN LAST 6 MONTHS				FRESH USED IN LAST 7 DAYS				TURKEY USED IN LAST 6 MONTHS				FROZEN BREAST OF TURKEY USED IN LAST 6 MONTHS				USE FROZEN PRE-STUFFED TURKEY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	15697	100.0	19.4	100	3272	100.0	4.0	100	6474	100.0	8.0	100	2714	100.0	3.4	100				
18 - 24	9282	1285	8.2	13.8	71	**298	9.1	3.2	79	*671	10.4	7.2	90	*341	12.6	3.7	110				
25 - 34	19072	3834	24.4	20.1	104	723	22.1	3.8	94	1496	23.1	7.8	98	504	18.6	2.6	79				
35 - 44	14591	3653	23.3	25.0	129	688	21.0	4.7	117	1349	20.8	9.2	116	533	19.6	3.7	109				
45 - 54	11345	2387	15.2	21.0	109	*529	16.2	4.7	115	1082	16.7	9.5	119	*575	21.2	5.1	151				
55 - 64	11635	2627	16.7	22.6	116	*584	17.8	5.0	124	910	14.1	7.8	98	*437	16.1	3.8	112				
65 OR OLDER	15061	1911	12.2	12.7	65	449	13.7	3.0	74	965	14.9	6.4	80	*324	11.9	2.2	64				
18 - 34	28354	5119	32.6	18.1	93	1021	31.2	3.6	89	2167	33.5	7.6	96	846	31.2	3.0	89				
18 - 49	48379	9990	63.6	20.7	107	1948	59.5	4.0	100	4072	62.9	8.4	105	1769	65.2	3.7	109				
25 - 54	45086	9875	62.9	21.9	113	1940	59.3	4.3	107	3928	60.7	8.7	109	1612	59.4	3.6	107				
35 - 49	19985	4871	31.0	24.4	126	927	28.3	4.6	115	1905	29.4	9.5	119	924	34.0	4.6	138				
50 OR OLDER	32647	5708	36.4	17.5	90	1324	40.5	4.1	100	2402	37.1	7.4	92	945	34.8	2.9	86				
GRADUATED COLLEGE	11155	2710	17.3	24.3	125	*413	12.6	3.7	92	1201	18.6	10.8	135	*388	14.3	3.5	104				
ATTENDED COLLEGE	13682	3155	20.1	23.1	119	*512	15.6	3.7	93	1046	16.2	7.6	96	*260	9.6	1.9	57				
GRADUATED HIGH SCHOOL	33850	6532	41.6	19.3	99	1462	44.7	4.3	107	2901	44.8	8.6	107	1263	46.5	3.7	111				
DID NOT GRADUATE HIGH SCHOOL	22270	3300	21.0	14.8	76	885	27.0	4.0	98	1326	20.5	6.0	74	804	29.6	3.6	108				
EMPLOYED	40306	8568	54.6	21.3	110	1758	53.7	4.4	108	3824	59.1	9.5	119	1540	56.7	3.8	114				
EMPLOYED FULL-TIME	32850	7027	44.8	21.4	110	1490	45.5	4.5	112	3128	48.3	9.5	119	1254	46.2	3.8	114				
EMPLOYED PART-TIME	7456	1542	9.8	20.7	107	*267	8.2	3.6	89	696	10.8	3.3	117	*286	10.5	3.8	114				
NOT EMPLOYED	40680	7129	45.4	17.5	90	1514	46.3	3.7	92	2650	40.9	6.5	81	1174	43.3	2.9	86				
PROFESSIONAL/MANAGER	10392	2384	15.2	22.9	118	*310	9.5	3.0	74	1121	17.3	10.8	135	**334	12.3	3.2	96				
TECH/CLERICAL/SALES	17574	3823	24.4	21.8	112	905	27.7	5.1	127	1667	25.7	9.5	119	606	22.3	3.4	103				
PRECISION/CRAFT	985	**221	1.4	22.4	116	*550	1.5	5.1	126	*661	0.9	6.2	77	*79	2.9	8.0	239				
OTHER EMPLOYED	11354	2141	13.6	18.9	97	*493	15.1	4.3	107	976	15.1	8.6	108	522	19.2	4.6	137				
SINGLE	9863	1294	8.2	13.1	68	*301	9.2	3.1	76	615	9.5	6.2	78	*342	12.6	3.5	103				
MARRIED	51375	11574	73.7	22.5	116	2176	66.5	4.2	105	4456	68.8	8.7	109	1639	60.4	3.2	95				
DIVORCED/SEPARATED/WIDOWED	19748	2829	18.0	14.3	74	794	24.3	4.0	100	1404	21.7	7.1	89	733	27.0	3.7	111				
PARENTS	32590	7233	46.1	22.2	115	1369	41.8	4.2	104	3008	46.5	9.2	115	1137	41.9	3.5	104				
WHITE	70416	14036	89.4	19.9	103	2723	83.2	3.9	96	6097	94.2	8.7	108	2058	75.8	2.9	87				
BLACK	8778	1293	8.2	14.7	76	*444	13.6	5.1	125	*345	5.3	3.9	49	640	23.6	7.3	218				
OTHER	1791	**368	2.3	20.5	106	**105	3.2	5.9	145	*332	0.5	1.8	22	*16	0.6	0.9	27				
NORTHEAST-CENSUS	17786	3941	25.1	22.2	114	789	24.1	4.4	110	1579	24.4	8.9	111	*475	17.5	2.7	80				
NORTH CENTRAL	20741	4019	25.6	19.4	100	670	20.5	3.2	80	1415	21.9	6.8	85	490	18.1	2.4	70				
SOUTH	27775	4088	26.0	14.7	76	1043	31.9	3.8	93	2522	39.0	9.1	114	1298	47.8	4.7	139				
WEST	14683	3649	23.2	24.9	128	770	23.5	5.2	130	958	14.8	6.5	82	*452	16.7	3.1	92				
NORTHEAST-MKTG.	17961	4107	26.2	22.9	118	783	23.9	4.4	108	1601	24.7	8.9	112	652	24.0	3.6	108				
EAST CENTRAL	11885	2093	13.3	17.6	91	*333	10.2	2.8	69	960	14.8	8.1	101	*225	8.3	1.9	56				
WEST CENTRAL	14090	2774	17.7	19.7	102	499	15.3	3.5	88	867	13.4	6.2	77	*344	12.7	2.4	73				
SOUTH	24081	3465	22.1	14.4	74	*556	29.2	4.0	98	2175	33.6	9.0	113	1067	39.3	4.4	132				
PACIFIC	12969	3259	20.8	25.1	130	701	21.4	5.4	134	871	13.5	6.7	84	*427	15.7	3.3	98				
COUNTY SIZE A	32439	6567	41.8	20.2	104	1458	44.6	4.5	111	2614	40.4	8.1	101	1089	40.1	3.4	100				
COUNTY SIZE B	24915	4737	30.2	19.0	98	856	26.2	3.4	85	2101	32.5	8.4	105	816	30.1	3.3	98				
COUNTY SIZE C	12930	2523	16.1	19.5	101	*576	17.6	4.5	110	1082	16.7	8.4	105	*406	15.0	3.1	94				
COUNTY SIZE D	10703	1870	11.9	17.5	90	*352	11.7	3.6	88	677	10.5	6.3	79	*403	14.8	3.8	112				
METRO CENTRAL CITY	24518	4158	26.5	17.0	87	1063	32.5	4.3	107	1691	26.1	6.9	86	906	33.4	3.7	110				
METRO SUBURBAN	35919	7859	50.1	21.9	113	1395	42.6	3.9	96	3160	48.8	8.8	110	1063	39.2	3.0	88				
NON METRO	20549	3680	23.4	17.9	92	814	24.9	4.0	98	1622	25.1	7.9	99	746	27.5	3.6	108				
TOP 5 ADI'S	18341	4029	25.7	22.0	113	871	26.6	4.7	118	1478	22.8	8.1	101	525	19.3	2.9	85				
TOP 10 ADI'S	25378	5285	33.7	20.8	107	1137	34.7	4.5	111	1971	30.4	7.8	97	738	27.2	2.9	87				
TOP 20 ADI'S	36488	7333	46.7	20.1	104	1470	44.9	4.0	100	2992	46.2	8.2	103	1151	42.4	3.2	94				
HSGLD INC. \$50,000 OR MORE	6612	2005	12.8	30.3	156	*333	10.2	5.0	125	940	14.5	14.2	178	*188	6.9	2.8	85				
\$40,000 OR MORE	12659	3497	22.3	27.6	143	*622	19.0	4.9	122	1720	26.6	13.6	170	*484	17.8	3.8	114				
\$30,000 OR MORE	24698	6645	42.3	26.9	139	1103	33.7	4.5	111	2716	42.0	11.0	138	872	32.1	3.5	105				
\$25,000 OR MORE	32077	8178	52.1	25.5	132	1422	43.5	4.4	110	3242	50.1	10.1	126	1070	39.4	3.3	100				
\$20,000 - \$24,999	9144	1601	10.2	17.5	90	**259	7.9	2.8	70	691	10.7	7.6	95	*242	8.9	2.6	79				
\$15,000 - \$19,999	8728	1526	9.7	17.5	90	*222	6.8	2.5	63	598	9.2	6.9	86	*200	7.4	2.3	68				
\$10,000 - \$14,999	12562	2185	13.9	17.4	90	*558	17.1	4.4	110	1072	16.6	8.5	107	*455	16.8	3.6	108				
UNDER \$10,000	18475	2208	14.1	12.0	62	811	24.8	4.4	109	870	13.4	4.7	59	746	27.5	4.0	120				
HOUSEHOLD OF 1 PERSON	11987	1428																			

		OTHER USED IN LAST 6 MONTHS				FRESH TURKEY USED IN LAST 7 DAYS				FROZEN BREAST OF TURKEY USED IN LAST 6 MONTHS				USE FROZEN PRE-STUFFED TURKEY				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	15697	100.0	19.4	100	3272	100.0	4.0	100	6474	100.0	8.0	100	2714	100.0	3.4	100
MAGAZINES	QUINTILE 1	15799	3443	21.9	21.8	112	633	19.3	4.0	99	1378	21.3	8.7	109	*514	18.9	3.3	97
	QUINTILE 2	17259	3922	25.0	22.7	117	745	22.8	4.3	107	1419	21.9	8.2	103	*447	16.5	2.6	77
	QUINTILE 3	13545	2456	15.6	18.1	94	*503	15.4	3.7	92	1198	18.5	8.8	111	*618	22.8	4.6	136
	QUINTILE 4	15133	2557	16.3	16.9	87	530	16.2	3.5	87	1113	17.2	7.4	92	565	20.8	3.7	111
	QUINTILE 5	19250	3319	21.1	17.2	89	860	26.3	4.5	111	1366	21.1	7.1	89	570	21.0	3.0	88
NEWSPAPERS	QUINTILE 1	12413	2693	17.2	21.7	112	495	15.1	4.0	99	1246	19.2	10.0	126	*372	13.7	3.0	89
	QUINTILE 2	24116	4865	31.0	20.2	104	925	28.3	3.8	95	1969	30.4	8.2	102	645	23.8	2.7	80
	QUINTILE 3	11261	2240	14.3	19.9	103	*624	19.1	5.5	137	1138	17.6	10.1	126	*388	14.3	3.4	103
	QUINTILE 4	20255	3990	25.4	19.7	102	749	22.9	3.7	92	1483	22.9	7.3	92	817	30.1	4.0	120
	QUINTILE 5	12940	1910	12.2	14.8	76	*479	14.6	3.7	92	638	9.9	4.9	62	*492	18.1	3.8	113
OUTDOOR	QUINTILE 1	14852	3107	19.8	20.9	108	869	26.6	5.9	145	1217	18.8	8.2	103	*552	20.3	3.7	111
	QUINTILE 2	15725	3238	20.6	20.6	106	731	22.3	4.6	115	1145	17.7	7.3	91	686	25.3	4.4	130
	QUINTILE 3	16330	3350	21.3	20.5	106	501	15.3	3.1	76	1459	22.5	8.9	112	*421	15.5	2.6	77
	QUINTILE 4	16744	2913	18.6	17.4	90	592	18.1	3.5	88	1495	23.1	8.9	112	*441	16.2	2.6	79
	QUINTILE 5	17334	3088	19.7	17.8	92	580	17.7	3.3	83	1159	17.9	6.7	84	615	22.7	3.5	106
RADIO-DRIVE TIME	QUINTILE 1	15911	3155	20.1	19.8	102	534	16.3	3.4	83	1200	18.5	7.5	94	695	25.6	4.4	130
	QUINTILE 2	14837	2952	18.8	19.9	103	556	17.0	3.7	93	1292	20.0	8.7	109	626	23.1	4.2	126
	QUINTILE 3	15339	2979	19.0	19.4	100	824	25.2	5.4	133	1266	19.6	8.3	103	*521	19.2	3.4	101
	QUINTILE 4	16723	3089	19.7	18.5	95	675	20.6	4.0	100	1218	18.8	7.3	91	*320	11.8	1.9	57
	QUINTILE 5	18176	3523	22.4	19.4	100	682	20.8	3.8	93	1499	23.2	8.2	103	553	20.4	3.0	91
RADIO-MID-DAY	TERCILE 1	21020	3996	25.5	19.0	98	879	26.9	4.2	104	1595	24.6	7.6	95	785	28.9	3.7	111
	TERCILE 2	21610	4383	27.9	20.3	105	868	26.5	4.0	99	1867	28.8	8.6	108	672	24.8	3.1	93
	TERCILE 3	38355	7319	46.6	19.1	98	1525	46.6	4.0	98	3012	46.5	7.9	98	1257	46.3	3.3	98
RADIO-TOTAL	QUINTILE 1	15988	2949	18.8	18.4	95	*455	13.9	2.8	70	1250	19.3	7.8	98	589	21.7	3.7	110
	QUINTILE 2	15626	2987	19.0	19.1	99	779	23.8	5.0	123	1219	18.8	7.8	98	715	26.3	4.6	137
	QUINTILE 3	16723	3521	22.4	21.1	109	688	21.0	4.1	102	1507	23.3	9.0	113	*459	16.9	2.7	82
	QUINTILE 4	16342	3190	20.3	19.5	101	756	23.1	4.6	115	1107	17.1	6.8	85	*471	17.4	2.9	86
	QUINTILE 5	16306	3051	19.4	18.7	97	593	18.1	3.6	90	1390	21.5	8.5	107	*480	17.7	2.9	88
TV-PRIME TIME	QUINTILE 1	15953	3396	21.6	21.3	110	676	20.7	4.2	105	1274	19.7	8.0	100	*483	17.8	3.0	90
	QUINTILE 2	16137	2989	19.0	18.5	96	599	18.3	3.7	92	1433	22.1	8.9	111	567	20.9	3.5	105
	QUINTILE 3	16420	3253	20.7	19.8	102	694	21.2	4.2	105	1369	21.1	8.3	104	*494	18.2	3.0	90
	QUINTILE 4	16687	3319	21.1	19.9	103	765	23.4	4.6	113	1266	19.6	7.6	95	651	24.0	3.9	116
	QUINTILE 5	15789	2739	17.4	17.3	90	*537	16.4	3.4	84	1133	17.5	7.2	90	*519	19.1	3.3	98
TV-DAYTIME	TERCILE 1	27736	4987	31.8	18.0	93	1121	34.3	4.0	100	2260	34.9	8.1	102	1166	43.0	4.2	125
	TERCILE 2	26489	5197	33.1	19.6	101	1020	31.2	3.9	95	1892	29.2	7.1	89	772	28.4	2.9	87
	TERCILE 3	26761	5514	35.1	20.6	106	1130	34.5	4.2	105	2321	35.9	8.7	108	776	28.6	2.9	87
TV-TOTAL	QUINTILE 1	16345	2951	18.8	18.1	93	608	18.6	3.7	92	1267	19.6	7.8	97	735	27.1	4.5	134
	QUINTILE 2	16447	3243	20.7	19.7	102	753	23.0	4.6	113	1306	20.2	7.9	99	546	20.1	3.3	99
	QUINTILE 3	15980	3233	20.6	20.2	104	607	18.6	3.8	94	1491	23.0	9.3	117	431	15.9	2.7	80
	QUINTILE 4	15887	3047	19.4	19.2	99	588	18.0	3.7	92	1282	19.8	8.1	101	*482	17.8	3.0	91
	QUINTILE 5	16326	3223	20.5	19.7	102	716	21.9	4.4	109	1128	17.4	6.9	86	*521	19.2	3.2	95
MAGAZINES-NEWSPAPERS: DUAL		20721	4299	27.4	20.7	107	751	23.0	3.6	90	2022	31.2	9.8	122	*547	20.2	2.6	79
MAGAZINE IMPERATIVE		19186	4307	27.4	22.4	116	884	27.0	4.6	114	1381	21.3	7.2	90	755	27.8	3.9	117
NEWSPAPER IMPERATIVE		21899	4330	27.6	19.8	102	948	29.0	4.3	107	1932	29.8	8.8	110	700	25.8	3.2	95
MAGAZINES-OUTDOOR: DUAL		15451	3286	20.9	21.3	110	759	23.2	4.9	122	1290	19.9	8.3	104	*487	17.9	3.2	94
MAGAZINE IMPERATIVE		25953	5452	34.7	21.0	108	864	26.4	3.3	82	2285	35.3	8.8	110	750	27.6	2.9	86
OUTDOOR IMPERATIVE		24400	4609	29.4	18.9	97	1090	33.3	4.5	111	1804	27.9	7.4	92	974	35.9	4.0	119
MAGAZINES-RADIO: DUAL		18049	3778	24.1	20.9	108	658	20.1	3.6	90	1470	22.7	8.1	102	643	23.7	3.6	106
MAGAZINE IMPERATIVE		23571	5181	33.0	22.0	113	1097	33.5	4.7	115	2085	32.2	8.8	111	590	21.7	2.5	75
RADIO IMPERATIVE		23278	3907	24.9	16.8	87	822	25.1	3.5	87	1830	28.3	7.9	98	980	36.1	4.2	126
MAGAZINES-TELEVISION: DUAL		15459	3393	21.6	21.9	113	662	20.2	4.3	106	1390	21.5	9.0	112	540	19.9	3.5	104
MAGAZINE IMPERATIVE		25829	5505	35.1	21.3	110	1018	31.1	3.9	98	2261	34.9	8.8	110	784	28.9	3.0	91
TELEVISION IMPERATIVE		26039	4428	28.2	17.0	88	1056	32.3	4.1	100	1986	30.7	7.6	95	1054	38.8	4.0	121
NEWSPAPERS-OUTDOOR: DUAL		16605	3349	21.3	20.2	104	721	22.0	4.3	107	1489	23.0	9.0	112	*520	19.2	3.1	93
NEWSPAPER IMPERATIVE		26834	5476	34.9	20.4	105	1011	30.9	3.8	93	2441	37.7	9.1	114	683	25.2	2.5	76
OUTDOOR IMPERATIVE		23346	4685	29.8	20.1	104	1128	34.5	4.8	120	1673	25.8	7.2	90	998	36.8	4.3	128
NEWSPAPERS-RADIO: DUAL		17133	3301	21.0	19.3	99	667	20.4	3.9	96	1371	21.2	8.0	100	*490	18.1	2.9	85
NEWSPAPER IMPERATIVE		25892	5424	34.6	20.9	108	1050	32.1	4.1	100	2442	37.7	9.4	118	668	24.6	2.6	77
RADIO IMPERATIVE		23167	4200	26.8	18.1	94	881	26.9	3.8	94	1756	27.1	7.6	95	1100	40.5	4.7	142
NEWSPAPERS-TELEVISION: DUAL		17159	3428	21.8	20.0	103	580	17.7	3.4	84	1516	23.4	8.8	111	*447	16.5	2.6	78
NEWSPAPER IMPERATIVE		26214	5414	34.5	20.7	107	1151	35.2	4.4	109	2411	37.2	9.2	115	727	26.8	2.8	83
TELEVISION IMPERATIVE		23412	4226	26.9	18.1	93	1035	31.6	4.4	109	1748	27.0	7.5	93	1066	39.3	4.6	136
OUTDOOR-RADIO: DUAL		15303	3002	19.1	19.6	101	710	21.7	4.6	115	1185	18.3	7.7	97	671	24.7	4.4	131
OUTDOOR IMPERATIVE		24901	5167	32.9	20.8	107	1174	35.9	4.7	117	2033	31.4	8.2	102	800	29.5	3.2	96
RADIO IMPERATIVE		26492	4911	31.3	18.5	96	856	26.2	3.2	80	2168	33.5	8.2	102	899	33.1	3.4	101
OUTDOOR-TELEVISION: DUAL		14794	3006	19.2	20.3	105	670	20.5	4.5	112	1304	20.1	8.8	110	*558	20.6	3.8	113

	TOTAL U.S. '000	OTHER FRESH TURKEY USED IN LAST 6 MONTHS				OTHER FRESH TURKEY USED IN LAST 7 DAYS				FROZEN BREAST OF TURKEY USED IN LAST 6 MONTHS				USE FROZEN PRE-STUFFED TURKEY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	15697	100.0	19.4	100	3272	100.0	4.0	100	6474	100.0	8.0	100	2714	100.0	3.4	100
ATLANTIC MONTHLY	415	**71	0.5	17.1	88	**13	0.4	3.1	78	**36	0.6	8.7	109	**7	0.3	1.7	50
BARRON'S	453	**148	0.9	32.7	169	**2	0.1	0.4	11	**20	0.3	4.4	55	**0	0.0	0.0	0
BETTER HOMES & GARDENS	16256	3600	22.9	22.1	114	576	17.6	3.5	88	1293	20.0	8.0	99	431	15.9	2.7	79
BON APPETIT	2535	604	3.8	23.8	123	**56	1.7	2.2	55	335	5.2	13.2	165	**92	3.4	3.6	108
BUSINESS WEEK	1278	*190	1.2	14.9	77	**22	0.7	1.7	43	**65	1.0	5.1	64	**15	0.6	1.2	35
CAR AND DRIVER	378	**75	0.5	19.8	102	**7	0.2	1.9	46	**58	0.9	15.3	192	**42	1.5	11.1	332
CBS MAGAZINE NETWORK (GROSS)	1498	*277	1.8	18.5	95	**80	2.4	5.3	132	**92	1.4	6.1	77	**80	2.9	5.3	159
CHANGING TIMES	1505	356	2.3	23.7	122	**70	2.1	4.7	115	*136	2.1	9.0	113	**55	2.0	3.7	109
COLONIAL HOMES	1231	293	1.9	23.8	123	**25	0.8	2.0	50	*136	2.1	11.0	138	**90	3.3	7.3	218
CONDE NAST MAG. PKG. (GROSS)	14146	3061	19.5	21.6	112	504	15.4	3.6	88	1157	17.9	8.2	102	536	19.7	3.8	113
CONSUMERS DIGEST	1323	308	2.0	23.3	120	**115	3.5	8.7	215	**71	1.1	5.4	67	**23	0.8	1.7	52
COSMOPOLITAN	7102	1481	9.4	20.9	108	288	8.8	4.1	100	726	11.2	10.2	128	*196	7.2	2.8	82
COUNTRY LIVING	2481	491	3.1	19.8	102	**95	2.9	3.8	95	320	4.9	12.9	161	*139	5.1	5.6	167
CUISINE	1472	291	1.9	19.8	102	**35	1.1	2.4	59	*151	2.3	10.3	128	**73	2.7	5.0	148
CYCLE WORLD	425	**59	0.4	13.9	72	**5	0.2	1.2	29	*113	0.2	3.1	38	**9	0.3	2.1	63
DCI:CREATIVE IDEAS FOR LIV	2510	651	4.1	25.9	134	**86	2.6	3.4	85	*242	3.7	9.6	121	**96	3.5	3.8	114
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1302	8.3	19.5	100	*175	5.3	2.6	65	908	14.0	13.6	170	*255	9.4	3.8	114
DISCOVER	894	*136	0.9	15.2	78	*16	0.5	1.8	44	*109	1.7	12.2	153	*12	0.4	1.3	40
EBONY	3507	496	3.2	14.1	73	*97	3.0	2.8	68	*158	2.4	4.5	56	*161	5.9	4.6	137
ESQUIRE	1083	*183	1.2	16.9	87	*14	0.4	1.3	32	*60	0.9	5.5	69	*40	1.5	3.7	110
ESSENCE	1830	236	1.5	12.9	67	**29	0.9	1.6	39	**81	1.3	4.4	55	**60	2.2	3.3	98
FAMILY CIRCLE	15930	3421	21.8	21.5	111	653	20.0	4.1	101	1531	23.6	9.6	120	370	13.6	2.3	69
THE FAMILY HANDYMAN	1126	*239	1.5	21.2	110	*33	1.0	2.9	73	*73	1.1	6.5	81	*27	1.0	2.4	72
FAMILY WEEKLY	11468	2226	14.2	19.4	100	545	16.7	4.8	118	977	15.1	8.5	107	360	13.3	3.1	94
FIELD & STREAM	2234	529	3.4	23.7	122	**89	2.7	4.0	99	*120	1.9	5.4	67	*74	2.7	3.3	99
FOOD & WINE	579	*109	0.7	18.8	97	*52	1.6	9.0	222	*52	0.8	9.0	112	*20	0.7	3.5	103
FORBES	728	*186	1.2	25.5	132	*13	0.4	1.8	44	*36	0.6	4.9	62	*10	0.4	1.4	41
FORTUNE	906	*277	1.8	30.6	158	*39	1.2	4.3	107	*75	1.2	8.3	104	*19	0.7	2.1	63
GENTLEMEN'S QUARTERLY	791	*150	1.0	19.0	98	*39	1.2	4.9	122	*95	1.5	12.0	150	*121	4.5	15.3	456
GLAMOUR	5265	1127	7.2	21.4	110	*168	5.1	3.2	79	449	6.9	8.5	107	*139	5.1	2.6	79
GOLF DIGEST	636	*199	1.3	31.3	161	*33	1.0	5.2	128	*41	0.6	6.4	81	*30	1.1	4.7	141
GOLF DIGEST/TENNIS (GROSS)	1186	347	2.2	29.3	151	*82	2.5	6.9	171	*89	1.4	7.5	94	*32	1.2	2.7	81
GOLF MAGAZINE	441	*134	0.9	30.4	157	**8	0.2	1.8	45	*48	0.7	10.9	136	*13	0.5	2.9	88
GOLF MAGAZINE/SKI (GROSS)	922	*224	1.4	24.3	125	*21	0.6	2.3	56	*63	1.0	6.8	85	*25	0.9	2.7	81
GOOD HOUSEKEEPING	16487	3289	21.0	19.9	103	549	16.8	3.3	82	1400	21.6	8.5	106	446	16.4	2.7	81
HARPER'S BAZAAR	2423	496	3.2	20.5	106	*68	2.1	2.8	69	*166	2.6	6.9	86	*121	4.5	5.0	149
HEALTH	1994	423	2.7	21.2	109	*66	2.0	3.3	82	*158	2.4	7.9	99	*85	3.1	4.3	127
HEARST MAG CORP. BUY (GROSS)	44101	9119	58.1	20.7	107	1557	47.6	3.5	87	4130	63.8	9.4	117	1395	51.4	3.2	94
HEARST MAN POWER (GROSS)	1993	512	3.3	25.7	133	*74	2.3	3.7	92	*203	3.1	10.2	127	*61	2.2	3.1	91
HEARST WOMAN POWER (GROSS)	31274	6310	40.2	20.2	104	1124	34.4	3.6	89	2791	43.1	8.9	112	803	29.6	2.6	77
HOUSE BEAUTIFUL	3623	751	4.8	20.7	107	*149	4.6	4.1	102	372	5.7	10.3	128	*137	5.0	3.8	113
INC.	283	*83	0.5	29.3	151	*17	0.5	6.0	140	*46	0.7	16.3	203	*5	0.2	1.8	53
JET	2928	465	3.0	15.9	82	*96	2.9	3.3	81	*129	2.0	4.4	55	*131	4.8	4.5	134
LADIES' HOME JOURNAL	11918	2310	14.7	19.4	100	501	15.3	4.2	104	972	15.0	8.2	102	341	12.6	2.9	85
LHJ FAMILY GRP COMBO(GROSS)	16764	3322	21.2	19.8	102	663	20.3	4.0	98	1383	21.4	8.2	103	508	18.7	3.0	90
LIFE	4254	896	5.7	21.1	109	*235	7.2	5.5	137	280	4.3	6.6	82	*146	5.4	3.4	102
L.A. TIMES HOME MAGAZINE	1145	341	2.2	29.8	154	*93	2.8	8.1	201	*56	0.9	4.9	61	*27	1.0	2.4	70
MADMOISELLE	2884	644	4.1	22.3	115	*145	4.4	5.0	124	*233	3.6	8.1	101	*90	3.3	3.1	93
MC CALL'S	13460	2689	17.1	20.0	103	448	13.7	3.3	82	1110	17.1	8.2	103	388	14.3	2.9	86
MC CALL'S/MRK MOTHER (GROSS)	14606	2872	18.3	19.7	101	495	15.1	3.4	84	1188	18.4	8.1	102	423	15.6	2.9	86
MECHANIX ILLUSTRATED	772	*123	0.8	15.9	82	*12	0.4	1.6	38	*56	0.9	7.3	91	*28	1.0	3.6	108
METROPOLITAN HOME	967	217	1.4	22.4	116	*70	2.1	7.2	179	*93	1.4	9.6	120	*58	2.1	6.0	179
MONEY	1588	383	2.4	24.1	124	*34	1.0	2.1	53	*173	2.7	10.9	136	*53	2.0	3.3	100
MOTHER EARTH NEWS	1002	252	1.6	25.1	130	*39	1.2	3.9	96	*130	2.0	13.0	162	*56	2.1	5.6	167
MS.	825	*196	1.2	23.8	123	*23	0.7	2.8	69	*57	0.9	6.9	86	*17	0.6	2.1	61
NATIONAL ENQUIRER	10336	1878	12.0	18.2	94	387	11.8	3.7	93	703	10.9	6.8	85	312	11.5	3.0	90
NATIONAL GEOGRAPHIC	9597	2339	14.9	24.4	126	385	11.8	4.0	99	941	14.5	9.8	123	*293	10.8	3.1	91
NATIONAL SUNDAY MAGAZINE PKG	49558	10178	64.8	20.5	106	2081	63.6	4.2	104	4472	69.1	9.0	113	1527	56.3	3.1	92
NATURAL HISTORY	573	*124	0.8	21.6	112	*3	0.1	0.5	13	*35	0.5	6.1	76	*21	0.8	3.7	109
NEW WOMAN	1699	300	1.9	17.7	91	*44	1.3	2.6	64	*174	2.7	10.2	128	*81	3.0	4.8	142
NEW YORK INCLUDING CUE	443	*110	0.7	24.8	128	*0	0.0	0.0	0	*34	0.5	7.7	96	*27	1.0	6.1	182
THE NEW YORKER	1270	295	1.9	23.2	120	*67	2.0	5.3	131	*164	2.5	12.9	162	*40	1.5	3.1	94
NEWSWEEK	6277	1499	9.5	23.9	123	254	7.8	4.0	100	624	9.6	9.9	124	*180	6.6	2.9	86
THE N.Y. TIMES DAILY EDITION	1205	348	2.2	28.9	149	*79	2.4	6.6	162	*136	2.1	11.3	141	*19	0.7	1.6	47
THE N.Y. TIMES MAGAZINE	2081	488	3.1	23.5	121	*102	3.1	4.9	121	*199	3.1	9.6	120	*41	1.5	2.0	59
OMNI	788	*181	1.2	23.0	119	*8	0.2	1.0	25	*71	1.1	9.0	113	*44	1.6	5.6	167
ON CABLE	1158	*258	1.6	22.3	115	*20	0.6	1.7	43	*142	2.2	12.3	153	*42	1.5	3.6	108
1001 HOME IDEAS	2852	589	3.8	20.7	107	*96	2.9	3.4	83	*252	3.9	8.8	111	*82	3.0	2.9	86
ORGANIC GARDENING	1658	425	2.7	25.6	132	*29	0.9	1.7	43	*97	1.5	5.9	73	*56	2.1	3.4	101
OUTDOOR LIFE	896	*214	1.4	23.9	123	*51	1.6	5.7	141	*61	0.9	6.8	85	*49	1.8	5.5	163
PARADE MAGAZINE	24275	5001	31.9	20.6	106	973	29.7	4.0	99	2211	34.2	9.1	114	740	27.3	3.0	91

	TOTAL U.S. '000	OTHER FRESH TURKEY USED IN LAST 6 MONTHS				OTHER FRESH TURKEY USED IN LAST 7 DAYS				FROZEN BREAST OF TURKEY USED IN LAST 6 MONTHS				USE FROZEN PRE-STUFFED TURKEY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	15697	100.0	19.4	100	3272	100.0	4.0	100	6474	100.0	8.0	100	2714	100.0	3.4	100
PARENTS	3845	611	3.9	15.9	82	**118	3.6	3.1	76	340	5.3	8.8	111	**155	5.7	4.0	120
PENTHOUSE	831	**128	0.8	15.4	79	**12	0.4	1.4	36	**94	1.5	11.3	142	**26	1.0	3.1	93
PEOPLE	11645	2402	15.3	20.6	106	467	14.3	4.0	99	990	15.3	8.5	106	427	15.7	3.7	109
PLAYBOY	2006	460	2.9	22.9	118	**103	3.1	5.1	127	**158	2.4	7.9	99	**53	2.0	2.6	79
POPULAR HOT RODDING	297	**67	0.4	22.6	116	**5	0.2	1.7	42	**31	0.5	10.4	131	**8	0.3	2.7	80
POPULAR MECHANICS	1018	*281	1.8	27.6	142	**19	0.6	1.9	46	**88	1.4	8.6	108	**12	0.4	1.2	35
POPULAR SCIENCE	878	*219	1.4	24.9	129	**16	0.5	1.8	45	**152	2.3	17.3	217	**36	1.3	4.1	122
PREVENTION	3913	758	4.8	19.4	100	**97	3.0	2.5	61	374	5.8	9.6	120	**59	2.2	1.5	45
PSYCHOLOGY TODAY	1710	304	1.9	17.8	92	**92	2.8	5.4	133	*203	3.1	11.9	149	**57	2.1	3.3	99
READER'S DIGEST	22204	4476	28.5	20.2	104	918	28.1	4.1	102	1894	29.3	8.5	107	586	21.6	2.6	79
REDBOOK	7684	1540	9.8	20.0	103	*286	8.7	3.7	92	665	10.3	8.7	108	*162	6.0	2.1	63
ROAD & TRACK	410	**156	1.0	38.0	196	*260	1.8	14.6	362	**48	0.7	11.7	146	**46	1.7	11.2	335
ROLLING STONE	969	281	1.8	29.0	150	**65	2.0	6.7	166	**74	1.1	7.6	96	**86	3.2	8.9	265
RUNNER'S WORLD	298	**71	0.5	23.8	123	**22	0.7	7.4	183	**38	0.6	12.8	160	**0	0.0	0.0	0
SATURDAY EVENING POST	1169	332	2.1	28.4	147	**45	1.4	3.8	95	**80	1.2	6.8	86	**18	0.7	1.5	46
SCIENCE 84	587	*162	1.0	27.6	142	**13	0.4	2.2	55	**31	0.5	5.3	66	**14	0.5	2.4	71
SCIENCE DIGEST	482	**93	0.6	19.3	100	**32	1.0	6.6	164	**63	1.0	13.1	164	**16	0.6	3.3	99
SCIENTIFIC AMERICAN	594	*128	0.8	21.5	111	**3	0.1	0.5	13	**65	1.0	10.9	137	**22	0.8	3.7	111
SELF	2089	483	3.1	23.1	119	*127	3.9	6.1	150	*204	3.2	9.8	122	**77	2.8	3.7	110
SEVENTEEN	2411	471	3.0	19.5	101	**77	2.4	3.2	79	*189	2.9	7.8	98	**91	3.4	3.8	113
SKI	480	**90	0.6	18.8	97	**13	0.4	2.7	67	**15	0.2	3.1	39	**12	0.4	2.5	75
SMITHSONIAN	2760	658	4.2	23.8	123	*117	3.6	4.2	105	365	5.6	13.2	165	**92	3.4	3.3	99
SOAP OPERA DIGEST	3013	533	3.4	17.7	91	**132	4.0	4.4	108	*227	3.5	7.5	94	**91	3.4	3.0	90
SOUTHERN LIVING	4184	651	4.1	15.6	80	**89	2.7	2.1	53	666	10.3	15.9	199	*160	5.9	3.8	114
SPORT	559	**144	0.9	25.8	133	**69	2.1	12.3	306	**50	0.8	8.9	112	**19	0.7	3.4	101
THE SPORTING NEWS	436	**73	0.5	16.7	86	**12	0.4	2.8	68	**18	0.3	4.1	52	**45	1.7	10.3	308
SPORTS AFIELD	493	*138	0.9	28.0	144	**23	0.7	4.7	115	**52	0.8	10.5	132	**34	1.3	6.9	206
SPORTS ILLUSTRATED	2758	590	3.8	21.4	110	*129	3.9	4.7	116	*244	3.8	8.8	111	**110	4.1	4.0	119
STAR	7456	1326	8.4	17.8	92	321	9.8	4.3	107	528	8.2	7.1	89	324	11.9	4.3	130
SUNDAY	24936	5000	31.9	20.1	103	1026	31.4	4.1	102	2280	35.2	9.1	114	833	30.7	3.3	100
SUNSET	2124	561	3.6	26.4	136	**34	1.0	1.6	40	**126	1.9	5.9	74	**107	3.9	5.0	150
TV GUIDE	21661	4630	29.5	21.4	110	888	27.1	4.1	101	1596	24.7	7.4	92	792	29.2	3.7	109
TENNIS	550	*148	0.9	26.9	139	**49	1.5	8.9	221	**47	0.7	8.5	107	**2	0.1	0.4	11
TIME	8880	1959	12.5	22.1	114	267	8.2	3.0	74	882	13.6	9.9	124	248	9.1	2.8	83
TOWN & COUNTRY	917	*206	1.3	22.5	116	**22	0.7	2.4	59	**117	1.8	12.8	160	**19	0.7	2.1	62
TRAVEL & LEISURE	972	*225	1.4	23.1	119	**26	0.8	2.7	66	**128	2.0	13.2	165	**41	1.5	4.2	126
TRUE STORY	3356	587	3.7	17.5	90	**184	5.6	5.5	136	*201	3.1	6.0	75	*114	4.2	3.4	101
U.S. NEWS & WORLD REPORT	3410	718	4.6	21.1	109	*138	4.2	4.0	100	*193	3.0	5.7	71	**101	3.7	3.0	88
USA TODAY	1759	399	2.5	22.7	117	**85	2.6	4.8	120	*174	2.7	9.9	124	**17	0.6	1.0	29
US	1873	434	2.8	23.2	120	**132	4.0	7.0	174	*148	2.3	7.9	99	**74	2.7	4.0	118
VOGUE	3909	807	5.1	20.6	107	**64	2.0	1.6	41	*270	4.2	6.9	86	*231	8.5	5.9	176
WALL STREET JOURNAL	1886	383	2.4	20.3	105	**73	2.2	3.9	96	**116	1.8	6.2	77	**79	2.9	4.2	125
WEIGHT WATCHERS	2120	438	2.8	20.7	107	**86	2.6	4.1	100	*237	3.7	11.2	140	**34	1.3	1.6	48
WOMAN'S DAY	14172	3240	20.6	22.9	118	503	15.4	3.5	88	1343	20.7	9.5	119	405	14.9	2.9	85
WORKING MOTHER	1146	*183	1.2	16.0	82	**47	1.4	4.1	102	**79	1.2	6.9	86	**35	1.3	3.1	91
WORKING WOMAN	1322	258	1.6	19.5	101	**51	1.6	3.9	95	*154	2.4	11.6	146	**55	2.0	4.2	124
WORLD TENNIS	*163	**35	0.2	21.5	111	**9	0.3	5.5	137	**8	0.1	4.9	61	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	539	3.4	21.3	110	*123	3.8	4.9	120	*220	3.4	8.7	109	**126	4.6	5.0	148
BLAIR INSERTS	43657	9140	58.2	20.9	108	1837	56.1	4.2	104	4068	62.8	9.3	117	1317	48.5	3.0	90
DAILY NEWSPAPERS																	
READ ANY	51633	10535	67.1	20.4	105	2137	65.3	4.1	102	4547	70.2	8.8	110	1605	59.1	3.1	93
READ ONE	43463	8690	55.4	20.0	103	1834	56.1	4.2	104	3727	57.6	8.6	107	1357	50.0	3.1	93
READ TWO OR MORE	8170	1846	11.8	22.6	117	303	9.3	3.7	92	820	12.7	10.0	126	*248	9.1	3.0	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	10845	69.1	20.6	106	2170	66.3	4.1	102	4715	72.8	9.0	112	1603	59.1	3.0	91
READ ONE	46126	9436	60.1	20.5	106	1887	57.7	4.1	101	4047	62.5	8.8	110	1349	49.7	2.9	87
READ TWO OR MORE	6552	1409	9.0	21.5	111	283	8.6	4.3	107	668	10.3	10.2	128	*255	9.4	3.9	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.21				34.57				25.50				31.56			
30 DAY REACH	71455	13979	89.1	19.6	101	2954	90.3	4.1	102	5889	91.0	8.2	103	2348	86.5	3.3	98
50 SHWG - 30 DAY AV FREQ	14.56	14.85				17.95				13.51				16.77			
30 DAY REACH	67742	13287	84.6	19.6	101	2854	87.2	4.2	104	5564	85.9	8.2	103	2214	81.6	3.3	98
25 SHWG - 30 DAY AV FREQ	7.94	8.02				9.80				7.34				9.05			
30 DAY REACH	62117	12340	78.6	19.9	102	2631	80.4	4.2	105	5104	78.8	8.2	103	2071	76.3	3.3	99
CABLE TV: HOME WIRED	32077	6859	43.7	21.4	110	1452	44.4	4.5	112	2886	44.6	9.0	113	1062	39.1	3.3	99
HOME NOT WIRED	48909	8839	56.3	18.1	93	1820	55.6	3.7	92	3588	55.4	7.3	92	1652	60.9	3.4	101
HAVE PAY CABLE	15935	3805	24.2	23.9	123	804	24.6	5.0	125	1384	21.4	8.7	109	*547	20.2	3.4	102

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	TOTAL U.S. '000	OTHER FRESH TURKEY USED IN LAST 6 MONTHS				OTHER FRESH TURKEY USED IN LAST 7 DAYS				FROZEN BREAST OF TURKEY USED IN LAST 6 MONTHS				USE FROZEN PRE-STUFFED TURKEY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	15697	100.0	19.4	100	3272	100.0	4.0	100	6474	100.0	8.0	100	2714	100.0	3.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	4484	28.6	17.2	89	970	29.6	3.7	92	2159	33.3	8.3	104	816	30.1	3.1	93
NETWORK AFFILIATES - LATE	20261	4133	26.3	20.4	105	832	25.4	4.1	102	1527	23.6	7.5	94	663	24.4	3.3	98
INDEPENDENTS - LATE	2076	505	3.2	24.3	126	68	2.1	3.3	81	194	3.0	9.3	117	*65	2.4	3.1	93
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	2148	13.7	20.5	106	474	14.5	4.5	112	754	11.6	7.2	90	377	13.9	3.6	108
ABC MONDAY NIGHT MOVIE	A 6412	1366	8.7	21.3	110	338	10.3	5.3	130	452	7.0	7.0	88	*199	7.3	3.1	93
ABC SUNDAY NIGHT MOVIE	A 12407	2771	17.7	22.3	115	583	17.8	4.7	116	1101	17.0	8.9	111	367	13.5	3.0	88
ABC WORLD NEWS TONIGHT	A 6176	999	6.4	16.2	83	180	5.5	2.9	72	475	7.3	7.7	96	198	7.3	3.2	96
AFTERMASH	C 5863	1186	7.6	20.2	104	*215	6.6	3.7	91	451	7.0	7.7	96	*155	5.7	2.6	79
ALICE	C 9594	1714	10.9	17.9	92	386	11.8	4.0	100	764	11.8	8.0	100	282	10.4	2.9	88
AMERICAN PARADE	C 6622	1270	8.1	19.2	99	226	6.9	3.4	84	485	7.5	7.3	92	*210	7.7	3.2	95
BENSON	A 10886	2154	13.7	19.8	102	398	12.2	3.7	90	919	14.2	8.4	106	309	11.4	2.8	85
BLUE THUNDER	A 5036	929	5.9	18.4	95	*170	5.2	3.4	84	332	5.1	6.6	82	*197	7.3	3.9	117
CAGNEY & LACEY	C 9965	2001	12.7	20.1	104	381	11.6	3.8	95	694	10.7	7.0	87	218	8.0	2.2	65
CBS EVENING NEWS-DEAN	C 3491	714	4.5	20.5	106	*173	5.3	5.0	123	334	5.2	9.6	120	*84	3.1	2.4	72
CBS EVENING NEWS-RATHER	C 7123	1300	8.3	18.3	94	296	9.0	4.2	103	541	8.4	7.6	95	157	5.8	2.2	66
CBS SAT. NEWS-SCHIEFFER	C 3621	591	3.8	16.3	84	115	3.5	3.2	79	265	4.1	7.3	92	*60	2.2	1.7	49
CBS SATURDAY NIGHT MOVIE	C 5436	1044	6.7	19.2	99	248	7.6	4.6	113	457	7.1	8.4	105	162	6.0	3.0	89
CBS WEDNESDAY NIGHT MOVIE	C 6100	1182	7.5	19.4	100	230	7.0	3.8	93	460	7.1	7.5	94	140	5.2	2.3	68
CHEERS	N 8889	1940	12.4	21.8	113	284	8.7	3.2	79	648	10.0	7.3	91	354	13.0	4.0	119
DALLAS	C 22109	4215	26.9	19.1	98	820	25.1	3.7	92	1823	28.2	8.2	103	686	25.3	3.1	93
DIFF'RENT STROKES	N 6940	1151	7.3	16.6	86	*221	6.8	3.2	79	515	8.0	7.4	93	*280	10.3	4.0	120
DOUBLE TROUBLE	N 7223	1493	9.5	20.7	107	*277	8.5	3.8	95	570	8.8	7.9	99	*201	7.4	2.8	83
DUCK FACTORY	N 5595	1239	7.9	22.1	114	*211	6.4	3.8	93	491	7.6	8.8	110	*272	10.0	4.9	145
DUKES OF HAZZARD	C 5768	908	5.8	15.7	81	*248	7.6	4.3	106	482	7.4	8.4	105	*164	6.0	2.8	85
DYNASTY	A 20053	3725	23.7	18.6	96	939	28.7	4.7	116	1540	23.8	7.7	96	594	21.9	3.0	88
FACTS OF LIFE	N 8087	1459	9.3	18.0	93	266	8.1	3.3	81	726	11.2	9.0	112	282	10.4	3.5	104
FALCON CREST	C 20046	3850	24.5	19.2	99	802	24.5	4.0	99	1647	25.4	8.2	103	579	21.3	2.9	86
FALL GUY	A 9084	1777	11.3	19.6	101	456	13.9	5.0	124	764	11.8	8.4	105	313	11.5	3.4	103
FAMILY TIES	N 7964	1470	9.4	18.5	95	*317	9.7	4.0	99	597	9.2	7.5	94	287	10.6	3.6	108
FANTASY ISLAND	A 7687	1651	10.5	21.5	111	421	12.9	5.5	136	664	10.3	8.6	108	244	9.0	3.2	95
FOULUPS, BLEEPS & BLUNDERS	A 8861	1826	11.6	20.6	106	252	7.7	2.8	70	823	12.7	9.3	116	310	11.4	3.5	104
FOUR SEASONS	C 5095	1101	7.0	21.6	111	*198	6.1	3.9	96	398	6.1	7.8	98	*177	6.5	3.5	104
GIMME A BREAK	N 8838	1643	10.5	18.6	96	399	12.2	4.5	112	655	10.1	7.4	93	430	15.8	4.9	145
HART TO HART	A 8978	1595	10.2	17.8	92	360	11.0	4.0	99	714	11.0	8.0	99	338	12.5	3.8	112
HILL STREET BLUES	N 8590	1926	12.3	22.4	116	377	11.5	4.4	109	651	10.1	7.6	95	378	13.9	4.4	131
HOTEL	A 14085	2784	17.7	19.8	102	580	17.7	4.1	102	1079	16.7	7.7	96	370	13.6	2.6	78
JEFFERSONS	C 9360	1674	10.7	17.9	92	336	10.3	3.6	89	723	11.2	7.7	97	373	13.7	4.0	119
JENNIFER SLEPT HERE	N 5841	985	6.3	16.9	87	*139	4.2	2.4	59	484	7.5	8.3	104	*205	7.6	3.5	105
KATE & ALLIE	C 9206	1696	10.8	18.4	95	309	9.4	3.4	83	701	10.8	7.6	95	274	10.1	3.0	89
KNIGHT RIDER	N 7076	1393	8.9	19.7	102	348	10.6	4.9	122	589	9.1	8.3	104	*303	11.2	4.3	128
LOVE BOAT	A 12219	2428	15.5	19.9	103	540	16.5	4.4	109	1056	16.3	8.6	108	366	13.5	3.0	89
MAGNUM PI	C 11199	2142	13.6	19.1	99	517	15.8	4.6	114	1071	16.5	9.6	120	265	9.8	2.4	71
MAMA'S FAMILY	N 6057	1167	7.4	19.3	99	*198	6.1	3.3	81	419	6.5	6.9	87	*255	9.4	4.2	126
MASTER, THE	N 3598	758	4.8	21.1	109	*167	5.1	4.6	115	*238	3.7	6.6	83	*215	7.9	6.0	178
MATT HOUSTON	A 6344	1512	9.6	23.8	123	373	11.4	5.9	146	555	8.6	8.7	109	*214	7.9	3.4	101
NBC MONDAY NIGHT MOVIE	N 11994	2500	15.9	20.8	108	476	14.5	4.0	98	891	13.8	7.4	93	384	14.1	3.2	96
NBC NIGHTLY NEWS	N 5132	910	5.8	17.7	91	207	6.3	4.0	100	495	7.6	9.6	121	191	7.0	3.7	111
NBC NIGHTLY NEWS-SAT	N 3375	516	3.3	15.3	79	*106	3.2	3.1	78	*232	3.6	6.9	86	*82	3.0	2.4	73
NBC NIGHTLY NEWS-SUN	N 3130	506	3.2	16.2	83	*159	4.9	5.1	126	*272	4.2	8.7	109	*178	6.6	5.7	170
NBC SUNDAY NIGHT MOVIE	N 8284	1600	10.2	19.3	100	394	12.0	4.8	118	722	11.2	8.7	109	*313	11.5	3.8	113
NEWMART	C 9240	1813	11.5	19.6	101	302	9.2	3.3	81	732	11.3	7.9	99	263	9.7	2.8	85
ONE DAY AT A TIME	C 7288	1394	8.9	19.1	99	*217	6.6	3.0	74	538	8.3	7.4	92	*188	6.9	2.6	77
PEOPLE ARE FUNNY	N 4855	971	6.2	20.0	103	*159	4.9	3.3	81	780	5.9	7.8	98	*191	7.0	3.9	117
REAL PEOPLE	N 8869	1470	9.4	16.6	86	296	9.0	3.3	83	710	11.0	8.0	100	338	12.5	3.8	114
REMINGTON STEELE	N 7743	1807	11.5	23.3	120	335	10.2	4.3	107	564	8.7	7.3	91	*270	9.9	3.5	104
RIPLY'S BELIEVE IT - NOT	A 5345	1030	6.6	19.3	99	*207	6.3	3.9	96	485	7.5	9.1	114	*193	7.1	3.6	108
RIPIDE	N 6988	1634	10.4	23.4	121	345	10.5	4.9	122	550	8.5	7.9	98	*249	9.2	3.6	106
SCARECROW & MRS. KING	C 10002	1838	11.7	18.4	95	389	11.9	3.9	96	730	11.3	7.3	91	261	9.6	2.6	78
SIMON & SIMON	C 10638	2187	13.9	20.6	106	542	16.6	5.1	126	780	12.0	7.3	92	332	12.2	3.1	93
60 MINUTES	C 13293	2396	15.3	18.0	93	477	14.6	3.6	89	1077	16.6	8.1	101	329	12.1	2.5	74
ST. ELSEWHERE	N 7017	1613	10.3	23.0	119	319	9.7	4.5	113	664	10.3	9.5	118	274	10.1	3.9	117
THREE'S COMPANY	A 10917	2075	13.2	19.0	98	379	11.6	3.5	86	807	12.5	7.4	92	373	13.3	3.4	102
T.J. HOOKER	A 9204	1735	11.1	18.9	97	476	14.5	5.2	128	791	12.2	8.6	108	270	9.9	2.9	88
TONIGHT SHOW	N 2372	479	3.1	20.2	104	90	2.8	3.8	94	189	2.9	8.0	100				

	TOTAL U.S. '000	OTHER FROZEN WHOLE TURKEY USED IN LAST 6 MONTHS				OTHER FROZEN WHOLE TURKEY USED IN LAST 7 DAYS				USED CORNISH GAME HEN (FRESH/FROZEN) LAST 6 MONTHS				USED CORNISH GAME HEN (FRESH/FROZEN) LAST 7 DAYS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	13993	100.0	17.3	100	1871	100.0	2.3	100	9936	100.0	12.3	100	1748	100.0	2.2	100
18 - 24	9282	1168	8.3	12.6	73	**135	7.2	1.5	63	847	8.5	9.1	74	**149	8.5	1.6	74
25 - 34	19072	3320	23.7	17.4	101	**401	21.4	2.1	91	2912	29.3	15.3	124	**356	20.4	1.9	86
35 - 44	14591	3205	22.9	22.0	127	**446	23.8	3.1	132	1861	18.7	12.8	104	**284	16.2	1.9	90
45 - 54	11345	2472	17.7	21.8	126	**312	16.7	2.8	119	1477	14.9	13.0	106	**304	17.4	2.7	124
55 - 64	11635	2230	15.9	19.2	111	**378	20.2	3.2	141	1687	17.0	14.5	118	**389	22.3	3.3	155
65 OR OLDER	15061	1599	11.4	10.6	61	**199	10.6	1.3	57	1152	11.6	7.6	62	**267	15.3	1.8	82
18 - 34	28354	4488	32.1	15.8	92	536	28.6	1.9	82	3759	37.8	13.3	108	**504	28.8	1.8	82
18 - 49	48339	9027	64.5	18.7	108	1128	60.3	2.3	101	6411	64.5	13.3	108	912	52.2	1.9	87
25 - 54	45008	8996	64.3	20.0	116	1158	61.9	2.6	111	6250	62.9	13.9	113	944	54.0	2.1	97
35 - 49	19985	4539	32.4	22.7	131	**591	31.6	3.0	128	2652	26.7	13.3	108	**408	23.3	2.0	95
50 OR OLDER	32647	4966	35.5	15.2	88	743	39.7	2.3	99	3526	35.5	10.8	88	835	47.8	2.6	118
GRADUATED COLLEGE	11155	1933	13.8	17.3	100	**335	17.9	3.0	130	2017	20.3	18.1	147	**215	12.3	1.9	89
ATTENDED COLLEGE	13682	2848	20.4	20.8	120	**321	17.2	2.3	102	2279	22.9	16.7	136	**378	21.6	2.8	128
GRADUATED HIGH SCHOOL	33880	6324	45.2	18.7	108	778	41.6	2.3	99	3720	37.4	13.0	89	715	40.9	2.1	98
DID NOT GRADUATE HIGH SCHOOL	22270	2888	20.6	13.0	75	**437	23.4	2.0	85	1921	19.3	8.6	70	**439	25.1	2.0	91
EMPLOYED	40306	7191	51.4	17.8	103	880	47.0	2.2	95	5669	57.1	14.1	115	956	54.7	2.4	110
EMPLOYED FULL-TIME	32850	5901	42.2	18.0	104	754	40.3	2.3	99	4678	47.1	14.2	116	728	41.6	2.2	103
EMPLOYED PART-TIME	7456	1291	9.2	17.3	100	**126	6.7	1.7	73	991	10.0	13.3	108	**229	13.1	3.1	142
NOT EMPLOYED	40680	6802	48.6	16.7	97	991	53.0	2.4	105	4267	42.9	10.5	85	791	45.3	1.9	90
PROFESSIONAL/MANAGER	10392	1811	12.9	17.4	101	**265	14.2	2.6	110	1836	18.5	17.7	144	**223	12.8	2.1	99
TECH/CLERICAL/SALES	17574	3224	23.0	18.3	106	**345	18.4	2.0	85	2409	24.2	13.7	112	**466	26.7	2.7	123
PRECISION/CRAFT	985	**163	1.2	16.5	96	**29	1.5	2.9	127	**161	1.6	16.3	133	**12	0.7	1.2	56
OTHER EMPLOYED	11354	1994	14.2	17.6	102	**240	12.8	2.1	91	1264	12.7	11.1	91	**255	14.6	2.2	104
SINGLE	9863	944	6.7	9.6	55	**107	5.7	1.1	47	1014	10.2	10.3	84	**193	11.0	2.0	91
MARRIED	51375	10475	74.9	20.4	118	1392	74.4	2.7	117	6749	67.9	13.1	107	1242	71.1	2.4	112
DIVORCED/SEPARATED/WIDOWED	19748	2575	18.4	13.0	75	372	19.9	1.9	82	2173	21.9	11.0	90	**313	17.9	1.6	73
PARENTS	32590	7054	50.4	21.6	125	877	46.9	2.7	116	3948	39.7	12.1	99	**510	29.2	1.6	73
WHITE	70416	12732	91.0	18.1	105	1708	91.3	2.4	105	8813	88.7	12.5	102	1486	85.0	2.1	98
BLACK	8778	1105	7.9	12.6	73	**163	8.7	1.9	80	902	9.1	10.3	84	**230	13.2	2.6	121
OTHER	1791	**157	1.1	8.8	51	**0	0.0	0.0	0	**222	2.2	12.4	101	**32	1.8	1.8	83
NORTHEAST-CENSUS	17786	3266	23.3	18.4	106	**491	26.2	2.8	119	2408	24.2	13.5	110	625	35.8	3.5	163
NORTH CENTRAL	20741	4281	30.6	20.6	119	522	27.9	2.5	109	2091	21.0	10.1	82	**378	21.6	1.8	84
SOUTH	27775	3873	27.7	13.9	81	**455	24.3	1.6	71	2450	24.7	8.8	72	**437	25.0	1.6	73
WEST	14683	2573	18.4	17.5	101	**403	21.5	2.7	119	2988	30.1	20.4	166	**308	17.6	2.1	97
NORTHEAST-MKTG.	17961	3237	23.1	18.0	104	484	25.9	2.7	117	2677	26.9	14.9	121	700	40.0	3.9	181
EAST CENTRAL	11885	2067	14.8	17.4	101	**230	12.3	1.9	84	938	9.4	7.9	64	**173	9.9	1.5	67
WEST CENTRAL	14090	3115	22.3	22.1	128	**403	21.5	2.9	124	1663	16.7	11.8	96	**284	16.2	2.0	93
SOUTH	24081	3416	24.4	14.2	82	**416	22.2	1.7	75	2049	20.6	8.5	69	**335	19.2	1.4	64
PACIFIC	12969	2159	15.4	16.6	96	**337	18.0	2.6	112	2608	26.2	20.1	164	**256	14.6	2.0	91
COUNTY SIZE A	32439	5147	36.8	15.9	92	709	37.9	2.2	95	4701	47.3	14.5	118	917	52.5	2.8	131
COUNTY SIZE B	24915	4350	31.1	17.5	101	**459	24.5	1.8	80	2828	28.5	11.4	93	**439	25.1	1.8	82
COUNTY SIZE C	12930	2521	18.0	19.5	113	**387	20.7	3.0	130	1592	16.0	12.3	100	**218	12.5	1.7	78
COUNTY SIZE D	10703	1976	14.1	18.5	107	**315	16.8	2.9	127	815	8.2	7.6	62	**175	10.0	1.6	76
METRO CENTRAL CITY	24518	3570	25.5	14.6	84	455	24.3	1.9	80	3100	31.2	12.6	103	567	32.4	2.3	107
METRO SUBURBAN	35919	6905	49.3	19.2	111	864	46.2	2.4	104	5046	50.8	14.0	115	818	46.8	2.3	106
NON METRO	20549	3519	25.1	17.1	99	**552	29.5	2.7	116	1791	18.0	8.7	71	**363	20.8	1.8	82
TOP 5 ADI'S	18341	2859	20.4	15.6	90	**487	26.0	2.7	115	2882	29.0	15.7	128	559	32.0	3.0	141
TOP 10 ADI'S	25378	3974	28.4	15.7	91	590	31.5	2.3	101	3670	36.9	14.5	118	674	38.6	2.7	123
TOP 20 ADI'S	36488	6004	42.9	16.5	95	863	46.1	2.4	102	5044	50.8	13.8	113	886	50.7	2.4	112
HSOLD INC. \$50,000 OR MORE	6612	1528	10.9	23.1	134	**175	9.4	2.6	115	1444	14.5	21.8	178	**160	9.2	2.4	112
\$40,000 OR MORE	12659	2860	20.4	22.6	131	**278	14.9	2.2	95	2372	23.9	18.7	153	**290	16.6	2.3	106
\$30,000 OR MORE	24698	5578	39.9	22.6	131	627	33.5	2.5	110	4214	42.4	17.1	139	**617	35.3	2.5	116
\$25,000 OR MORE	32077	7033	50.3	21.9	127	840	44.9	2.6	113	5248	52.8	16.4	133	781	44.7	2.4	113
\$20,000 - \$24,999	9144	1779	12.7	19.5	113	**244	13.0	2.7	116	1078	10.8	11.8	96	**203	11.6	2.2	103
\$15,000 - \$19,999	8728	1481	10.6	17.0	98	**181	9.7	2.1	90	764	7.7	8.8	71	**149	8.5	1.7	79
\$10,000 - \$14,999	12562	1672	11.9	13.3	77	**247	13.2	2.0	85	1364	13.7	10.9	89	**293	16.8	2.3	108
UNDER \$10,000	18475	2028	14.5	11.0	64	**359	19.2	1.9	84	1482	14.9	8.0	65	**322	18.4	1.7	81
HOUSEHOLD OF 1 PERSON	11987	1128	8.1	9.4	54	**131	7.0	1.1	47	1146	11.5	9.6	78	**200	11.4	1.7	77
2 PEOPLE	26577	3842	27.5	14.5	84	695	37.1	2.6	113	3743	37.7	14.1	115	770	44.1	2.9	134
3 OR 4 PEOPLE	30617	5863	41.9	19.1	111	696	37.2	2.3	98	3736	37.6	12.2	99	**524	30.0	1.7	79
5 OR MORE PEOPLE	11804	3161	22.6	26.8	155	**348	18.6	2.9	128	1311	13.2	11.1	91	**255	14.6	2.2	100
NO CHILD IN HSHLD	46165	6568	46.9	14.2	82	983	52.5	2.1	92	5797	58.3	12.6	102	1232	70.5	2.7	124
CHILD(REN) UNDER 2 YRS	5325	1026	7.3	19.3	112	**103	5.5	1.9	84	730	7.3	13.7	112	**102	5.8	1.9	89
2 - 5 YEARS	14221	2877	20.6	20.2	117	**349	18.7	2.5	106	1638	16.5	11.5	94	**230	13.2	1.6	75
6 - 11 YEARS	15117	3284	23.5	21.7	126	**397	21.2	2.6	114	1865	18.8	12.3	101	**257	14.7	1.7	79
12 - 17 YEARS	16611	4135	29.6	24.9	144	**517	27.6	3.1	135	1840	18.5	11.1	90	**197	11.3	1.2	55
RESIDENCE OWNED	55884	10807	77.2	19.3	112	1425	76.2	2.5	110	7058	71.0	12.6	103	1211	69.3	2.2	100
VALUE: \$50,000 OR MORE	31744	6740	48.2	21.2	123	872	46.6	2.7	119	4713	47.4	14.8	121	644	36.8	2.0	94
VALUE: UNDER \$50,000	24140	4067	29.1	16.8	98	**553	29.6	2.3	99	2344	23.6	9.7	79	**567	32.4	2.3	109

		OTHER FROZEN WHOLE TURKEY USED IN LAST 6 MONTHS					OTHER FROZEN WHOLE TURKEY USED IN LAST 7 DAYS					USED CORNISH GAME HEN (FRESH/FROZEN) LAST 6 MONTHS					USED CORNISH GAME HEN (FRESH/FROZEN) LAST 7 DAYS				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX			
TOTAL FEMALE HOMEMAKERS		80986	13993	100.0	17.3	100	1871	100.0	2.3	100	9936	100.0	12.3	100	1748	100.0	2.2	100			
MAGAZINES	QUINTILE 1	15799	3240	23.2	20.5	119	*306	16.4	1.9	84	2341	23.6	14.8	121	*439	25.1	2.8	129			
	QUINTILE 2	17259	3162	22.6	18.3	106	*411	22.0	2.4	103	2638	26.5	15.3	125	*390	22.3	2.3	105			
	QUINTILE 3	13545	2616	18.7	19.3	112	*400	21.4	3.0	128	1668	16.8	12.3	100	*278	15.9	2.1	95			
	QUINTILE 4	15133	2327	16.6	15.4	89	*385	20.6	2.5	110	1600	16.1	10.6	86	*308	17.6	2.0	94			
	QUINTILE 5	19250	2649	18.9	13.8	80	*368	19.7	1.9	83	1690	17.0	8.8	72	*332	19.0	1.7	80			
NEWSPAPERS	QUINTILE 1	12413	2206	15.8	17.8	103	*411	22.0	3.3	143	1591	16.0	12.8	104	*424	24.3	3.4	158			
	QUINTILE 2	24116	4870	34.8	20.2	117	*643	34.4	2.7	115	3453	34.8	14.3	117	*420	24.0	1.7	81			
	QUINTILE 3	11261	1682	12.0	14.9	86	*190	10.2	1.7	73	1430	14.4	12.7	104	*302	17.3	2.7	124			
	QUINTILE 4	20255	3368	24.1	16.6	96	*393	21.0	1.9	84	2343	23.6	11.6	94	*411	23.5	2.0	94			
	QUINTILE 5	12940	1869	13.4	14.4	84	*234	12.5	1.8	78	1120	11.3	8.7	71	*191	10.9	1.5	68			
OUTDOOR	QUINTILE 1	14852	2860	20.4	19.3	111	*407	21.8	2.7	119	1858	18.7	12.5	102	*340	19.5	2.3	106			
	QUINTILE 2	15725	3047	21.8	19.4	112	*416	22.2	2.6	115	2013	20.3	12.8	104	*389	22.3	2.5	115			
	QUINTILE 3	16330	2772	19.8	17.0	98	*341	18.2	2.1	90	1970	19.8	12.1	98	*217	12.4	1.3	62			
	QUINTILE 4	16744	2645	18.9	15.8	91	*307	16.4	1.8	79	1940	19.5	11.6	94	*375	21.5	2.2	104			
	QUINTILE 5	17334	2670	19.1	15.4	89	*399	21.3	2.3	100	2154	21.7	12.4	101	*427	24.4	2.5	114			
RADIO-DRIVE TIME	QUINTILE 1	15911	2912	20.8	18.3	106	*450	24.1	2.8	122	1900	19.1	11.9	97	*333	19.1	2.1	97			
	QUINTILE 2	14837	2863	20.5	19.3	112	*401	21.4	2.7	117	1543	15.5	10.4	85	*304	17.4	2.0	95			
	QUINTILE 3	15339	2605	18.6	17.0	98	*225	12.0	1.5	63	2225	22.4	14.5	118	*418	23.9	2.7	126			
	QUINTILE 4	16723	2664	19.0	15.9	92	*430	23.0	2.6	111	1989	20.0	11.9	97	*383	21.9	2.3	106			
	QUINTILE 5	18176	2949	21.1	16.2	94	*364	19.5	2.0	87	2280	22.9	12.5	102	*310	17.7	1.7	79			
RADIO-MID- DAY	TERCILE 1	21020	3992	28.5	19.0	110	*561	30.0	2.7	116	2696	27.1	12.8	105	*534	30.5	2.5	118			
	TERCILE 2	21610	3788	27.1	17.5	101	*588	31.4	2.7	118	2722	27.4	12.6	103	*464	26.5	2.1	99			
	TERCILE 3	38355	6214	44.4	16.2	94	*722	38.6	1.9	81	4518	45.5	11.8	96	*750	42.9	2.0	91			
RADIO-TOTAL	QUINTILE 1	15988	2861	20.4	17.9	104	*403	21.5	2.5	109	2027	20.4	12.7	103	*390	22.3	2.4	113			
	QUINTILE 2	15626	2813	20.1	18.0	104	*468	25.0	3.0	130	1624	16.3	10.4	85	*278	15.9	1.8	82			
	QUINTILE 3	16723	3037	21.7	18.2	105	*295	15.8	1.8	76	2034	20.5	12.2	99	*429	24.5	2.6	119			
	QUINTILE 4	16342	2519	18.0	15.4	89	*346	18.5	2.1	92	2383	24.0	14.6	119	*380	21.7	2.3	108			
	QUINTILE 5	16306	2764	19.8	17.0	98	*359	19.2	2.2	95	1863	18.8	11.4	93	*271	15.5	1.7	77			
TV-PRIME TIME	QUINTILE 1	15953	2870	20.5	18.0	104	*378	20.2	2.4	103	2018	20.3	12.6	103	*395	22.6	2.5	115			
	QUINTILE 2	16137	3047	21.8	18.9	109	*454	24.3	2.8	122	1992	20.0	12.3	101	*336	19.2	2.1	96			
	QUINTILE 3	16420	3010	21.5	18.3	106	*349	18.7	2.1	92	2045	20.6	12.5	102	*410	23.5	2.5	116			
	QUINTILE 4	16687	3485	17.8	14.9	86	*294	15.7	1.8	76	2131	21.4	12.8	104	*268	15.3	1.6	74			
	QUINTILE 5	15789	2578	18.4	16.3	94	*397	21.2	2.5	109	1750	17.6	11.1	90	*339	19.4	2.1	99			
TV-DAYTIME	TERCILE 1	27736	4856	34.7	17.5	101	*661	35.3	2.4	103	2791	28.1	10.1	82	*558	31.9	2.0	93			
	TERCILE 2	26489	4623	33.0	17.5	101	*616	32.9	2.3	101	3622	36.5	13.7	111	*575	32.9	2.2	101			
	TERCILE 3	26761	4515	32.3	16.9	98	*594	31.7	2.2	96	3523	35.5	13.2	107	*614	35.1	2.3	106			
TV-TOTAL	QUINTILE 1	16345	2706	19.3	16.6	96	*391	20.9	2.4	104	1725	17.4	10.6	86	*329	18.8	2.0	93			
	QUINTILE 2	16447	2993	21.4	18.2	105	*405	21.6	2.5	107	2046	20.6	12.4	101	*415	23.7	2.5	117			
	QUINTILE 3	15980	2993	21.4	18.7	108	*349	18.7	2.2	95	2275	22.9	14.2	116	*399	22.8	2.5	116			
	QUINTILE 4	15887	2545	18.2	16.0	93	*266	14.2	1.7	72	1852	18.6	11.7	95	*283	16.2	1.8	83			
	QUINTILE 5	16326	2756	19.7	16.9	98	*460	24.6	2.8	122	2038	20.5	12.5	102	*322	18.4	2.0	91			
MAGAZINES-NEWSPAPERS: DUAL		20721	4248	30.4	20.5	119	*536	28.6	2.6	112	3233	32.5	15.6	127	*516	29.5	2.5	115			
MAGAZINE IMPERATIVE		19186	3404	24.3	17.7	103	*325	17.4	1.7	73	2546	25.6	13.3	108	*455	26.0	2.4	110			
NEWSPAPER IMPERATIVE		21899	3718	26.6	17.0	98	*632	33.8	2.9	125	2564	25.8	11.7	95	*518	29.6	2.4	110			
MAGAZINES-OUTDOOR: DUAL		15451	3123	22.3	20.2	117	*340	18.2	2.2	95	2491	25.1	16.1	131	*416	23.8	2.7	125			
MAGAZINE IMPERATIVE		25953	4713	33.7	18.2	105	*577	30.8	2.2	96	3563	35.9	13.7	112	*579	33.1	2.2	103			
OUTDOOR IMPERATIVE		24400	4130	29.5	16.9	98	*682	36.5	2.8	121	2392	24.1	9.8	80	*421	24.1	1.7	80			
MAGAZINES-RADIO: DUAL		18049	3513	25.1	19.5	113	*450	24.1	2.5	108	2309	23.2	12.8	104	*405	23.2	2.2	104			
MAGAZINE IMPERATIVE		23571	4408	31.5	18.7	108	*510	27.3	2.2	94	3754	37.8	15.9	130	*592	33.9	2.5	116			
RADIO IMPERATIVE		23278	3876	27.7	16.7	96	*599	32.0	2.6	111	2338	23.5	10.0	82	*485	27.7	2.1	97			
MAGAZINES-TELEVISION: DUAL		15459	3000	22.0	19.9	115	*364	19.5	2.4	102	2184	22.0	14.1	115	*367	21.0	2.4	110			
MAGAZINE IMPERATIVE		25829	4805	34.3	18.6	108	*573	30.6	2.2	96	3809	38.3	14.7	120	*619	35.4	2.4	111			
TELEVISION IMPERATIVE		26039	4156	29.7	16.0	92	*640	34.2	2.5	106	2594	26.1	10.0	81	*577	33.0	2.2	103			
NEWSPAPERS-OUTDOOR: DUAL		16605	3291	23.5	19.8	115	*464	24.8	2.8	121	2322	23.4	14.0	114	*362	20.7	2.2	101			
NEWSPAPER IMPERATIVE		26834	4718	33.7	17.6	102	*664	35.5	2.5	107	3605	36.3	13.4	110	*644	36.8	2.4	111			
OUTDOOR IMPERATIVE		23346	4040	28.9	17.3	100	*475	25.4	2.0	88	2549	25.7	10.9	89	*493	28.2	2.1	98			
NEWSPAPERS-RADIO: DUAL		17133	3405	24.3	19.9	115	*590	31.5	3.4	149	2164	21.8	12.6	103	*458	26.2	2.7	124			
NEWSPAPER IMPERATIVE		25892	4570	32.7	17.7	102	*603	32.2	2.3	101	3769	37.9	14.6	119	*589	33.7	2.3	105			
RADIO IMPERATIVE		23167	3741	26.7	16.1	93	*458	24.5	2.0	86	2355	23.7	10.2	83	*418	23.9	1.8	84			
NEWSPAPERS-TELEVISION: DUAL		17159	3165	22.6	18.4	107	*457	24.4	2.7	115	1982	19.9	11.6	94	*379	21.7	2.2	102			
NEWSPAPER IMPERATIVE		26214	4918	35.1	18.8	109	*685	36.6	2.6	113	3895	39.2	14.9	121	*646	37.0	2.5	114			
TELEVISION IMPERATIVE		23412	3924	28.0	16.8	97	*515	27.5	2.2	95	2658	26.8	11.4	93	*499	28.5	2.1	99			
OUTDOOR-RADIO: DUAL		15303	2940	21.0	19.2	111	*476	25.4	3.1	135	1940	19.5	12.7	103	*359	20.5	2.3	109			
OUTDOOR IMPERATIVE		24901	4448	31.8	17.9	103	*555	29.7	2.2	96	3126	31.5	12.6	102	*514	29.4	2.1	96			
RADIO IMPERATIVE		26492	4440	31.7	16.8	97	*574	30.7	2.2	94	3118	31.4	11.8	96	*580	33.2					

	TOTAL U.S. '000	OTHER FROZEN WHOLE TURKEY USED IN LAST 6 MONTHS				OTHER FROZEN WHOLE TURKEY USED IN LAST 7 DAYS				USED CORNISH GAME HEN (FRESH/FROZEN) LAST 6 MONTHS				USED CORNISH GAME HEN (FRESH/FROZEN) LAST 7 DAYS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	13993	100.0	17.3	100	1871	100.0	2.3	100	9936	100.0	12.3	100	1748	100.0	2.2	100
ATLANTIC MONTHLY	415	**26	0.2	6.3	36	**0	0.0	0.0	0	**56	0.6	13.5	110	**5	0.3	1.2	56
BARRON'S	453	**68	0.5	15.0	87	**19	1.0	4.2	182	**119	1.2	26.3	214	**9	0.5	2.0	92
BETTER HOMES & GARDENS	16256	3336	23.8	20.5	119	448	23.9	2.8	119	2380	24.0	14.6	119	374	21.4	2.3	107
BON APPETIT	2535	411	2.9	16.2	94	**44	2.4	1.7	75	524	5.3	20.7	168	**95	5.4	3.7	174
BUSINESS WEEK	1278	*245	1.8	19.2	111	**41	2.2	3.2	139	*243	2.4	19.0	155	**47	2.7	3.7	170
CAR AND DRIVER	378	**66	0.5	17.5	101	**8	0.4	2.1	92	**60	0.6	15.9	129	**11	0.6	2.9	135
CBS MAGAZINE NETWORK (GROSS)	1498	**290	2.1	19.4	112	**31	1.7	2.1	90	*180	1.8	12.0	98	**11	0.6	0.7	34
CHANGING TIMES	1505	*248	1.8	16.5	95	**53	2.8	3.5	152	272	2.7	18.1	147	**49	2.8	3.3	151
COLONIAL HOMES	1231	293	2.1	23.8	138	**42	2.2	3.4	148	*144	1.4	11.7	95	**30	1.7	2.4	113
CONDE NAST MAG. PKG. (GROSS)	14146	2463	17.6	17.4	101	258	13.8	1.8	79	2122	21.4	15.0	122	471	26.9	3.3	154
CONSUMERS DIGEST	1323	*271	1.9	20.5	119	**31	1.7	2.3	101	*161	1.6	12.2	99	**41	2.3	3.1	144
COSMOPOLITAN	7102	1176	8.4	16.6	96	*138	7.4	1.9	84	864	8.7	12.2	99	*146	8.4	2.1	95
COUNTRY LIVING	2481	575	4.1	23.2	134	**42	2.2	1.7	73	347	3.5	14.0	114	**48	2.7	1.9	90
CUISINE	1472	*296	2.1	20.1	116	*21	1.1	1.4	62	253	2.5	17.2	140	**33	1.9	2.2	104
CYCLE WORLD	425	**96	0.7	22.6	131	**0	0.0	0.0	0	**53	0.5	12.5	102	**0	0.0	0.0	0
DCI:CREATIVE IDEAS FOR LIV	2510	596	4.3	23.7	137	**67	3.6	2.7	116	280	2.8	11.2	91	**68	3.9	2.7	126
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1505	10.8	22.5	130	*154	8.2	2.3	100	937	9.4	14.0	114	**99	5.7	1.5	69
DISCOVER	894	*189	1.4	21.1	122	**11	0.6	1.2	53	*91	0.9	10.2	83	**10	0.6	1.1	52
EBONY	3507	419	3.0	11.9	69	**66	3.5	1.9	81	449	4.5	12.8	104	*107	6.1	3.1	141
ESQUIRE	1083	**120	0.9	11.1	64	**16	0.9	1.5	64	*171	1.7	15.8	129	**42	2.4	3.9	180
ESSENCE	1830	254	1.8	13.9	80	**21	1.1	1.1	50	239	2.4	13.1	106	**51	2.9	2.8	129
FAMILY CIRCLE	15930	3656	26.1	23.0	133	473	25.3	3.0	129	2417	24.3	15.2	124	499	28.5	3.1	145
THE FAMILY HANDYMAN	1126	404	2.9	35.9	208	**68	3.6	6.0	261	*142	1.4	12.6	103	**25	1.4	2.2	103
FAMILY WEEKLY	11468	2290	16.4	20.0	116	423	22.6	3.7	160	1312	13.2	11.4	93	*252	14.4	2.2	102
FIELD & STREAM	2234	492	3.5	22.0	127	**52	2.8	2.3	101	*284	2.9	12.7	104	**6	0.3	0.3	12
FOOD & WINE	579	**101	0.7	17.4	101	**19	1.0	3.3	142	**92	0.9	15.9	130	**25	1.4	4.3	200
FORBES	728	**102	0.7	14.0	81	**0	0.0	0.0	0	*191	1.9	26.2	214	**16	0.9	2.2	102
FORTUNE	906	**173	1.2	19.1	111	**11	0.6	1.2	53	*191	1.9	21.1	172	*14	0.8	1.5	72
GENTLEMAN'S QUARTERLY	791	**106	0.8	13.4	78	**7	0.4	0.9	38	**88	0.9	11.1	91	**48	2.7	6.1	281
GLAMOUR	5265	884	6.3	16.8	97	**95	5.1	1.8	78	697	7.0	13.2	108	**106	6.1	2.0	93
GOLF DIGEST	636	**146	1.0	23.0	133	**34	1.8	5.3	231	**108	1.1	17.0	138	**16	0.9	2.5	117
GOLF DIGEST/TENNIS (GROSS)	1186	*215	1.5	18.1	105	**41	2.2	3.5	150	*206	2.1	17.4	142	**28	1.6	2.4	109
GOLF MAGAZINE	441	**74	0.5	16.8	97	**25	1.3	5.7	245	**43	0.4	9.8	79	**4	0.2	0.9	42
GOLF MAGAZINE/SKI (GROSS)	922	*136	1.0	14.8	85	**27	1.4	2.9	127	**116	1.2	12.6	103	**27	1.5	2.9	136
GOOD HOUSEKEEPING	16487	3396	24.3	20.6	119	367	19.6	2.2	96	2289	23.0	13.9	113	480	27.5	2.9	135
HARPER'S BAZAAR	2423	364	2.6	15.0	87	**31	1.7	1.3	55	311	3.1	12.8	105	**83	4.7	3.4	159
HEALTH	1994	314	2.2	15.7	91	**45	2.4	2.3	98	*240	2.4	12.0	98	**39	2.2	2.0	91
HEARST MAG CORP. BUY (GROSS)	44101	8697	62.2	19.7	114	898	48.0	2.0	88	5912	59.5	13.4	109	1068	61.1	2.4	112
HEARST MAN POWER (GROSS)	1993	480	3.4	24.1	139	**60	3.2	3.0	130	257	2.6	12.9	105	**24	1.4	1.2	56
HEARST WOMAN POWER (GROSS)	31274	6062	43.3	19.4	112	628	33.6	2.0	87	4177	42.0	13.4	109	773	44.2	2.5	115
HOUSE BEAUTIFUL	3623	771	5.5	21.3	123	**74	4.0	2.0	88	527	5.3	14.5	119	**82	4.7	2.3	105
INC.	283	**21	0.2	7.4	43	**13	0.7	4.6	199	**83	0.8	29.3	239	**11	0.6	3.9	180
JET	2928	443	3.2	15.1	88	**55	2.9	1.9	81	360	3.6	12.3	100	**68	3.9	2.3	108
LADIES' HOME JOURNAL	11918	2546	18.2	21.4	124	261	13.9	2.2	95	1748	17.6	14.7	120	352	20.1	3.0	137
LHJ FAMILY GRP COMBO(GROSS)	16764	3542	25.3	21.1	122	357	19.1	2.1	92	2456	24.7	14.7	119	438	25.1	2.6	121
LIFE	4254	904	6.5	21.3	123	*154	8.2	3.6	157	598	6.0	14.1	115	**118	6.8	2.8	129
L.A. TIMES HOME MAGAZINE	1145	*163	1.2	14.2	82	**20	1.1	1.7	76	*259	2.6	22.6	184	**11	0.6	1.0	45
MADMOISELLE	2884	568	4.1	19.7	114	**43	2.3	1.5	65	427	4.3	14.8	121	**152	8.7	5.3	244
MC CALL'S	13460	2642	18.9	19.6	114	267	14.3	2.0	86	1803	18.1	13.4	109	383	21.9	2.8	132
MC CALL'S/WRK MOTHER (GROSS)	14606	2798	20.0	19.2	111	310	16.6	2.1	92	1914	19.3	13.1	107	408	23.3	2.8	129
MECHANIX ILLUSTRATED	772	*235	1.7	30.4	176	**44	2.4	5.7	247	*146	1.5	18.9	154	**20	1.1	2.6	120
METROPOLITAN HOME	967	*117	0.8	12.1	70	**14	0.7	1.4	63	*164	1.7	17.0	138	**21	1.2	2.2	101
MONEY	1588	296	2.1	18.6	108	**8	0.4	0.5	22	*231	2.3	14.5	119	**32	1.8	2.0	93
MOTHER EARTH NEWS	1002	*249	1.8	24.9	144	**45	2.4	4.5	194	*147	1.5	14.7	120	**19	1.1	1.9	88
MS.	825	*146	1.0	17.7	102	**14	0.7	1.7	73	*183	1.8	22.2	181	**16	0.9	1.9	90
NATIONAL ENQUIRER	10336	1812	12.9	17.5	101	*218	11.7	2.1	91	1034	10.4	10.0	82	*230	13.2	2.2	103
NATIONAL GEOGRAPHIC	9597	2121	15.2	22.1	128	*156	8.3	1.6	70	1711	17.2	17.8	145	*273	15.6	2.8	132
NATIONAL SUNDAY MAGAZINE PKG	49558	9157	65.4	18.5	107	1261	67.4	2.5	110	6519	65.6	13.2	107	1172	67.0	2.4	110
NATURAL HISTORY	573	**114	0.8	19.9	115	**9	0.5	1.6	68	*96	1.0	16.8	137	**9	0.5	1.6	73
NEW WOMAN	1699	274	2.0	16.1	93	**15	0.8	0.9	38	*190	1.9	11.2	91	**13	0.7	0.8	35
NEW YORK INCLUDING CUE	443	**60	0.4	13.5	78	**22	1.2	5.0	215	*85	0.9	19.2	156	**21	1.2	4.7	220
THE NEW YORKER	1270	*134	1.0	10.6	61	**9	0.5	0.7	31	197	2.0	15.5	126	**42	2.4	3.3	153
NEWSWEEK	6277	1160	8.3	18.5	107	**124	6.6	2.0	86	1069	10.8	17.0	139	*142	8.1	2.3	105
THE N.Y. TIMES DAILY EDITION	1205	*178	1.3	14.8	85	*31	1.7	2.6	111	221	2.2	18.3	149	*36	2.1	3.0	130
THE N.Y. TIMES MAGAZINE	2081	383	2.7	18.4	107	**110	5.9	5.3	229	363	3.7	17.4	142	*81	4.6	3.9	188
OMNI	788	*194	1.4	24.6	142	**23	1.2	2.9	126	*134	1.3	17.0	139	**12	0.7	1.5	71
ON CABLE	1158	*294	2.1	25.4	147	**11	0.6	0.9	41	*160	1.6	13.8	113	**78	4.5	6.7	312
1001 HOME IDEAS	2852	682	4.9	23.9	138	**51	2.7	1.8	77	469	4.7	16.4	134	*447	2.7	1.6	76
ORGANIC GARDENING	1658	473	3.4	28.5	165	*54	2.9	3.3	141	*231	2.3	13.9	114	*16	0.9	1.0	45
OUTDOOR LIFE	896	*174	1.2	19.4	112	**22	1.2	2.5	106	*79	0.8	8.8	72	*3	0.2	0.3	16
PARADE MAGAZINE	24275	4193	30.0	17.3	100	576	30.8	2.4	103	3176	32.0	13.1	107	649	37.1	2.7	124

	TOTAL U.S. '000	OTHER FROZEN WHOLE TURKEY USED IN LAST 6 MONTHS				OTHER FROZEN WHOLE TURKEY USED IN LAST 7 DAYS				USED CORNISH GAME HEN (FRESH/FROZEN) LAST 6 MONTHS				USED CORNISH GAME HEN (FRESH/FROZEN) LAST 7 DAYS			
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13993	100.0	17.3	100	1871	100.0	2.3	100	9936	100.0	12.3	100	1748	100.0	2.2	100
PARENTS	3845	643	4.6	16.7	97	**84	4.5	2.2	95	519	5.2	13.5	110	**77	4.4	2.0	93
PENTHOUSE	831	**121	0.9	14.6	84	**0	0.0	0.0	0	**96	1.0	11.6	94	**24	1.4	2.9	134
PEOPLE	11645	2218	15.9	19.0	110	*237	12.7	2.0	88	1802	18.1	15.5	126	311	17.8	2.7	124
PLAYBOY	2006	334	2.4	16.7	96	**12	0.6	0.6	26	317	3.2	15.8	129	**34	1.9	1.7	79
POPULAR HOT RODDING	297	**49	0.4	16.5	95	**2	0.1	0.7	29	**46	0.5	15.5	126	**2	0.1	0.7	31
POPULAR MECHANICS	1018	*236	1.7	23.2	134	**34	1.8	3.3	145	**143	1.4	14.0	114	**7	0.4	0.7	32
POPULAR SCIENCE	878	*283	2.0	32.8	187	**42	2.2	4.8	207	*165	1.7	18.8	153	**7	0.4	0.8	37
PREVENTION	3913	830	5.9	21.2	123	**78	4.2	2.0	86	432	4.3	11.0	90	**50	2.9	1.3	59
PSYCHOLOGY TODAY	1710	317	2.3	18.5	107	**6	0.3	0.4	15	320	3.2	18.7	153	**66	3.8	3.9	179
READER'S DIGEST	22204	4539	32.4	20.4	118	632	33.8	2.8	123	2863	28.8	12.9	105	535	30.7	2.4	112
REDBOOK	7684	1490	10.6	19.4	112	*123	6.6	1.6	69	1024	10.3	13.3	109	*148	8.5	1.9	89
ROAD & TRACK	410	**114	0.8	27.8	161	**23	1.2	5.6	243	**63	0.6	15.4	125	**2	0.1	0.5	23
ROLLING STONE	969	*181	1.3	18.7	108	**11	0.6	1.1	49	*153	1.5	15.8	129	**39	2.2	4.0	186
RUNNER'S WORLD	298	**30	0.2	10.1	58	**5	0.3	1.7	73	**30	0.3	10.1	82	**0	0.0	0.0	0
SATURDAY EVENING POST	1169	*236	1.7	20.2	117	**47	2.5	4.0	174	198	2.0	16.9	138	**19	1.1	1.6	75
SCIENCE 84	587	*144	1.0	24.5	142	**3	0.2	0.5	22	*150	1.5	25.6	208	**15	0.9	2.6	118
SCIENCE DIGEST	482	*156	1.1	32.4	187	**13	0.7	2.7	117	**73	0.7	15.1	123	**9	0.5	1.9	87
SCIENTIFIC AMERICAN	594	*170	1.2	28.6	166	**20	1.1	3.4	146	**93	0.9	15.7	128	**3	0.2	0.5	23
SELF	2089	345	2.5	16.5	96	**43	2.3	2.1	89	355	3.6	17.0	139	**55	3.1	2.6	122
SEVENTEEN	2411	392	2.8	16.3	94	**30	1.6	1.2	54	313	3.2	13.0	106	**67	3.8	2.8	129
SKI	480	**62	0.4	12.9	75	**2	0.1	0.4	18	**72	0.7	15.0	122	**23	1.3	4.8	222
SMITHSONIAN	2760	429	3.1	15.5	90	**87	4.6	3.2	136	431	4.3	15.6	127	**43	2.5	1.6	72
SOAP OPERA DIGEST	3013	400	2.9	13.3	77	**73	3.9	2.4	105	351	3.5	11.6	95	**155	8.9	5.1	238
SOUTHERN LIVING	4184	909	6.5	21.7	126	**87	4.6	2.1	90	657	6.6	15.7	128	**31	1.8	0.7	34
SPORT	559	**96	0.7	17.2	99	**10	0.5	1.8	77	**92	0.9	16.5	134	**27	1.5	4.8	224
THE SPORTING NEWS	436	**105	0.8	24.1	139	**16	0.9	3.7	159	**26	0.3	6.0	49	**0	0.0	0.0	0
SPORTS AFIELD	493	**88	0.6	17.8	103	**13	0.7	2.6	114	**42	0.4	8.5	69	**8	0.5	1.6	75
SPORTS ILLUSTRATED	2758	554	4.0	20.1	116	**53	2.8	1.9	83	423	4.3	15.3	125	**67	3.8	2.4	113
STAR	7456	1146	8.2	15.4	89	*128	6.8	1.7	74	850	8.6	11.4	93	*231	13.2	3.1	144
SUNDAY	24936	4779	34.2	19.2	111	585	31.3	2.3	102	3411	34.3	13.7	111	554	31.7	2.2	103
SUNSET	2124	521	3.7	24.5	142	**91	4.9	4.3	185	531	5.3	25.0	204	**46	2.6	2.2	100
TV GUIDE	21661	3858	27.6	16.8	103	469	25.1	2.2	94	2991	30.1	13.8	113	526	30.1	2.4	113
TENNIS	550	**69	0.5	12.5	73	**7	0.4	1.3	55	**98	1.0	17.8	145	**12	0.7	2.2	101
TIME	8880	1743	12.5	19.6	114	*232	12.4	2.6	113	1327	13.4	14.9	122	*235	13.4	2.6	123
TOWN & COUNTRY	917	*137	1.0	14.9	86	**22	1.2	2.4	104	*121	1.2	13.2	108	*25	1.4	2.7	126
TRAVEL & LEISURE	972	*222	1.6	22.8	132	**25	1.3	2.6	111	*180	1.8	18.5	151	**25	1.4	2.6	119
TRUE STORY	3356	555	4.0	16.5	96	**43	2.3	1.3	55	313	3.2	9.3	76	**29	1.7	0.9	40
U.S. NEWS & WORLD REPORT	3410	597	4.3	17.5	101	**106	5.7	3.1	135	446	4.5	13.1	107	**78	4.5	2.3	106
USA TODAY	1759	331	2.4	18.8	109	**47	2.5	2.7	116	301	3.0	17.1	139	**73	4.2	4.2	192
US	1873	*318	2.3	17.0	98	**51	2.7	2.7	118	280	2.8	14.9	122	**52	3.0	2.8	129
VOGUE	3909	664	4.7	17.0	98	**77	4.1	2.0	85	642	6.5	16.4	134	*158	9.0	4.0	187
WALL STREET JOURNAL	1886	360	2.6	19.1	110	**56	3.0	3.0	129	469	4.7	24.9	203	**104	5.9	5.5	255
WEIGHT WATCHERS	2120	495	3.5	23.3	135	**86	4.6	4.1	176	225	2.3	10.6	87	**67	3.8	3.2	146
WOMAN'S DAY	14172	2857	20.4	20.2	117	406	21.7	2.9	124	2077	20.9	14.7	119	385	21.1	2.6	120
WORKING MOTHER	1146	*156	1.1	13.6	79	**43	2.3	3.8	162	*112	1.1	9.8	80	**25	1.4	2.2	101
WORKING WOMAN	1322	*186	1.3	14.1	81	**23	1.2	1.7	75	*234	2.4	17.7	144	**43	2.5	3.3	151
WORLD TENNIS	*163	**19	0.1	11.7	67	**7	0.4	4.3	186	**22	0.2	13.5	110	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	479	3.4	18.9	109	**39	2.1	1.5	67	414	4.2	16.4	133	**46	2.6	1.8	84
BLAIR INSERTS	43657	7927	56.6	18.2	105	1077	57.6	2.5	107	6026	60.6	13.8	113	1081	61.8	2.5	115
DAILY NEWSPAPERS																	
READ ANY	51633	9436	67.4	18.3	106	1299	69.4	2.5	109	6756	68.0	13.1	107	1202	68.8	2.3	108
READ ONE	43463	8071	57.7	18.6	107	1097	58.6	2.5	109	5718	57.5	13.2	107	974	55.7	2.2	104
READ TWO OR MORE	8170	1365	9.8	16.7	97	*202	10.8	2.5	107	1038	10.4	12.7	104	*228	13.0	2.8	129
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9678	69.2	18.4	106	1384	74.0	2.6	114	7097	71.4	13.5	110	1223	70.0	2.3	108
READ ONE	46126	8333	59.6	18.1	105	1146	61.3	2.5	108	6270	63.1	13.6	111	1033	59.1	2.2	104
READ TWO OR MORE	6552	1344	9.6	20.5	119	*239	12.8	3.6	158	827	8.3	12.6	103	*190	10.9	2.9	134
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.79				29.90				27.16				26.87			
30 DAY REACH	71455	12482	89.2	17.5	101	1665	89.0	2.3	101	8745	88.0	12.2	100	1512	86.5	2.1	98
50 SHWG - 30 DAY AV FREQ	14.56	15.18				16.12				14.54				14.42			
30 DAY REACH	67742	11866	84.8	17.5	101	1547	82.7	2.3	99	8165	82.2	12.1	98	1416	81.0	2.1	97
25 SHWG - 30 DAY AV FREQ	7.94	8.18				8.73				7.77				7.84			
30 DAY REACH	62117	11011	78.7	17.7	103	1434	76.6	2.3	100	7611	76.6	12.3	100	1300	74.4	2.1	97
CABLE TV: HOME WIRED	32077	6460	46.2	20.1	117	788	42.1	2.5	106	4228	42.6	13.2	107	607	34.7	1.9	88
HOME NOT WIRED	48909	7534	53.8	15.4	89	1083	57.9	2.2	96	5708	57.4	11.7	95	1141	65.3	2.3	108
HAVE PAY CABLE	15935	3507	25.1	22.0	127	*351	18.8	2.2	95	2312	23.3	14.5	118	*278	15.9	1.7	81

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		TOTAL U.S. '000	OTHER FROZEN WHOLE TURKEY USED IN LAST 6 MONTHS				OTHER FROZEN WHOLE TURKEY USED IN LAST 7 DAYS				USED CORNISH GAME HEN (FRESH/FROZEN) LAST 6 MONTHS				USED CORNISH GAME HEN (FRESH/FROZEN) LAST 7 DAYS				
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL FEMALE HOMEMAKERS			80986	13993	100.0	17.3	100	1871	100.0	2.3	100	9936	100.0	12.3	100	1748	100.0	2.2	100
WKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY			26063	4311	30.8	16.5	96	597	31.9	2.3	99	3007	30.3	11.5	94	559	32.0	2.1	99
NETWORK AFFILIATES - LATE			20261	3770	26.9	18.6	108	445	23.8	2.2	95	2321	23.4	11.5	93	407	23.3	2.0	93
INDEPENDENTS - LATE			2076	348	2.5	16.8	97	*82	4.4	3.9	171	306	3.1	14.7	120	**49	2.8	2.4	109
TV EVENING NTWK 6 PM - 2 AM																			
A TEAM			N 10453	1806	12.9	17.3	100	*195	10.4	1.9	81	1224	12.3	11.7	95	208	11.9	2.0	92
ABC MONDAY NIGHT MOVIE			A 6412	1238	8.8	19.3	112	*147	7.9	2.3	99	837	8.4	13.1	106	*157	9.0	2.4	113
ABC SUNDAY NIGHT MOVIE			A 12407	2265	16.2	18.3	106	294	15.7	2.4	103	1489	15.0	12.0	98	285	16.3	2.3	106
ABC WORLD NEWS TONIGHT			A 6176	965	6.9	15.6	90	*115	6.1	1.9	81	593	6.0	9.6	78	144	8.2	2.3	108
AFTERMASH			C 5863	894	6.4	15.2	88	*254	13.6	4.3	188	647	6.5	11.0	90	**100	5.7	1.7	79
ALICE			C 9594	1700	12.1	17.7	103	*262	14.0	2.7	118	1383	13.9	14.4	117	205	11.7	2.1	99
AMERICAN PARADE			C 6622	1141	8.2	17.2	100	*166	8.9	2.5	109	835	8.4	12.6	103	*168	9.6	2.5	118
BENSON			A 10886	1908	13.6	17.5	101	314	16.8	2.9	125	1363	13.7	12.5	102	268	15.3	2.5	114
BLUE THUNDER			A 5036	1065	7.6	21.1	122	**102	5.5	2.0	88	721	7.3	14.3	117	*193	11.0	3.8	178
CAGNEY & LACEY			C 9965	1879	13.4	18.9	109	*224	12.0	2.2	97	1328	13.4	13.3	109	*199	11.4	2.0	93
CBS EVENING NEWS-DEAN			C 3491	581	4.2	16.6	96	*69	3.7	2.0	86	508	5.1	14.6	119	*880	4.6	2.3	106
CBS EVENING NEWS-RATHER			C 7123	1218	8.7	17.1	99	214	11.4	3.0	130	899	9.0	12.6	103	100	5.7	1.4	65
CBS SAT. NEWS-SCHIEFFER			C 3621	561	4.0	15.5	90	*158	8.4	4.4	189	392	3.9	10.8	88	*69	3.9	1.9	88
CBS SATURDAY NIGHT MOVIE			C 5436	973	7.0	17.9	104	133	7.1	2.4	106	698	7.0	12.8	105	104	5.9	1.8	89
CBS WEDNESDAY NIGHT MOVIE			C 6100	1096	7.8	18.0	104	*145	7.7	2.4	103	766	7.7	12.6	102	*129	7.4	2.1	98
CHEERS			N 8889	1747	12.5	19.7	114	238	12.7	2.7	116	1322	13.3	14.9	121	272	15.6	3.1	142
DALLAS			C 22109	3765	26.9	17.0	99	514	27.5	2.3	101	2450	24.7	11.1	90	415	23.7	1.9	87
DIFF'RENT STROKES			N 6940	1195	8.5	17.2	100	*176	9.4	2.5	110	890	9.0	12.8	105	*240	13.7	3.5	160
DOUBLE TROUBLE			N 7223	1292	9.2	17.9	104	*170	9.1	2.4	102	746	7.5	10.3	84	*95	5.4	1.3	61
DUCK FACTORY			N 5595	1198	8.6	21.4	124	*154	8.2	2.8	119	735	7.4	13.1	107	*133	7.6	2.4	110
DUKES OF HAZZARD			C 5768	1025	7.3	17.8	103	*120	6.4	2.1	90	588	5.9	10.2	83	*105	6.0	1.8	84
DYNASTY			A 20053	3830	27.4	19.1	111	503	26.9	2.5	109	2502	25.2	12.5	102	476	27.2	2.4	110
FACTS OF LIFE			N 8087	1346	9.6	16.6	96	*211	11.3	2.6	113	908	9.1	11.2	92	*136	7.8	1.7	78
FALCON CREST			C 20046	3687	26.3	18.4	106	537	28.7	2.7	116	2269	22.8	11.3	92	343	19.6	1.7	79
FALL GUY			A 9084	1643	11.7	18.1	105	*173	9.2	1.9	82	1138	11.5	12.5	102	*201	11.5	2.2	103
FAMILY TIES			N 7964	1534	11.0	19.3	111	*254	13.6	3.2	138	1032	10.4	13.0	106	*213	12.2	2.7	124
FANTASY ISLAND			A 7687	1406	10.0	18.3	106	*254	13.6	3.3	143	937	9.4	12.2	99	*151	8.6	2.0	91
FOULUPS, BLEEPs & BLUNDERS			A 8861	1510	10.8	17.0	99	*150	8.0	1.7	73	1258	12.7	14.2	116	*289	16.5	3.3	151
FOUR SEASONS			C 5095	709	5.1	13.9	81	*185	9.9	3.6	157	626	6.3	12.3	100	*102	5.8	2.0	93
GIMME A BREAK			N 8838	1711	12.2	19.4	112	*257	13.7	2.9	126	1074	10.8	12.2	99	*238	13.6	2.7	125
HART TO HART			A 8978	1568	11.2	17.5	101	*227	12.1	2.5	109	1150	11.6	12.8	104	*190	10.9	2.1	98
HILL STREET BLUES			N 8590	1770	12.6	20.6	119	*253	13.5	2.9	127	1320	13.3	15.4	125	292	16.7	3.4	157
HOTEL			A 14085	2815	20.1	20.0	116	492	26.3	3.5	151	1603	16.1	11.4	93	310	17.7	2.2	102
JEFFERSONS			C 9360	1472	10.5	15.7	91	*258	13.8	2.8	119	1203	12.1	12.9	105	198	11.3	2.1	98
JENNIFER SLEPT HERE			N 5841	1050	7.5	18.0	104	*115	6.1	2.0	85	718	7.2	12.3	100	*169	9.7	2.9	134
KATE & ALLIE			C 9206	1631	11.7	17.7	103	*246	13.1	2.7	116	1228	12.4	13.3	109	*249	14.2	2.7	125
KNIGHT RIDER			N 7076	1186	8.5	16.8	97	*123	6.6	1.7	75	1125	11.3	15.9	130	*208	11.9	2.9	136
LOVE BOAT			A 12219	2060	14.7	16.9	98	262	14.0	2.1	93	1571	15.8	12.9	105	318	18.2	2.6	121
MAGNUM PI			C 11199	1974	14.1	17.6	102	274	14.6	2.4	106	1451	14.6	13.0	106	*233	13.3	3.1	140
MAMA'S FAMILY			N 6057	1244	8.9	20.5	119	*135	7.2	2.2	96	785	7.9	13.0	106	*183	10.5	3.0	140
MASTER, THE			N 3598	793	5.7	22.0	128	*111	5.9	3.1	134	480	4.8	13.3	109	*144	8.2	4.0	185
MATT HOUSTON			A 6344	1168	8.3	18.4	107	*110	5.9	1.7	75	920	9.3	14.5	118	*197	11.3	3.1	144
NBC MONDAY NIGHT MOVIE			N 11994	2076	14.8	17.3	100	292	15.6	2.4	105	1517	15.3	12.6	103	291	16.6	2.4	112
NBC NIGHTLY NEWS			N 5132	850	6.1	16.6	96	98	5.2	1.9	83	651	6.6	12.7	103	163	9.3	3.2	147
NBC NIGHTLY NEWS-SAT			N 3375	554	4.0	16.4	95	*663	3.4	1.9	81	400	4.0	11.9	97	*106	6.1	3.1	146
NBC NIGHTLY NEWS-SUN			N 3130	547	3.9	17.5	101	*59	3.2	1.9	82	334	3.4	10.7	87	*69	3.9	2.2	102
NBC SUNDAY NIGHT MOVIE			N 8284	1397	10.0	16.9	98	*207	11.1	2.5	108	1160	11.7	14.0	114	*212	12.1	2.6	119
NEW HART			C 9240	1729	12.4	18.7	108	*236	12.6	2.6	111	1254	12.6	13.6	111	*226	12.9	2.4	113
ONE DAY AT A TIME			C 7288	1241	8.9	17.0	99	*191	10.2	2.6	113	748	7.5	10.3	84	*166	9.5	2.3	106
PEOPLE ARE FUNNY			N 4855	903	6.5	18.6	108	*92	4.9	1.9	82	623	6.3	12.8	105	*128	7.3	2.6	122
REAL PEOPLE			N 8869	1605	11.5	18.1	105	*183	9.8	2.1	89	1044	10.5	11.8	96	205	11.7	2.3	107
REMINGTON STEELE			N 7743	1445	10.3	18.7	108	*130	6.9	1.7	73	919	9.2	11.9	97	*268	15.3	3.5	160
RIPLEY'S BELIEVE IT - NOT			A 5345	1000	7.1	18.7	108	*127	6.8	2.4	103	804	8.1	15.0	123	*121	6.9	2.3	105
RIPTIDE			N 6988	1253	9.0	17.9	104	*150	8.0	2.1	93	866	8.7	12.4	101	*170	9.7	2.4	113
SCARECROW & MRS. KING			C 10002	1607	11.5	16.1	93	*150	8.0	1.5	65	1127	11.3	11.3	92	*136	7.8	1.4	63
SIMON & SIMON			C 10638	1842	13.2	17.3	100	237	12.7	2.2	96	1180	11.9	11.1	90	*162	9.3	1.5	71
60 MINUTES			C 13293	2205	15.8	16.6	96	284	15.2	2.1	92	1789	18.0	13.5	110	322	18.4	2.4	112
ST. ELSEWHERE			N 7017	1334	9.5	19.0	110	*98	5.2	1.4	60	900	9.1	12.8	105	*170	9.7	2.4	112
THREE'S COMPANY			A 10917	1926	13.8	17.6	102	*260	13.9	2.4									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE TIMES				MEDIUM USERS TWO - THREE TIMES				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	27438	100.0	33.9	100	8639	100.0	10.7	100	10239	100.0	12.6	100	8560	100.0	10.6	100
18 - 24	9282	3319	12.1	35.8	106	1190	13.8	12.8	120	1258	12.3	13.6	107	871	10.2	9.4	89
25 - 34	19072	7063	25.7	37.0	109	2542	29.4	13.3	125	2541	24.8	13.3	105	1981	23.1	10.4	98
35 - 44	14591	5155	18.8	35.3	104	1726	20.0	11.8	111	1858	18.1	12.7	101	1571	18.4	10.8	102
45 - 54	11345	3635	13.2	32.0	95	1135	13.1	10.0	94	1259	12.3	11.1	88	1242	14.5	10.9	104
55 - 64	11635	3888	14.2	33.4	99	1031	11.9	8.9	83	1535	15.0	13.2	104	1322	15.4	11.4	107
65 OR OLDER	15061	4377	16.0	29.1	86	1015	11.7	6.7	63	1789	17.5	11.9	94	1574	18.4	10.5	99
18 - 34	28354	10382	37.8	36.6	108	3732	43.2	13.2	123	3799	37.1	13.4	106	2852	33.3	10.1	95
18 - 49	48339	17327	63.1	35.8	106	6017	69.6	12.4	117	6277	61.3	13.0	103	5033	58.8	10.4	99
25 - 54	45008	15854	57.8	35.2	104	5403	62.5	12.0	113	5658	55.3	12.6	99	4793	56.0	10.6	101
35 - 49	19985	6945	25.3	34.8	103	2286	26.5	11.4	107	2478	24.2	12.4	98	2181	25.5	10.9	103
50 OR OLDER	32647	10111	36.9	31.0	91	2622	30.4	8.0	75	3962	38.7	12.1	96	3527	41.2	10.8	102
GRADUATED COLLEGE	11155	3456	12.6	31.0	91	880	10.2	7.9	74	1327	13.0	11.9	94	1250	14.6	11.2	106
ATTENDED COLLEGE	13682	4492	16.4	32.8	97	1283	14.9	9.4	88	1636	16.0	12.0	95	1573	18.4	11.5	109
GRADUATED HIGH SCHOOL	33880	12334	45.0	36.4	107	4075	47.2	12.0	113	4530	44.2	13.4	106	3729	43.6	11.0	104
DID NOT GRADUATE HIGH SCHOOL	22270	7156	26.1	32.1	95	2401	27.8	10.8	101	2746	26.8	12.3	98	2008	23.5	9.0	85
EMPLOYED	40306	14027	51.1	34.8	103	4330	50.1	10.7	101	5156	50.4	12.8	101	4542	53.1	11.3	107
EMPLOYED FULL-TIME	32850	11416	41.6	34.8	103	3502	40.5	10.7	100	4326	42.3	13.2	104	3589	41.9	10.9	103
EMPLOYED PART-TIME	7456	2611	9.5	35.0	103	828	9.6	11.1	104	830	8.1	11.1	88	953	11.1	12.8	121
NOT EMPLOYED	40680	13411	48.9	33.0	97	4309	49.9	10.6	99	5083	49.6	12.5	99	4018	46.9	9.9	93
PROFESSIONAL/MANAGER	10392	3062	11.2	29.5	87	815	9.4	7.8	74	1077	10.5	10.4	82	1170	13.7	11.3	107
TECH/CLERICAL/Sales	17574	6066	22.1	34.5	102	1797	20.8	10.2	96	2160	21.1	12.3	97	2109	24.6	12.0	114
PRECISION/CRAFT	985	*431	1.6	43.8	129	**154	1.8	15.6	147	**154	1.5	15.6	124	**123	1.4	12.5	118
OTHER EMPLOYED	11354	4468	16.3	39.4	116	1564	18.1	13.8	129	1765	17.2	15.5	123	1140	13.3	10.0	95
SINGLE	9863	3418	12.5	34.7	102	1226	14.2	12.4	117	1338	13.1	13.6	107	854	10.0	8.7	82
MARRIED	51375	17407	63.4	33.9	100	5639	65.3	11.0	103	6133	59.9	11.9	94	5635	65.8	11.0	104
DIVORCED/SEPARATED/WIDOWED	19748	6612	24.1	33.5	99	1774	20.5	9.0	84	2768	27.0	14.0	111	2070	24.2	10.5	99
PARENTS	32590	12108	44.1	37.2	110	4259	49.3	13.1	123	4410	43.1	13.5	107	3440	40.2	10.6	100
WHITE	70416	22903	83.5	32.5	96	6959	80.6	9.9	93	8278	80.8	11.8	93	7667	89.6	10.9	103
BLACK	8778	4034	14.7	46.0	136	1604	18.6	18.3	171	1683	16.4	19.2	152	747	8.7	8.5	81
OTHER	1791	*500	1.8	27.9	82	**76	0.9	4.2	40	**278	2.7	15.5	123	**146	1.7	8.2	77
NORTHEAST-CENSUS	17786	4700	17.1	26.4	78	1477	17.1	8.3	78	1771	17.3	10.0	79	1451	17.0	8.2	77
NORTH CENTRAL	20741	6719	24.5	32.4	96	2366	27.4	11.4	107	2288	22.3	11.0	87	2066	24.1	10.0	94
SOUTH	27775	11367	41.4	40.9	121	3360	38.9	12.1	113	4635	45.3	16.7	132	3372	39.4	12.1	115
WEST	14683	4652	17.0	31.7	94	1436	16.6	9.8	92	1545	15.1	10.5	83	1671	19.5	11.4	108
NORTHEAST-MKTG.	17961	5095	18.6	28.4	84	1381	16.0	7.7	72	2097	20.5	11.7	92	1616	18.9	9.0	85
EAST CENTRAL	11885	3867	14.1	32.5	96	1263	14.6	10.6	100	1521	14.9	12.8	101	1082	12.6	9.1	86
WEST CENTRAL	14090	4540	16.5	32.2	95	1710	19.8	12.1	114	1412	13.8	10.0	79	1419	16.6	10.1	95
SOUTH	24081	9876	36.0	41.0	121	3041	35.2	12.6	118	3806	37.2	15.8	125	3029	35.4	12.6	119
PACIFIC	12969	4060	14.8	31.3	92	1244	14.4	9.6	90	1402	13.7	10.8	86	1414	16.5	10.9	103
COUNTY SIZE A	32439	10394	37.9	32.0	95	3118	36.1	9.6	90	4199	41.0	12.9	102	3077	35.9	9.5	90
COUNTY SIZE B	24915	8505	31.0	34.1	101	2780	32.2	11.2	105	2995	29.3	12.0	95	2730	31.9	11.0	104
COUNTY SIZE C	12930	4751	17.3	36.7	108	1637	18.9	12.7	119	1573	15.4	12.2	96	1542	18.0	11.9	113
COUNTY SIZE D	10703	3788	13.8	35.4	104	1105	12.8	10.3	97	1472	14.4	13.8	109	1211	14.1	11.3	107
METRO CENTRAL CITY	24518	8103	29.5	33.0	98	2687	31.1	11.0	103	3158	30.8	12.9	102	2257	26.4	9.2	87
METRO SUBURBAN	35919	11833	43.1	32.9	97	3421	39.6	9.5	89	4176	40.8	11.6	92	4237	49.5	11.8	112
NON METRO	20549	7502	27.3	36.5	108	2531	29.3	12.3	115	2905	28.4	14.1	112	2066	24.1	10.1	95
TOP 5 ADI'S	18341	5389	19.6	29.4	87	1833	21.2	10.0	94	1971	19.2	10.7	85	1585	18.5	8.6	82
TOP 10 ADI'S	25378	7879	28.7	31.0	92	2411	27.9	9.5	89	3182	31.1	12.5	99	2286	26.7	9.0	85
TOP 20 ADI'S	36488	11762	42.9	32.2	95	3681	42.6	10.1	95	4544	44.4	12.5	99	3537	41.3	9.7	92
HSGLD INC. \$50,000 OR MORE	6612	2177	7.9	32.9	97	*636	7.4	9.6	90	762	7.4	11.5	91	778	9.1	11.8	111
\$40,000 OR MORE	12659	4121	15.0	32.6	96	1121	13.0	8.9	83	1517	14.8	12.0	95	1483	17.3	11.7	111
\$30,000 OR MORE	24698	7999	29.2	32.4	96	2300	26.6	9.3	87	2889	28.2	11.7	93	2809	32.8	11.4	108
\$25,000 OR MORE	32077	10727	39.1	33.4	99	3108	36.0	9.7	91	3901	38.1	12.2	96	3718	43.4	11.6	110
\$20,000 - \$24,999	9144	3093	11.3	33.8	100	987	11.4	10.8	101	1146	11.2	12.5	99	960	11.2	10.5	99
\$15,000 - \$19,999	8728	2884	10.5	33.0	98	899	10.4	10.3	97	1018	9.9	11.7	92	967	11.3	11.1	105
\$10,000 - \$14,999	12562	4545	16.6	36.2	107	1504	17.4	12.0	112	1833	17.9	14.6	115	1207	14.1	9.6	91
UNDER \$10,000	18475	6189	22.6	33.5	99	2140	24.8	11.6	109	2342	22.9	12.7	100	1708	20.0	9.2	87
HOUSEHOLD OF 1 PERSON	11987	3159	11.5	26.4	78	598	6.9	5.0	47	1351	13.2	11.3	89	1211	14.1	10.1	96
2 PEOPLE	26577	9026	32.9	34.0	100	2831	32.8	10.7	100	3068	30.0	11.5	91	3127	36.5	11.8	111
3 OR 4 PEOPLE	30617	10894	39.7	35.6	105	3639	42.1	11.9	111	4125	40.3	13.5	107	3130	36.6	10.2	97
5 OR MORE PEOPLE	11804	4358	15.9	36.9	109	1572	18.2	13.3	125	1694	16.5	14.4	114	1092	12.8	9.3	88
NO CHILD IN HSHLD	46165	14432	52.6	31.3	92	3970	46.0	8.6	81	5459	53.3	11.8	94	5003	58.4	10.8	103
CHILD(REN) UNDER 2 YRS	5325	2208	8.0	41.5	122	816	9.4	15.3	144	904	8.8	17.0	134	*487	5.7	9.1	87
2 - 5 YEARS	14221	5687	20.7	40.0	118	2085	24.1	14.7	137	2288	22.3	16.1	127	1314	15.4	9.2	87
6 - 11 YEARS	15117	5756	21.0	38.1	112	2339	27.1	15.5	145	2034	19.9	13.5	106	1382	16.1	9.1	86
12 - 17 YEARS	16611	5881	21.4	35.4	104	2004	23.2	12.1	113	2124	20.7	12.8	101	1754	20.5	10.6	100
RESIDENCE OWNED	55884	19035	69.4	34.1	101	5634	65.2	10.1	95	7134	69.7	12.8	101	6267	73.2	11.2	106
VALUE: \$50,000 OR MORE	31744	10326	37.6	32.5	96	2770	32.1	8.7	82	3798	37.1	12.0	95	3758	43.9	11.8	112
VALUE: UNDER \$50,000	24140	8709	31.7	36.1	106	2864	33.2	11.9	111	3337	32.6	13.8	109	2509	29.3	10.4	98

MEAT TENDERIZERS: TIMES USED IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE TIMES				MEDIUM USERS TWO - THREE TIMES				LIGHT USERS ONE OR LESS			
			A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	27438	100.0	33.9	100	8639	100.0	10.7	100	10239	100.0	12.6	100	8560	100.0	10.6	100
MAGAZINES	QUINTILE 1	15799	5770	21.0	36.5	108	1794	20.8	11.4	106	2203	21.5	13.9	110	1773	20.7	11.2	106
	QUINTILE 2	17259	5974	21.8	34.6	102	1782	20.6	10.3	97	2297	22.4	13.3	105	1895	22.1	11.0	104
	QUINTILE 3	13545	4468	16.3	33.0	97	1314	15.2	9.7	91	1703	16.6	12.6	99	1451	17.0	10.7	101
	QUINTILE 4	15133	5071	18.5	33.5	99	1610	18.6	10.6	100	1734	16.9	11.5	91	1727	20.2	11.4	108
	QUINTILE 5	19250	6154	22.4	32.0	94	2139	24.8	11.1	104	2302	22.5	12.0	95	1714	20.0	8.9	84
NEWSPAPERS	QUINTILE 1	12413	3779	13.8	30.4	90	1136	13.1	9.2	86	1446	14.1	11.6	92	1196	14.0	9.6	91
	QUINTILE 2	24116	8466	30.9	35.1	104	2315	26.8	9.6	90	3418	33.4	14.2	112	2734	31.9	11.3	107
	QUINTILE 3	11261	3995	14.6	35.5	105	1403	16.2	12.5	117	1415	13.8	12.6	99	1177	13.8	10.5	99
	QUINTILE 4	20255	6856	25.0	33.8	100	2297	26.6	11.3	106	2351	23.0	11.6	92	2209	25.8	10.9	103
	QUINTILE 5	12940	4342	15.8	33.6	99	1488	17.2	11.5	108	1610	15.7	12.4	98	1245	14.5	9.6	91
OUTDOOR	QUINTILE 1	14852	5524	20.1	37.2	110	1829	21.2	12.3	115	1964	19.2	13.2	105	1731	20.2	11.7	110
	QUINTILE 2	15725	5309	19.3	33.8	100	1502	17.4	9.6	90	2228	21.8	14.2	112	1580	18.5	10.0	95
	QUINTILE 3	16330	5394	19.7	33.0	97	1923	22.3	11.8	110	1787	17.5	10.9	87	1685	19.7	10.3	98
	QUINTILE 4	16744	5582	20.3	33.3	98	1680	19.4	10.0	94	2248	22.0	13.4	106	1655	19.3	9.9	94
	QUINTILE 5	17334	5628	20.5	32.5	96	1706	19.7	9.8	92	2012	19.7	11.6	92	1910	22.3	11.0	104
RADIO-DRIVE TIME	QUINTILE 1	15911	5516	20.1	34.7	102	1731	20.0	10.9	102	2145	20.9	13.5	107	1640	19.2	10.3	98
	QUINTILE 2	14837	5288	19.3	35.6	105	1722	19.9	11.6	109	2012	19.7	13.6	107	1554	18.2	10.5	99
	QUINTILE 3	15339	4916	17.9	32.0	95	1615	18.7	10.5	99	1650	16.1	10.8	85	1650	19.3	10.8	102
	QUINTILE 4	16723	5930	21.6	35.5	105	1693	19.6	10.1	95	2277	22.2	13.6	108	1959	22.9	11.7	111
	QUINTILE 5	18176	5789	21.1	31.8	94	1877	21.7	10.3	97	2154	21.0	11.9	94	1757	20.5	9.7	91
RADIO-MID- DAY	TERCILE 1	21020	7155	26.1	34.0	100	2366	27.4	11.3	106	2867	28.0	13.6	108	1922	22.5	9.1	87
	TERCILE 2	21610	7718	28.1	35.7	105	2462	28.5	11.4	107	2796	27.3	12.9	102	2460	28.7	11.4	108
	TERCILE 3	38355	12565	45.8	32.8	97	3811	44.1	9.9	93	4576	44.7	11.9	94	4178	48.8	10.9	103
RADIO-TOTAL	QUINTILE 1	15988	5665	20.6	35.4	105	1899	22.0	11.9	111	2320	22.7	14.5	115	1446	16.9	9.0	86
	QUINTILE 2	15626	5310	19.4	34.0	100	1729	20.0	11.1	104	1795	17.5	11.5	91	1786	20.9	11.4	108
	QUINTILE 3	16723	5622	20.5	33.6	99	1762	20.4	10.5	99	2078	20.3	12.4	98	1782	20.8	10.7	101
	QUINTILE 4	16342	5447	19.9	33.3	98	1508	17.5	9.2	87	2049	20.0	12.5	99	1890	22.1	11.6	109
	QUINTILE 5	16306	5393	19.7	33.1	98	1740	20.1	10.7	100	1997	19.5	12.2	97	1657	19.4	10.2	96
TV-PRIME TIME	QUINTILE 1	15953	5383	19.6	33.7	100	1812	21.0	11.4	106	2009	19.6	12.6	100	1562	18.2	9.8	93
	QUINTILE 2	16137	5532	20.2	34.3	101	1825	21.1	11.3	106	2079	20.3	12.9	102	1629	19.0	10.1	96
	QUINTILE 3	16420	5551	20.2	33.8	100	1760	20.4	10.7	100	1923	18.8	11.7	93	1868	21.8	11.4	108
	QUINTILE 4	16687	5873	21.4	35.2	104	1763	20.4	10.6	99	2401	23.4	14.4	114	1709	20.0	10.2	97
	QUINTILE 5	15789	5098	18.6	32.3	95	1478	17.1	9.4	88	1827	17.8	11.6	92	1793	20.9	11.4	107
TV-DAYTIME	TERCILE 1	27736	9927	36.2	35.8	106	3244	37.6	11.7	110	3802	37.1	13.7	108	2881	33.7	10.4	98
	TERCILE 2	26489	9113	33.2	34.4	102	2914	33.7	11.0	103	3218	31.4	12.1	96	2981	34.8	11.3	106
	TERCILE 3	26761	8398	30.6	31.4	93	2481	28.7	9.3	87	3218	31.4	12.0	95	2698	31.5	10.1	95
TV-TOTAL	QUINTILE 1	16345	5680	20.7	34.8	103	1904	22.0	11.6	109	2247	21.9	13.7	109	1529	17.9	9.4	89
	QUINTILE 2	16447	5732	20.9	34.9	103	2012	23.3	12.2	115	1995	19.5	12.1	96	1726	20.2	10.5	99
	QUINTILE 3	15980	5406	19.7	33.8	100	1613	18.7	10.1	95	1885	18.4	11.8	93	1908	22.3	11.9	113
	QUINTILE 4	15887	5316	19.4	33.5	99	1603	18.6	10.1	95	2142	20.9	13.5	107	1570	18.3	9.9	93
	QUINTILE 5	16326	5304	19.3	32.5	96	1508	17.5	9.2	87	1970	19.2	12.1	95	1827	21.3	11.2	106
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	7251	26.4	35.0	103	2001	23.2	9.7	91	2875	28.1	13.9	110	2374	27.7	11.5	108
	NEWSPAPER IMPERATIVE	19186	6760	24.6	35.2	104	2318	26.8	12.1	113	2471	24.1	12.9	102	1971	23.0	10.3	97
		21899	7185	26.2	32.8	97	2185	25.3	10.0	94	2787	27.2	12.7	101	2213	25.9	10.1	96
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	5794	21.1	37.5	111	1759	20.4	11.4	107	2324	22.7	15.0	119	1712	20.0	11.1	105
	OUTDOOR IMPERATIVE	25953	8732	31.8	33.6	99	2634	30.5	10.1	95	3206	31.3	12.4	98	2892	33.8	11.1	105
		24400	7964	29.0	32.6	96	2675	31.0	11.0	103	2790	27.2	11.4	90	2500	29.2	10.2	97
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	6242	22.7	34.6	102	2039	23.6	11.3	106	2398	23.4	13.3	105	1806	21.1	10.0	95
	RADIO IMPERATIVE	23571	8292	30.2	35.2	104	2298	26.6	9.7	91	3205	31.3	13.6	108	2790	32.6	11.8	112
		23278	7669	28.0	32.9	97	2551	29.5	11.0	103	2831	27.6	12.2	96	2287	26.7	9.8	93
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	5602	20.4	36.2	107	1764	20.4	11.4	107	2242	21.9	14.5	115	1596	18.6	10.3	98
	TELEVISION IMPERATIVE	25829	8792	32.0	34.0	100	2515	29.1	9.7	91	3235	31.6	12.5	99	3042	35.5	11.8	111
		26039	8533	31.1	32.8	97	2993	34.6	11.5	108	3043	29.7	11.7	92	2497	29.2	9.6	91
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	5581	20.3	33.6	99	1671	19.3	10.1	94	2133	20.8	12.8	102	1778	20.8	10.7	101
	OUTDOOR IMPERATIVE	26834	9011	32.8	33.6	99	2623	30.4	9.8	92	3547	34.6	13.2	105	2841	33.2	10.6	100
		23346	8230	30.0	35.3	104	2882	33.4	12.3	116	2899	28.3	12.4	98	2449	28.6	10.5	99
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	5817	21.2	34.0	100	1719	19.9	10.0	94	2226	21.7	13.0	103	1872	21.9	10.9	103
	RADIO IMPERATIVE	25892	8675	31.6	33.5	99	2456	28.4	9.5	89	3361	32.8	13.0	103	2858	33.4	11.0	104
		23167	8197	29.9	35.4	104	3002	34.7	13.0	121	2929	28.6	12.6	100	2266	26.5	9.8	93
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	5809	21.2	33.9	100	1940	22.5	11.3	106	2194	21.4	12.8	101	1675	19.6	9.8	92
	TELEVISION IMPERATIVE	26214	8760	31.9	33.4	99	2301	26.6	8.8	82	3501	34.2	13.4	106	2958	34.6	11.3	107
		23412	8181	29.8	34.9	103	2875	33.3	12.3	115	2901	28.3	12.4	98	2405	28.1	10.3	97
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	5641	20.6	36.9	109	1867	21.6	12.2	114	2173	21.2	14.2	112	1601	18.7	10.5	99
	RADIO IMPERATIVE	24901	8377	30.5	33.6	99	2628	30.4	10.6	99	3021	29.5	12.1	96	2728	31.9	11.0	104

MEAT TENDERIZERS: TIMES USED IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		FOUR OR MORE TIMES				TWO - THREE TIMES				ONE OR LESS							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	27438	100.0	33.9	100	8639	100.0	10.7	100	10239	100.0	12.6	100	8560	100.0	10.6	100
ATLANTIC MONTHLY	415	*138	0.5	33.3	98	**11	0.1	2.7	25	**87	0.8	21.0	166	**39	0.5	9.4	89
BARRON'S	453	**108	0.4	23.8	70	**28	0.3	6.2	58	**26	0.3	5.7	45	**54	0.6	11.9	113
BETTER HOMES & GARDENS	16256	5621	20.5	34.6	102	1659	19.2	10.2	96	2216	21.6	13.6	108	1747	20.4	10.7	102
BON APPETIT	2535	814	3.0	32.1	95	*189	2.2	7.5	70	282	2.8	11.1	88	343	4.0	13.5	128
BUSINESS WEEK	1278	438	1.6	34.3	101	**137	1.6	10.7	100	*190	1.9	14.9	118	**111	1.3	8.7	82
CAR AND DRIVER	378	*142	0.5	37.6	111	**19	0.2	5.0	47	**51	0.5	13.5	107	**72	0.8	19.0	180
CBS MAGAZINE NETWORK (GROSS)	1498	687	2.5	45.9	135	*205	2.4	13.7	128	*203	2.0	13.6	107	**279	3.3	18.6	176
CHANGING TIMES	1505	440	1.6	29.2	86	*134	1.6	8.9	83	*178	1.7	11.8	94	*128	1.5	8.5	80
COLONIAL HOMES	1231	476	1.7	38.7	114	*155	1.8	12.6	118	*180	1.8	14.6	116	*141	1.6	11.5	108
CONDE NAST MAG. PKG. (GROSS)	14146	5019	18.3	35.5	105	1521	17.6	10.8	101	1874	18.3	13.2	105	1623	19.0	11.5	109
CONSUMERS DIGEST	1323	557	2.0	42.1	124	*97	1.1	7.3	69	*196	1.9	14.8	117	*263	3.1	19.9	188
COSMOPOLITAN	7102	2572	9.4	36.2	107	803	9.3	11.3	106	974	9.5	13.7	108	*795	9.3	11.2	106
COUNTRY LIVING	2481	874	3.2	35.2	104	*270	3.1	10.9	102	359	3.5	14.5	114	244	2.9	9.8	93
CUISINE	1472	506	1.8	34.4	101	*103	1.2	7.0	66	*205	2.0	13.9	110	*198	2.3	13.5	127
CYCLE WORLD	425	*230	0.8	54.1	160	**98	1.1	23.1	216	**85	0.8	20.0	158	**47	0.5	11.1	105
DCI:CREATIVE IDEAS FOR LIV	2510	1051	3.8	41.9	124	339	3.9	13.5	127	334	3.8	15.7	124	318	3.7	12.7	120
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2979	10.9	44.5	131	749	8.7	11.2	105	1223	11.9	18.3	145	1007	11.8	15.0	142
DISCOVER	894	260	0.9	29.1	86	**98	1.1	11.0	103	**83	0.8	9.3	73	**80	0.9	8.9	85
EBONY	3507	1696	6.2	48.4	143	704	8.1	20.1	188	618	6.0	17.6	139	374	4.4	10.7	101
ESQUIRE	1083	412	1.5	38.0	112	*102	1.2	9.4	88	*232	2.3	21.4	169	**78	0.9	7.2	68
ESSENCE	1830	926	3.4	50.6	149	370	4.3	20.2	190	376	3.7	20.5	163	180	2.1	9.8	93
FAMILY CIRCLE	15930	5689	20.7	35.7	105	1782	20.6	11.2	105	1994	19.5	12.5	99	1913	22.3	12.0	114
THE FAMILY HANDYMAN	1126	456	1.7	40.5	120	*177	2.0	15.7	147	*156	1.5	13.9	110	*123	1.4	10.9	103
FAMILY WEEKLY	11468	3973	14.5	34.6	102	1241	14.4	10.8	101	1394	13.6	12.2	96	1338	15.6	11.7	110
FIELD & STREAM	2234	842	3.1	37.7	111	*314	3.6	14.1	132	*304	3.0	13.6	108	*224	2.6	10.0	95
FOOD & WINE	579	237	0.9	40.9	121	**78	0.9	13.5	126	**117	1.1	20.2	160	**42	0.5	7.3	69
FORBES	728	*204	0.7	28.0	83	**14	0.2	1.9	18	**134	1.3	18.4	146	**56	0.7	7.7	73
FORTUNE	906	*273	1.0	30.1	89	**114	1.3	12.6	118	**94	0.9	10.4	82	**65	0.8	7.2	68
GENTLEMEN'S QUARTERLY	791	367	1.3	46.4	137	*116	1.3	14.7	137	*212	2.1	26.8	212	**40	0.5	5.1	48
GLAMOUR	5265	2013	7.3	38.2	113	551	6.4	10.5	98	800	7.8	15.2	120	662	7.7	12.6	119
GOLF DIGEST	636	*223	0.8	35.1	103	**93	1.1	14.6	137	**83	0.8	13.1	103	**48	0.6	7.5	71
GOLF DIGEST/TENNIS (GROSS)	1186	409	1.5	34.5	102	**135	1.6	11.4	107	*181	1.8	15.3	121	**93	1.1	7.8	74
GOLF MAGAZINE	441	*160	0.6	36.3	107	*30	0.3	6.8	64	**95	0.9	21.5	170	**36	0.4	8.2	77
GOLF MAGAZINE/SKI (GROSS)	922	306	1.1	33.2	98	*61	0.7	6.6	62	*154	1.5	16.7	132	**90	1.1	9.8	92
GOOD HOUSEKEEPING	16487	5960	21.7	36.1	107	1675	19.4	10.2	95	2326	22.7	14.1	112	1959	22.9	11.9	112
HARPER'S BAZAAR	2423	865	3.2	35.7	105	299	3.5	12.3	116	250	2.4	10.3	82	316	3.7	13.0	123
HEALTH	1994	849	3.1	42.6	126	*239	2.8	12.0	112	433	4.2	21.7	172	*177	2.1	8.9	84
HEARST MAG CORP. BUY (GROSS)	44101	15829	57.7	35.9	106	4742	54.9	10.8	101	5986	58.5	13.6	107	5100	59.6	11.6	109
HEARST MAN POWER (GROSS)	1993	654	2.4	32.8	97	*201	2.3	10.1	95	*247	2.4	12.4	98	*207	2.4	10.4	98
HEARST WOMAN POWER (GROSS)	31274	11150	40.6	35.7	105	3371	39.0	10.8	101	4193	41.0	13.4	106	3586	41.9	11.5	108
HOUSE BEAUTIFUL	3623	1349	4.9	37.2	110	362	4.2	10.0	94	555	5.4	15.3	121	431	5.0	11.9	113
INC.	283	*78	0.3	27.6	81	**20	0.2	7.1	66	**43	0.4	15.2	120	**15	0.2	5.3	50
JET	2928	1410	5.1	48.2	142	556	6.4	19.0	178	628	6.1	21.4	170	226	2.6	7.7	73
LADIES' HOME JOURNAL	11918	4178	15.2	35.1	103	1049	12.1	8.8	83	1606	15.7	13.5	107	1523	17.8	12.8	121
LHJ FAMILY GRP COMBO(GROSS)	16764	6215	22.7	37.1	109	1710	19.8	10.2	96	2437	23.8	14.5	115	2068	24.2	12.3	117
LIFE	4254	1529	5.6	35.9	106	478	5.5	11.2	105	644	6.3	15.1	120	407	4.8	9.6	91
L.A. TIMES HOME MAGAZINE	1145	*229	0.8	20.0	59	**32	0.4	2.8	26	**115	1.1	10.0	79	**83	1.0	7.2	69
MADEMOISELLE	2884	1050	3.8	36.4	107	321	3.7	11.1	104	382	3.7	13.2	105	347	4.1	12.0	114
MC CALL'S	13460	4988	18.2	37.1	109	1420	16.4	10.5	99	1901	18.6	14.1	112	1668	19.5	12.4	117
MC CALL'S/WRK MOTHER (GROSS)	14606	5518	20.1	37.8	112	1549	17.9	10.6	99	2122	20.7	14.5	115	1847	21.6	12.6	120
MECHANIX ILLUSTRATED	772	302	1.1	39.1	115	*74	0.9	9.6	90	*189	1.8	24.5	194	**39	0.5	5.1	48
METROPOLITAN HOME	967	249	0.9	25.7	76	*71	0.8	7.3	69	*92	0.9	9.5	75	*87	1.0	9.0	85
MONEY	1588	482	1.8	30.4	90	**131	1.5	8.2	77	*175	1.7	11.0	87	*176	2.1	11.1	105
MOTHER EARTH NEWS	1002	410	1.5	40.9	121	*135	1.6	13.5	126	*144	1.4	14.4	114	*131	1.5	13.1	124
MS.	825	341	1.2	41.3	122	**103	1.2	12.5	117	*155	1.5	18.8	149	**83	1.0	10.1	95
NATIONAL ENQUIRER	10336	4062	14.8	39.3	116	1377	15.9	13.3	125	1533	15.0	14.8	117	1151	13.4	11.1	105
NATIONAL GEOGRAPHIC	9597	3142	11.5	32.7	97	816	9.4	8.5	80	1160	11.3	12.1	96	1166	13.6	12.1	115
NATIONAL SUNDAY MAGAZINE PKG	49558	16648	60.7	33.6	99	4997	57.8	10.1	95	6163	60.2	12.4	98	5487	64.1	11.1	105
NATURAL HISTORY	573	*186	0.7	32.5	96	**90	1.0	15.7	147	**46	0.4	8.0	63	**49	0.6	8.6	81
NEW WOMAN	1699	559	2.0	32.9	97	*134	1.6	7.9	74	*199	1.9	11.7	93	*226	2.6	13.3	126
NEW YORK INCLUDING CUE	443	*103	0.4	23.3	69	**49	0.6	11.1	104	**31	0.3	7.0	55	**23	0.3	5.2	49
THE NEW YORKER	1270	359	1.3	28.3	83	**112	1.3	8.8	83	**67	0.7	5.3	42	*180	2.1	14.2	134
NEWSWEEK	6277	1978	7.2	31.5	93	485	5.6	7.7	72	816	8.0	13.0	103	676	7.9	10.8	102
THE N.Y. TIMES DAILY EDITION	1205	228	0.8	18.9	56	**59	0.7	4.9	46	*100	1.0	8.3	66	**70	0.8	5.8	55
THE N.Y. TIMES MAGAZINE	2081	409	1.5	19.7	58	**125	1.4	6.0	56	*154	1.5	7.4	59	*130	1.5	6.2	59
OMNI	788	288	1.0	36.5	108	**91	1.1	11.5	108	*141	1.4	17.9	142	**56	0.7	7.1	67
ON CABLE	1158	403	1.5	34.8	103	*183	2.1	15.8	148	**148	1.4	12.8	101	**72	0.8	6.2	59
1001 HOME IDEAS	2852	1188	4.3	41.7	123	422	4.9	14.8	139	397	3.9	13.9	110	368	4.3	12.9	122
ORGANIC GARDENING	1658	675	2.5	40.7	120	*147	1.7	8.9	83	314	3.1	18.9	150	*214	2.5	12.9	122
OUTDOOR LIFE	896	328	1.2	36.6	108	*122	1.4	13.6	128	**88	0.9	9.8	78	**118	1.4	13.2	125
PARADE MAGAZINE	24275	8274	30.2	34.1	101	2541	29.4	10.5	98	3112	30.4	12.8	101	2621	30.6	10.8	102

MEAT TENDERIZERS: TIMES USED IN LAST 30 DAYS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE TIMES				MEDIUM USERS TWO - THREE TIMES				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	27438	100.0	33.9	100	8639	100.0	10.7	100	10239	100.0	12.6	100	8560	100.0	10.6	100
PARENTS	3845	1509	5.5	39.2	116	461	5.3	12.0	112	638	6.2	16.6	131	410	4.8	10.7	101
PENTHOUSE	831	377	1.4	45.4	134	**104	1.2	12.5	117	**149	1.5	17.9	142	**124	1.4	14.9	141
PEOPLE	11645	4069	14.8	34.9	103	1136	13.1	9.8	91	1482	14.5	12.7	101	1450	16.9	12.5	118
PLAYBOY	2006	667	2.4	33.3	98	251	2.9	12.5	117	240	2.3	12.0	95	*176	2.1	8.8	83
POPULAR HOT RODDING	297	*140	0.5	47.1	139	**58	0.7	19.5	183	**34	0.3	11.4	91	**48	0.6	16.2	153
POPULAR MECHANICS	1018	308	1.1	30.3	89	**81	0.9	8.0	75	**137	1.3	13.5	106	**91	1.1	8.9	85
POPULAR SCIENCE	878	281	1.0	32.0	94	**118	1.4	13.4	126	**89	0.9	10.1	80	**75	0.9	8.5	81
PREVENTION	3913	1310	4.8	33.5	99	273	3.2	7.0	65	464	4.5	11.9	94	573	6.7	14.6	139
PSYCHOLOGY TODAY	1710	639	2.3	37.4	110	*211	2.4	12.3	116	277	2.7	16.2	128	*151	1.8	8.8	84
READER'S DIGEST	22204	7447	27.1	33.5	99	2187	25.3	9.8	92	2670	26.1	12.0	95	2590	30.3	11.7	110
REDBOOK	7684	2619	9.5	34.1	101	893	10.3	11.6	109	893	8.7	11.6	92	833	9.7	10.8	103
ROAD & TRACK	410	*198	0.7	48.3	143	**45	0.5	11.0	103	**43	0.4	10.5	83	**110	1.3	26.8	254
ROLLING STONE	969	399	1.5	41.2	122	**109	1.3	11.2	105	*139	1.4	14.3	113	*150	1.8	15.5	146
RUNNER'S WORLD	298	**102	0.4	34.2	101	**40	0.5	13.4	126	**35	0.3	11.7	93	**27	0.3	9.1	86
SATURDAY EVENING POST	1169	462	1.7	39.5	117	*104	1.2	8.9	83	*247	2.4	21.1	167	*112	1.3	9.6	91
SCIENCE 84	587	*179	0.7	30.5	90	**61	0.7	10.4	97	**67	0.7	11.4	90	**51	0.6	8.7	82
SCIENCE DIGEST	482	*151	0.6	31.3	92	**65	0.8	13.5	126	**42	0.4	8.7	69	**43	0.5	8.9	84
SCIENTIFIC AMERICAN	594	*221	0.8	37.2	110	**53	0.6	8.9	84	**103	1.0	17.3	137	**65	0.8	10.9	104
SELF	2089	710	2.6	34.0	100	*192	2.2	9.2	86	259	2.5	12.4	98	*260	3.0	12.4	118
SEVENTEEN	2411	940	3.4	39.0	115	260	3.0	10.8	101	421	4.1	17.5	138	259	3.0	10.7	102
SKI	480	*146	0.5	30.4	90	**31	0.4	6.5	61	**60	0.6	12.5	99	**55	0.6	11.5	108
SMITHSONIAN	2760	863	3.1	31.3	92	*156	1.8	5.7	53	408	4.0	14.8	117	298	3.5	10.8	102
SOAP OPERA DIGEST	3013	1260	4.6	41.8	123	439	5.1	14.6	137	469	4.6	15.6	123	352	4.1	11.7	111
SOUTHERN LIVING	4184	1928	7.0	46.1	136	410	4.7	9.8	92	829	8.1	19.8	157	690	8.1	16.5	156
SPORT	559	242	0.9	43.3	128	**88	1.0	15.7	148	**106	1.0	19.0	150	**48	0.6	8.6	81
THE SPORTING NEWS	436	*140	0.5	32.1	95	**66	0.8	15.1	142	**49	0.5	11.2	89	**25	0.3	5.7	54
SPORTS AFIELD	493	*195	0.7	39.6	117	**54	0.6	11.0	103	**68	0.7	13.8	109	**73	0.9	14.8	140
SPORTS ILLUSTRATED	2758	998	3.6	36.2	107	330	3.8	12.0	112	378	3.7	13.7	108	290	3.4	10.5	99
STAR	7456	3028	11.0	40.6	120	1198	13.9	16.1	151	1162	11.3	15.6	123	667	7.8	8.9	85
SUNDAY	24936	8521	31.1	34.2	101	2467	28.6	9.9	93	3329	32.5	13.4	106	2726	31.8	10.9	103
SUNSET	2124	653	2.4	30.7	91	*162	1.9	7.6	72	*242	2.4	11.4	90	*249	2.9	11.7	111
TV GUIDE	21661	8070	29.4	37.3	110	2690	31.1	12.4	116	2785	27.2	12.9	102	2594	30.3	12.0	113
TENNIS	550	*186	0.7	33.8	100	**42	0.5	7.6	72	**99	1.0	18.0	142	**45	0.5	8.2	77
TIME	8880	2883	10.5	32.5	96	845	9.8	9.5	89	1005	9.8	11.3	90	1033	12.1	11.6	110
TOWN & COUNTRY	917	407	1.5	44.4	131	**73	0.8	8.0	75	*195	1.9	21.3	168	*140	1.6	15.3	144
TRAVEL & LEISURE	972	311	1.1	32.0	94	**105	1.2	10.8	101	**116	1.1	11.9	94	*90	1.1	9.3	88
TRUE STORY	3356	1428	5.2	42.6	126	600	6.9	17.9	168	502	4.9	15.0	118	327	3.8	9.7	92
U.S. NEWS & WORLD REPORT	3410	1131	4.1	33.2	98	262	3.0	7.7	72	462	4.5	13.5	107	407	4.8	11.9	113
USA TODAY	1759	578	2.1	32.9	97	*158	1.8	9.0	84	267	2.6	15.2	120	*152	1.8	8.6	82
US	1873	693	2.5	37.0	109	232	2.7	12.4	116	234	2.3	12.5	99	*227	2.7	12.1	115
VOGUE	3909	1245	4.5	31.8	94	457	5.3	11.7	110	434	4.2	11.1	88	355	4.1	9.1	86
MALL STREET JOURNAL	1886	548	2.0	29.1	86	*160	1.9	8.5	80	*194	1.9	10.3	81	*194	2.3	10.3	97
WEIGHT WATCHERS	2120	768	2.8	36.2	107	226	2.6	10.7	100	266	2.6	12.5	99	276	3.2	13.0	123
WOMAN'S DAY	14172	4962	18.1	35.0	103	1624	18.8	11.5	107	1642	16.0	11.6	92	1696	19.8	12.0	113
WORKING MOTHER	1146	529	1.9	46.2	136	*128	1.5	11.2	105	*221	2.2	19.3	153	*180	2.1	15.7	149
WORKING WOMAN	1322	459	1.7	34.7	102	*122	1.4	9.2	87	*235	2.3	17.8	141	**101	1.2	7.6	72
WORLD TENNIS	*163	**39	0.1	23.9	71	**11	0.1	6.7	63	**22	0.2	13.5	107	**7	0.1	4.3	41
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1009	3.7	39.8	118	359	4.2	14.2	133	311	3.0	12.3	97	338	3.9	13.3	126
BLAIR INSERTS	43657	14455	52.7	33.1	98	4318	50.0	9.9	93	5451	53.2	12.5	99	4686	54.7	10.7	102
DAILY NEWSPAPERS																	
READ ANY	51633	17487	63.7	33.9	100	5201	60.2	10.1	94	6758	66.0	13.1	104	5528	64.6	10.7	101
READ ONE	43463	15009	54.7	34.5	102	4465	51.7	10.3	96	5795	56.6	13.3	105	4750	55.5	10.9	103
READ TWO OR MORE	8170	2478	9.0	30.3	90	736	8.5	9.0	84	963	9.4	11.8	93	778	9.1	9.5	90
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17795	64.9	33.8	100	5362	62.1	10.2	95	6708	65.5	12.7	101	5725	66.9	10.9	103
READ ONE	46126	15671	57.1	34.0	100	4695	54.3	10.2	95	5847	57.1	12.7	100	5129	59.9	11.1	105
READ TWO OR MORE	6552	2123	7.7	32.4	96	667	7.7	10.2	95	860	8.4	13.1	104	596	7.0	9.1	86
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	29.93				30.43				29.59				29.83			
30 DAY REACH	71455	24271	88.5	34.0	100	7743	89.6	10.8	102	9062	88.5	12.7	100	7466	87.2	10.4	99
50 SHMG - 30 DAY AV FREQ	14.56	15.79				15.92				15.56				15.93			
30 DAY REACH	67742	23051	84.0	34.0	100	7407	85.7	10.9	103	8636	84.3	12.7	101	7007	81.9	10.3	98
25 SHMG - 30 DAY AV FREQ	7.94	8.61				8.78				8.40				8.67			
30 DAY REACH	62117	21199	77.3	34.1	101	6740	78.0	10.9	102	7975	77.9	12.8	102	6485	75.8	10.4	99
CABLE TV: HOME WIRED	32077	11247	41.0	35.1	103	3847	44.5	12.0	112	4023	39.3	12.5	99	3377	39.5	10.5	100
HOME NOT WIRED	48909	16191	59.0	33.1	98	4791	55.5	9.8	92	6216	60.7	12.7	101	5184	60.6	10.6	100
HAVE PAY CABLE	15935	6119	22.3	38.4	113	2220	25.7	13.9	131	2153	21.0	13.5	107	1747	20.4	11.0	104

MEAT TENDERIZERS: TIMES USED IN LAST 30 DAYS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE TIMES				MEDIUM USERS TWO - THREE TIMES				LIGHT USERS ONE OR LESS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOME MAKERS	80986	27438	100.0	33.9	100	8639	100.0	10.7	100	10239	100.0	12.6	100	8560	100.0	10.6	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	14916	54.4	34.0	100	4678	54.1	10.7	100	5519	53.9	12.6	99	4719	55.1	10.7	102	
10:00 AM - 3:00 PM	30659	10484	38.2	34.2	101	3375	39.1	11.0	103	4026	39.3	13.1	104	3084	36.0	10.1	95	
3:00 PM - 7:00 PM	31045	10604	38.6	34.2	101	3343	38.7	10.8	101	4044	39.5	13.0	103	3217	37.6	10.4	98	
7:00 PM - MIDNIGHT	15767	5674	20.7	36.0	106	1872	21.7	11.9	111	2149	21.0	13.6	108	1653	19.3	10.5	99	
MIDNIGHT - 6:00 AM	9120	3291	12.0	36.1	107	1082	12.5	11.9	111	1132	11.1	12.4	98	1076	12.6	11.8	112	
6:00 AM - MIDNIGHT	58527	19922	72.6	34.0	100	6253	72.4	10.7	100	7407	72.3	12.7	100	6262	73.2	10.7	101	
ENTIRE DAY	59311	20204	73.6	34.1	101	6325	73.2	10.7	100	7502	73.3	12.6	100	6378	74.5	10.8	101	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	5228	19.1	32.3	95	1704	19.7	10.5	99	1840	18.0	11.4	90	1584	19.7	10.4	99	
ALL NEWS	2256	642	2.3	28.5	84	*215	2.5	9.5	89	256	2.5	11.3	90	*171	2.0	7.6	72	
AOR/PROGRESSIVE	3874	1407	5.1	36.3	107	385	4.5	9.9	93	547	5.3	14.1	112	475	5.5	12.3	116	
BEAUTIFUL MUSIC	5660	1811	6.6	32.0	94	472	5.5	8.3	78	665	6.5	11.7	93	674	7.9	11.9	113	
BLACK	2204	1025	3.7	46.5	137	513	5.9	23.3	218	355	3.5	16.1	127	*157	1.8	7.1	67	
CLASSICAL	1418	563	2.1	39.7	117	*144	1.7	10.2	95	*257	2.5	18.1	143	*161	1.9	11.4	107	
CHR/ROCK	9538	3267	11.9	34.3	101	1067	12.4	11.2	105	1254	12.2	13.1	104	946	11.1	9.9	94	
COUNTRY	12648	4725	17.2	37.4	110	1570	18.2	12.4	116	1688	16.5	13.3	106	1468	17.1	11.6	110	
GOLDEN OLDIES	1191	343	1.3	28.8	85	*99	1.1	8.3	78	*180	1.8	15.1	120	*64	0.7	5.4	51	
MOR/NOSTALGIA	4757	1399	5.1	29.4	87	305	3.5	6.4	60	515	5.0	10.8	86	579	6.8	12.2	115	
NEWS/TALK	3863	1122	4.1	29.0	86	289	3.3	7.5	70	416	4.1	10.8	85	417	4.9	10.8	102	
RELIGIOUS	3084	1058	3.8	34.2	101	303	3.5	9.8	92	398	3.9	12.9	102	355	4.1	11.5	109	
SOFT ROCK	521	*151	0.6	29.0	86	*34	0.4	6.5	61	*57	0.6	10.9	87	*61	0.7	11.7	111	
URBAN CONTEMPORARY	1585	706	2.6	44.5	131	319	3.7	20.1	189	282	2.8	17.8	141	*104	1.2	6.6	62	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	998	3.6	30.6	90	384	4.4	11.8	110	402	3.9	12.3	98	212	2.5	6.5	62	
ABC DIRECTION	2316	939	3.4	40.5	120	364	4.2	15.7	147	290	2.8	12.5	99	285	3.3	12.3	116	
ABC ENTERTAINMENT	4834	1395	5.1	28.9	85	423	4.9	8.8	82	562	5.5	11.6	92	410	4.8	8.5	80	
ABC FM	2202	943	3.4	42.8	126	353	4.1	16.0	150	320	3.1	14.5	115	270	3.2	12.3	116	
ABC INFORMATION	5425	1639	6.0	30.2	89	475	5.5	8.8	82	569	5.6	10.5	83	594	6.9	10.9	104	
ABC ROCK	1677	593	2.2	35.4	104	*168	1.9	10.0	94	*298	2.9	17.8	141	*127	1.5	7.6	72	
CBS	4430	1401	5.1	31.6	93	421	4.9	9.5	89	564	5.5	12.7	101	416	4.9	9.4	89	
MUTUAL	4992	1828	6.7	36.6	108	542	6.3	10.9	102	633	6.2	12.7	100	652	7.6	13.1	124	
NBC	4679	1399	5.1	29.9	88	444	5.1	9.5	89	509	5.0	10.9	86	446	5.2	9.5	90	
RADIOMADIO	1994	693	2.5	34.8	103	*251	2.9	12.6	118	243	2.4	12.2	96	*199	2.3	10.0	94	
RKO ONE	2298	904	3.3	39.3	116	319	3.7	13.9	130	354	3.5	15.4	122	*232	2.7	10.1	96	
RKO TWO	3311	1145	4.2	34.6	102	346	4.0	10.5	98	406	4.0	12.3	97	393	4.6	11.9	112	
THE SOURCE	2114	803	2.9	38.0	112	*190	2.2	9.0	84	336	3.3	15.9	126	277	3.2	13.1	124	
NON-WIRED: BLAIR	8654	2987	10.9	34.5	102	1027	11.9	11.9	111	1011	9.9	11.7	92	950	11.1	11.0	104	
INTERNET	12025	4333	15.8	36.0	106	1408	16.3	11.7	110	1744	17.0	14.5	115	1181	13.8	9.8	93	
KATZ RADIO GROUP	15359	4967	18.1	32.3	95	1485	17.2	9.7	91	1864	18.2	12.1	96	1618	18.9	10.5	100	
SUPERNET	10628	3677	13.4	34.6	102	1311	15.2	12.3	116	1327	13.0	12.5	99	1040	12.1	9.8	93	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	2888	10.5	33.4	98	819	9.5	9.5	89	1181	11.5	13.6	108	888	10.4	10.3	97	
WKDAY 9:00 AM - 1:00 PM	12163	4375	15.9	36.0	106	1401	16.2	11.5	108	1673	16.3	13.8	109	1301	15.2	10.7	101	
WKDAY 1:00 PM - 4:30 PM	16150	5780	21.1	35.8	106	1932	22.4	12.0	112	2096	20.5	13.0	103	1752	20.5	10.8	103	
WKDAY 4:30 PM - 7:30 PM	22463	7548	27.5	33.6	99	2476	28.7	11.0	103	2822	27.6	12.6	99	2250	26.3	10.0	95	
WKDAY 7:30 PM - 8:00 PM	31795	10883	39.7	34.2	101	3558	41.2	11.2	105	4133	40.4	13.0	103	3192	37.3	10.0	95	
WKDAY 11:00 PM - 11:30 PM	23977	8413	30.7	35.1	104	2749	31.8	11.5	107	3102	30.3	12.9	102	2563	29.9	10.7	101	
WKDAY 11:30 PM - 1:00 AM	7703	2728	9.9	35.4	105	960	11.1	12.5	117	966	9.4	12.5	99	802	9.4	10.4	99	
M-SAT 8-11 PM-SUN 7-11 PM	33800	11485	41.9	34.0	100	3719	43.0	11.0	103	4280	41.8	12.7	100	3486	40.7	10.3	98	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	1538	2428	8.8	37.1	110	797	9.2	12.2	114	866	8.5	13.2	105	766	8.9	11.7	111
ANOTHER WORLD	N	4620	1481	5.4	32.1	95	455	5.3	9.8	92	578	5.6	12.5	99	447	5.2	9.7	92
AS THE WORLD TURNS	C	5614	1940	7.1	34.6	102	592	6.9	10.5	99	724	7.1	12.9	102	625	7.3	11.1	105
CAPITOL	C	3396	1247	4.5	36.7	108	388	4.5	11.4	107	454	4.4	13.4	106	405	4.7	11.9	113
CBS MORN. NEWS 1	C	1446	441	1.6	30.5	90	97	1.1	6.7	63	189	1.8	13.1	103	155	1.8	10.7	101
CBS MORN. NEWS 2	C	1207	352	1.3	29.2	86	107	1.2	8.9	83	147	1.4	12.2	96	97	1.1	8.0	76
DAYS OF OUR LIVES	N	5877	1946	7.1	33.1	98	654	7.6	11.1	104	667	6.5	11.3	90	625	7.3	10.6	101
FACTS OF LIFE - DAYTIME	N	2290	911	3.3	39.8	117	252	2.9	11.0	103	379	3.7	16.6	131	281	3.3	12.3	116
FAMILY FEUD	A	3023	1096	4.0	36.3	107	366	4.2	12.1	113	456	4.5	15.1	119	274	3.2	9.1	86
GENERAL HOSPITAL	A	6097	2247	8.2	36.9	109	807	9.3	13.2	124	757	7.4	12.4	98	683	8.0	11.2	106
GOOD MORNING, AMERICA-730 A	A	3515	1216	4.4	34.6	102	411	4.8	11.7	110	430	4.2	12.2	97	374	4.4	10.6	101
GOOD MORNING, AMERICA-830 A	A	2818	1061	3.9	37.7	111	334	3.9	11.9	111	443	4.3	15.7	124	284	3.3	10.1	95
GUIDING LIGHT	C	5339	1896	6.9	35.4	105	518	6.0	9.7	91	731	7.1	13.7	108	543	7.5	12.0	114
ONE LIFE TO LIVE	A	4478	1848	6.7	41.3	122	698	8.1	15.6	146	573	5.6	12.8	101	576	6.7	12.9	122
PRESS YOUR LUCK	C	2244	754	2.7	33.6	99	285	3.3	12.7	119	276	2.7	12.3	97	192	2.2	8.6	81
PRICE IS RIGHT 1																		

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE TIMES				MEDIUM USERS TWO - THREE TIMES				LIGHT USERS ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS																		
		80986	27438	100.0	33.9	100	8639	100.0	10.7	100	10239	100.0	12.6	100	8560	100.0	10.6	100
WKDAY LOCAL EVENING TV NEWS																		
		26063	8726	31.8	33.5	99	2678	31.0	10.3	96	3385	33.1	13.0	103	2663	31.1	10.2	97
		20261	7059	25.7	34.8	103	2305	26.7	11.4	107	2589	25.3	12.8	101	2165	25.3	10.7	101
		2076	615	2.2	29.6	87	204	2.4	9.8	92	228	2.2	11.0	87	183	2.1	8.8	83
TV EVENING NTKW 6 PM - 2 AM																		
		10453	3694	13.5	35.3	104	1225	14.2	11.7	110	1458	14.2	13.9	110	1012	11.8	9.7	92
	N	6412	2226	8.1	34.7	102	750	8.7	11.7	110	874	8.5	13.6	108	602	7.0	9.4	89
	A	12407	4264	15.5	34.4	101	1369	15.8	11.0	103	1699	16.6	13.7	108	1197	14.0	9.6	91
	A	6176	2126	7.7	34.4	102	578	6.7	9.4	88	894	8.7	14.5	114	655	7.7	10.6	100
	C	5863	2129	7.8	36.3	107	761	8.8	13.0	122	772	7.5	13.2	104	597	7.0	10.2	96
	C	9594	3281	12.0	34.2	101	1081	12.5	11.3	106	1177	11.5	12.3	97	1023	12.0	10.7	101
	C	6622	2168	7.9	32.7	97	697	8.1	10.5	99	820	8.0	12.4	98	651	7.6	9.8	93
	C	10886	3723	13.6	34.2	101	1133	13.1	10.4	98	1519	14.8	14.0	110	1072	12.5	9.8	93
	A	5036	1762	6.4	35.0	103	644	7.5	12.8	120	581	5.7	11.5	91	536	6.3	10.6	101
	C	9965	3341	12.2	33.5	99	1167	13.5	11.7	110	1260	12.3	12.6	100	915	10.7	9.2	87
	C	3491	977	3.6	28.0	83	285	3.3	8.2	77	324	3.2	9.3	73	367	4.3	10.5	99
	C	7123	2346	8.6	32.9	97	651	7.5	9.1	86	889	8.7	12.5	99	806	9.4	11.3	107
	C	3621	1138	4.1	31.4	93	362	4.2	10.0	94	461	4.5	12.7	101	315	3.7	8.7	82
	C	5436	1922	7.0	35.4	104	599	6.9	11.0	103	741	7.2	13.6	108	582	6.8	10.7	101
	C	6100	2082	7.6	34.1	101	620	7.2	10.2	95	913	8.9	15.0	118	549	6.4	9.0	85
	N	8889	2781	10.1	31.3	92	979	11.3	11.0	103	951	9.3	10.7	85	851	9.9	9.6	91
	C	22109	7620	27.8	34.5	102	2361	27.3	10.7	100	2865	28.0	13.0	102	2393	28.0	10.8	102
	N	6940	2614	9.5	37.7	111	840	9.7	12.1	113	1057	10.3	15.2	120	718	8.4	10.3	98
	N	7223	2565	9.3	35.5	105	829	9.6	11.5	108	968	9.5	13.4	106	768	9.0	10.6	101
	N	5595	1982	7.2	35.4	105	712	8.2	12.7	119	665	6.5	11.9	94	606	7.1	10.8	102
	C	5768	1922	7.0	33.3	98	749	8.7	13.0	122	645	6.3	11.2	88	528	6.2	9.2	87
	A	20053	7345	26.8	36.6	108	2587	29.9	12.9	121	2659	26.0	13.3	105	2100	24.5	10.5	99
	N	8087	2686	9.8	33.2	98	955	11.1	11.8	111	974	9.5	12.0	95	757	8.8	9.4	89
	C	20046	6933	25.3	34.6	102	2161	25.0	10.8	101	2641	25.8	13.2	104	2131	24.9	10.6	101
	A	9084	3240	11.8	35.7	105	1111	12.9	12.2	115	1181	11.5	13.0	103	948	11.1	10.4	99
	N	7964	2636	9.6	33.1	98	821	9.5	10.3	97	1070	10.5	13.4	106	745	8.7	9.4	89
	A	7687	2624	9.6	34.1	101	839	9.7	10.9	102	933	9.1	12.1	96	852	10.0	11.1	105
	A	8861	3221	11.7	36.4	107	1100	12.7	12.4	116	1064	10.4	12.0	95	1057	12.3	11.9	113
	C	5095	1852	6.7	36.3	107	642	7.4	12.6	118	714	7.0	14.0	111	496	5.8	9.7	92
	N	8838	2998	10.9	33.9	100	893	10.3	10.1	95	1279	12.5	14.5	114	826	9.6	9.3	88
	A	8978	2971	10.8	33.1	98	990	11.5	11.0	103	995	9.7	11.1	88	986	11.5	11.0	104
	N	8590	2770	10.1	32.2	95	960	11.1	11.2	105	952	9.3	11.1	88	857	10.0	10.0	94
	A	14085	5183	18.9	36.8	109	1803	20.9	12.8	120	1855	18.1	13.2	104	1526	17.8	10.8	103
	C	9360	3434	12.5	36.7	108	1233	14.3	13.2	123	1286	12.6	13.7	109	916	10.7	9.8	93
	N	5841	2151	7.8	36.8	109	735	8.5	12.6	118	838	8.2	14.3	113	578	6.8	9.9	94
	C	9206	3067	11.2	33.3	98	1043	12.1	11.3	106	1080	10.5	11.7	93	944	11.0	10.3	97
	N	7076	2614	9.5	36.9	109	881	10.2	12.5	117	959	9.4	13.6	107	774	9.0	10.9	103
	A	12219	4246	15.5	34.7	103	1522	17.6	12.5	117	1415	13.8	11.6	92	1309	15.3	10.7	101
	C	11199	4011	14.6	35.8	106	1278	14.8	11.4	107	1557	15.2	13.9	110	1177	13.8	10.5	99
	N	6057	2166	7.9	35.8	106	729	8.4	12.0	113	803	7.8	13.3	105	635	7.4	10.5	99
	A	3598	1240	4.5	34.5	102	454	5.3	12.6	118	419	4.1	11.6	92	367	4.3	10.2	97
	A	6344	2155	7.9	34.0	100	732	8.5	11.5	108	783	7.6	12.3	98	640	7.5	10.1	95
	N	11994	4088	14.9	34.1	101	1316	15.2	11.0	103	1430	14.0	11.9	94	1341	15.7	11.2	106
	N	5132	1647	6.0	32.1	95	464	5.4	9.0	85	611	6.0	11.9	94	572	6.7	11.1	105
	N	3375	1001	3.6	29.7	88	*262	3.0	7.8	73	357	3.5	10.6	84	382	4.5	11.3	107
	N	3130	1119	4.1	35.8	106	*247	2.9	7.9	74	465	4.5	14.9	118	406	4.7	13.0	123
	N	8284	2957	10.8	35.7	105	927	10.7	11.2	105	1193	11.7	14.4	114	838	9.8	10.1	96
	C	9240	3061	11.2	33.1	98	1049	12.1	11.4	106	1124	11.0	12.2	96	889	10.4	9.6	91
	C	7288	2467	9.0	33.9	100	790	9.1	10.8	102	952	9.3	13.1	103	725	8.5	9.9	94
	N	4855	1714	6.2	35.3	104	602	7.0	12.4	116	583	5.7	12.0	95	529	6.2	10.9	103
	N	8869	2984	10.9	33.6	99	979	11.3	11.0	103	1051	10.3	11.9	94	954	11.1	10.8	102
	N	7743	2590	9.4	33.4	99	821	9.5	10.6	99	896	8.8	11.6	92	874	10.2	11.3	107
	A	5345	2040	7.4	38.2	113	743	8.6	13.9	130	708	6.9	13.2	105	590	6.9	11.0	104
	N	6988	2378	8.7	34.0	100	806	9.3	11.5	108	795	7.8	11.4	90	776	9.1	11.1	105
	C	10002	3287	12.0	32.9	97	1050	12.2	10.5	98	1150	11.2	11.5	91	1086	12.7	10.9	103
	C	10638	3955	14.4	37.2	110	1225	14.2	11.5	108	1632	15.9	15.3	121	1098	12.8	10.3	98
	C	13293	4227	15.4	31.8	94	1004	11.6	7.6	71	1831	17.9	13.8	109	1392	16.3	10.5	99
	N	7017	2273	8.3	32.4	96	680	7.9	9.7	91	875	8.5	12.5	99	718	8.4	10.2	97
	A	10917	3810	13.9	34.9	103	1274	14.7	11.7	109	1436	14.0	13.2	104	1099	12.8	10.1	95
	A	9204	3117	11.4	33.9	100	1108	12.8	12.0	113	994	9.7	10.8	85	1015	11.9	11.0	104
	N	2372	705	2.6	29.7	88	231	2.7	9.7	91	242	2.4	1					

PANCAKE & TABLE SYRUP

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-9

		'000	%	UNWEIGHTED							
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?	YES	63844	78.8	7212							
	NO	17142	21.2	2223							
		ALL		SOLE		PRIMARY		SECONDARY			
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	63844	100.0	78.8	100	11513	100.0	14.2	100	18007	100.0	22.2	100	34324	100.0	42.4	100
18 - 24	9282	6925	10.8	74.6	95	1191	10.3	12.8	90	2102	11.7	22.6	102	3632	10.6	39.1	92
25 - 34	19072	15651	24.5	82.1	104	3256	28.3	17.1	120	3827	21.3	20.1	90	8569	25.0	44.9	106
35 - 44	14591	12365	19.4	84.7	107	3033	26.3	20.8	146	3944	21.9	27.0	122	5388	15.7	36.9	87
45 - 54	11345	9356	14.7	82.5	105	1478	12.8	13.0	92	2751	15.3	24.2	109	5128	14.9	45.2	107
55 - 64	11635	9175	14.4	78.9	100	1236	10.7	10.6	75	2455	13.6	21.1	95	5484	16.0	47.1	111
65 OR OLDER	15061	10371	16.2	68.9	87	1319	11.5	8.8	62	2929	16.3	19.4	87	6124	17.8	40.7	96
18 - 34	28354	22576	35.4	79.6	101	4447	38.6	15.7	110	5928	32.9	20.9	94	12201	35.5	43.0	102
18 - 49	48339	39323	61.6	81.3	103	8241	71.6	17.0	120	11134	61.8	23.0	104	19948	58.1	41.3	97
25 - 54	45008	37373	58.5	83.0	105	7767	67.5	17.3	121	10522	58.4	23.4	105	19084	55.6	42.4	100
35 - 49	19985	16746	26.2	83.8	106	3794	33.0	19.0	134	5206	28.9	26.0	117	7747	22.6	38.8	91
50 OR OLDER	32647	24521	38.4	75.1	95	3272	28.4	10.0	71	6873	38.2	21.1	95	14376	41.9	44.0	104
GRADUATED COLLEGE	11155	8669	13.6	77.7	99	1387	12.0	12.4	87	1988	11.0	17.8	80	5295	15.4	47.5	112
ATTENDED COLLEGE	13682	11165	17.5	81.6	104	1611	14.0	11.8	83	2999	16.7	21.9	99	6555	19.1	47.9	113
GRADUATED HIGH SCHOOL	33880	27690	43.4	81.7	104	5114	44.4	15.1	106	7707	42.8	22.7	102	14869	43.3	43.9	104
DID NOT GRADUATE HIGH SCHOOL	22270	16320	25.6	73.3	93	3401	29.5	15.3	107	5314	29.5	23.9	107	7605	22.2	34.1	81
EMPLOYED	40306	32581	51.0	80.8	103	5790	50.3	14.4	101	8288	46.0	20.6	92	18503	53.9	45.9	108
EMPLOYED FULL-TIME	32850	26237	41.1	79.9	101	4770	41.4	14.5	102	6525	36.2	19.9	89	14942	43.5	45.5	107
EMPLOYED PART-TIME	7456	6344	9.9	85.1	108	1020	8.9	13.7	96	1763	9.8	23.6	106	3561	10.4	47.8	113
NOT EMPLOYED	40680	31263	49.0	76.9	97	5723	49.7	14.1	99	9720	54.0	23.9	107	15821	46.1	38.9	92
PROFESSIONAL/MANAGER	10392	8172	12.8	78.6	100	1243	10.8	12.0	84	2073	11.5	19.9	90	4855	14.1	46.7	110
TECH/CLERICAL/SALES	17574	14375	22.5	81.8	104	2339	20.3	13.3	94	3117	17.3	17.7	80	8919	26.0	50.8	120
PRECISION/CRAFT	985	822	1.3	83.5	106	**145	1.3	14.7	104	**259	1.4	26.3	118	*418	1.2	42.4	100
OTHER EMPLOYED	11354	9213	14.4	81.1	103	2064	17.9	18.2	128	2839	15.8	25.0	112	4310	12.6	38.0	90
SINGLE	9863	6893	10.8	69.9	89	1095	9.5	11.1	78	1840	10.2	18.7	84	3958	11.5	40.1	95
MARRIED	51375	42641	66.8	83.0	105	7789	67.7	15.2	107	12369	68.7	24.1	108	22483	65.5	43.8	103
DIVORCED/SEPARATED/WIDOWED	19748	14311	22.4	72.5	92	2629	22.8	13.3	94	3798	21.1	19.2	86	7883	23.0	39.9	94
PARENTS	32590	27695	43.4	85.0	108	6805	59.1	20.9	147	8682	48.2	26.6	120	12208	35.6	37.5	88
WHITE	70416	56053	87.8	79.6	101	9193	79.8	13.1	92	15526	86.2	22.0	99	31335	91.3	44.5	105
BLACK	8778	6514	10.2	74.2	94	2126	18.5	24.2	170	2043	11.3	23.3	105	2345	6.8	26.7	63
OTHER	1791	1277	2.0	71.3	90	**194	1.7	10.8	76	**439	2.4	24.5	110	*644	1.9	36.0	85
NORTHEAST-CENSUS	17786	13885	21.7	78.1	99	2602	22.6	14.6	103	4102	22.8	23.1	104	7180	20.9	40.4	95
NORTH CENTRAL	20741	17617	27.6	84.9	108	2936	25.5	14.2	100	4635	25.7	22.3	101	10046	29.3	48.4	114
SOUTH	27775	21365	33.5	76.9	98	4407	38.3	15.9	112	6650	36.9	23.9	108	10309	30.0	37.1	88
WEST	14683	10977	17.2	74.8	95	1568	13.6	10.7	75	2621	14.6	17.9	80	6788	19.8	46.2	109
NORTHEAST-MKTG.	17961	13929	21.8	77.6	98	2842	24.7	15.8	111	4255	23.6	23.7	107	6832	19.9	38.0	90
EAST CENTRAL	11885	9541	14.9	80.3	102	1736	15.1	14.6	103	2819	15.7	23.7	107	4986	14.5	42.0	99
WEST CENTRAL	14090	12222	19.1	86.7	110	1863	16.2	13.2	93	3026	16.8	21.5	97	7333	21.4	52.0	123
SOUTH	24081	18609	29.1	77.3	98	3638	31.6	15.1	106	5550	30.8	23.0	104	9421	27.4	39.1	92
PACIFIC	12969	9542	14.9	73.6	93	1434	12.5	11.1	78	2357	13.1	18.2	82	5751	16.8	44.3	105
COUNTY SIZE A	32439	25052	39.2	77.2	98	4753	41.3	14.7	103	7288	40.5	22.5	101	13011	37.9	40.1	95
COUNTY SIZE B	24915	19810	31.0	79.5	101	3449	30.0	13.8	97	5535	30.7	22.2	100	10826	31.5	43.5	103
COUNTY SIZE C	12930	10450	16.4	80.8	103	1720	14.9	13.3	94	2688	14.9	20.8	93	6042	17.6	46.7	110
COUNTY SIZE D	10703	8532	13.4	79.7	101	1590	13.8	14.9	104	2497	13.9	23.3	105	4445	13.0	41.5	98
METRO CENTRAL CITY	24518	18433	28.9	75.2	95	3797	33.0	15.5	109	5203	28.9	21.2	95	9432	27.5	38.5	91
METRO SUBURBAN	35919	29084	45.6	81.0	103	4699	40.8	13.1	92	8291	46.0	23.1	104	16095	46.9	44.8	106
NON METRO	20549	16327	25.6	79.5	101	3017	26.2	14.7	103	4513	25.1	22.0	99	8796	25.6	42.8	101
TOP 5 ADI'S	18341	13787	21.6	75.2	95	2719	23.6	14.8	104	3787	21.0	20.6	93	7281	21.2	39.7	94
TOP 10 ADI'S	25378	19419	30.4	76.5	97	3746	32.5	14.8	104	5761	32.0	22.7	102	9912	28.9	39.1	92
TOP 20 ADI'S	36488	28175	44.1	77.2	98	5206	45.2	14.3	100	8099	45.0	22.2	100	14871	43.3	40.8	96
HSHLD INC. \$50,000 OR MORE	6612	5654	8.9	85.5	108	*650	5.6	9.8	69	1538	8.5	23.3	105	3466	10.1	52.4	124
\$40,000 OR MORE	12659	10576	16.6	83.5	106	1497	13.0	11.8	83	2681	14.9	21.2	95	6398	18.6	50.5	119
\$30,000 OR MORE	24698	20728	32.5	83.9	106	3194	27.7	12.9	91	5667	31.5	22.9	103	11868	34.6	48.1	113
\$25,000 OR MORE	32077	26827	42.0	83.6	106	4341	37.7	13.5	95	7312	40.6	22.8	103	15174	44.2	47.3	112
\$20,000 - \$24,999	9144	7338	11.5	80.2	102	1342	11.7	14.7	103	2112	11.7	23.1	104	3884	11.3	42.5	100
\$15,000 - \$19,999	8728	6867	10.8	78.7	100	1220	10.6	14.0	98	1998	11.1	22.9	103	3649	10.6	41.8	99
\$10,000 - \$14,999	12562	9797	15.3	78.0	99	1877	16.3	14.9	105	2885	16.0	23.0	103	5035	14.7	40.1	95
UNDER \$10,000	18475	13015	20.4	70.4	89	2733	23.7	14.8	104	3700	20.5	20.0	90	6582	19.2	35.6	84
HOUSEHOLD OF 1 PERSON	11987	7524	11.8	62.8	80	722	6.3	6.0	42	1409	7.8	11.8	53	5393	15.7	45.0	106
2 PEOPLE	26577	20317	31.8	76.4	97	2385	20.7	9.0	63	5212	28.9	19.6	88	12721	37.1	47.9	113
3 OR 4 PEOPLE	30617	25984	40.7	84.9	108	5207	45.2	17.0	120	7982	44.3	26.1	117	12794	37.3	41.8	99
5 OR MORE PEOPLE	11804	10019	15.7	84.9	108	3199	27.8	27.1	191	3404	18.9	28.8	130	3415	9.9	28.9	68
NO CHILD IN HSHLD	46165	34262	53.7	74.2	94	4196	36.4	9.1	64	8585	47.7	18.6	84	21480	62.6	46.5	110
CHILD(REN) UNDER 2 YRS	5325	4541	7.1	85.3	108	980	8.5	18.4	129	1376	7.6	25.8	116	2185	6.4	41.0	97
2 - 5 YEARS	14221	11829	18.5	83.2	106	3206	27.8	22.5	159	3407	18.9	24.0	108	5217	15.2	36.7	87
6 - 11 YEARS	15117	12802	20.1	84.7	107	3529	30.7	23.3	164	4058	22.5	26.8	121	5215	15.2	34.5	81
12 - 17 YEARS	16611	14223	22.3	85.6	109	3883	33.7	23.4	164	4918	27.3	29.6	133	5422	15.8	32.6	77
RESIDENCE OWNED	55884	45218	70.8	80.9	103	7614	66.1	13.6	96	12874	71.5	23.0	104	24730	72.0	44.3	104
VALUE: \$50,000 OR MORE	31744	25848	40.5	81.4	103	4200	36.5	13.2	93	7130	39.6	22.5	101	14518	42.3	45.7	108
VALUE: UNDER \$50,000	24140	19370	30.3	80.2	102	3414	29.7	14.1	99	5744	31.9	23.8	107	10213	29.8	42.3	100

		TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	63844	100.0	78.8	100	11513	100.0	14.2	100	18007	100.0	22.2	100	34324	100.0	42.4	100
MAGAZINES	QUINTILE 1	15799	13261	20.8	83.9	106	2477	21.5	15.7	110	3881	21.6	24.6	110	6903	20.1	43.7	103
	QUINTILE 2	17259	14208	22.3	82.3	104	2371	20.6	13.7	97	4132	22.9	23.9	108	7705	22.4	44.6	105
	QUINTILE 3	13545	10711	16.8	79.1	100	2193	19.0	16.2	114	2800	15.5	20.7	93	5717	16.7	42.2	100
	QUINTILE 4	15133	11807	18.5	78.0	99	1942	16.9	12.8	90	3314	18.4	21.9	98	6551	19.1	43.3	102
	QUINTILE 5	19250	13858	21.7	72.0	91	2529	22.0	13.1	92	3881	21.6	20.2	91	7448	21.7	38.7	91
NEWSPAPERS	QUINTILE 1	12413	10005	15.7	80.6	102	1618	14.1	13.0	92	2794	15.5	22.5	101	5594	16.3	45.1	106
	QUINTILE 2	24116	19566	30.6	81.1	103	3356	29.1	13.9	98	5472	30.4	22.7	102	10737	31.3	44.5	105
	QUINTILE 3	11261	8978	14.1	79.7	101	1914	16.6	17.0	120	2375	13.2	21.1	95	4689	13.7	41.6	99
	QUINTILE 4	20255	15890	24.9	78.4	100	2829	24.6	14.0	98	4535	25.2	22.4	101	8526	24.8	42.1	99
	QUINTILE 5	12940	9405	14.7	72.7	92	1796	15.6	13.9	98	2832	15.7	21.9	98	4778	13.9	36.9	87
OUTDOOR	QUINTILE 1	14852	12136	19.0	81.7	104	1784	15.5	12.0	84	3520	19.5	23.7	107	6831	19.9	46.0	109
	QUINTILE 2	15725	12554	19.7	79.8	101	2212	19.2	14.1	99	3849	21.4	24.5	110	6493	18.9	41.3	97
	QUINTILE 3	16330	12735	19.9	78.0	99	2708	23.5	16.6	117	3262	18.1	20.0	90	6766	19.7	41.4	98
	QUINTILE 4	16744	12858	20.1	76.8	97	2644	23.0	15.8	111	3432	19.1	20.5	92	6782	19.8	40.5	96
	QUINTILE 5	17334	13562	21.2	78.2	99	2166	18.8	12.5	88	3944	21.9	22.8	102	7452	21.7	43.0	101
RADIO-DRIVE TIME	QUINTILE 1	15911	12965	20.3	81.5	103	2499	21.7	15.7	110	3458	19.2	21.7	98	7009	20.4	44.1	104
	QUINTILE 2	14837	11784	18.5	79.4	101	2415	21.0	16.3	114	3242	18.0	21.9	98	6127	17.9	41.3	97
	QUINTILE 3	15339	12137	19.0	79.1	100	2069	18.0	13.5	95	3484	19.3	22.7	102	6584	19.2	42.9	101
	QUINTILE 4	16723	13185	20.7	78.8	100	2300	20.0	13.8	97	3958	22.0	23.7	106	6927	20.2	41.4	98
	QUINTILE 5	18176	13773	21.6	75.8	96	2230	19.4	12.3	86	3865	21.5	21.3	96	7678	22.4	42.2	100
RADIO-MID- DAY	TERCILE 1	21020	16906	26.5	80.4	102	3145	27.3	15.0	105	4581	25.4	21.8	98	9180	26.7	43.7	103
	TERCILE 2	21610	17273	27.1	79.9	101	3359	29.2	15.5	109	4929	27.4	22.8	103	8985	26.2	41.6	98
	TERCILE 3	38355	29664	46.5	77.3	98	5009	43.5	13.1	92	8497	47.2	22.2	100	16159	47.1	42.1	99
RADIO-TOTAL	QUINTILE 1	15988	12829	20.1	80.2	102	2655	23.1	16.6	117	3474	19.3	21.7	98	6699	19.5	41.9	99
	QUINTILE 2	15626	12506	19.6	80.0	102	2499	21.7	16.0	112	3545	19.7	22.7	102	6462	18.8	41.4	98
	QUINTILE 3	16723	13219	20.7	79.0	100	2340	20.3	14.0	98	3736	20.7	22.3	100	7143	20.8	42.7	101
	QUINTILE 4	16342	13043	20.4	79.8	101	2142	18.6	13.1	92	3511	19.5	21.5	97	7390	21.5	45.2	107
	QUINTILE 5	16306	12247	19.2	75.1	95	1876	16.3	11.5	81	3741	20.8	22.9	103	6630	19.3	40.7	96
TV-PRIME TIME	QUINTILE 1	15953	12647	19.8	79.3	101	2438	21.2	15.3	108	3357	18.6	21.0	95	6852	20.0	43.0	101
	QUINTILE 2	16137	12902	20.2	80.0	101	2288	19.9	14.2	100	3675	20.4	22.8	102	6939	20.2	43.0	101
	QUINTILE 3	16420	13234	20.7	80.6	102	2428	21.1	14.8	104	3838	21.3	23.4	105	6968	20.3	42.4	100
	QUINTILE 4	16687	13105	20.5	78.5	100	2168	18.8	13.0	91	3899	21.7	23.4	105	7038	20.5	42.2	100
	QUINTILE 5	15789	11955	18.7	75.7	96	2191	19.0	13.9	98	3238	18.0	20.5	92	6526	19.0	41.3	98
TV-DAYTIME	TERCILE 1	27736	21646	33.9	78.0	99	4436	38.5	16.0	113	6147	34.1	22.2	100	11062	32.2	39.9	94
	TERCILE 2	26489	21150	33.1	79.8	101	3526	30.6	13.3	94	6312	35.1	23.8	107	11312	33.0	42.7	101
	TERCILE 3	26761	21048	33.0	78.7	100	3551	30.8	13.3	93	5548	30.8	20.7	93	11949	34.8	44.7	105
TV-TOTAL	QUINTILE 1	16345	12353	19.3	75.6	96	2676	23.2	16.4	115	3415	19.0	20.9	94	6262	18.2	38.3	90
	QUINTILE 2	16447	13435	21.0	81.7	104	2327	20.2	14.1	100	3803	21.1	23.1	104	7305	21.3	44.4	105
	QUINTILE 3	15980	12842	20.1	80.4	102	2138	18.6	13.4	94	3699	20.5	23.1	104	7006	20.4	43.8	103
	QUINTILE 4	15887	12622	19.8	79.4	101	2234	19.4	14.1	99	3663	20.3	23.1	104	6724	19.6	42.3	100
	QUINTILE 5	16326	12593	19.7	77.1	98	2138	18.6	13.1	92	3428	19.0	21.0	94	7026	20.5	43.0	102
MAGAZINES-NEWSPAPERS: DUAL		20721	17217	27.0	83.1	105	2843	24.7	13.7	97	4494	27.2	23.6	106	9480	27.6	45.8	108
MAGAZINE IMPERATIVE		19186	15697	24.6	81.8	104	3105	27.0	16.2	114	4468	24.8	23.3	105	8124	23.7	42.3	100
NEWSPAPER IMPERATIVE		21899	17188	26.9	78.5	100	3135	27.2	14.3	101	4589	25.5	21.0	94	9465	27.6	43.2	102
MAGAZINES-OUTDOOR: DUAL		15451	12871	20.2	83.3	106	2064	17.9	13.4	94	3762	20.9	24.3	110	7044	20.5	45.6	108
MAGAZINE IMPERATIVE		25953	21056	33.0	81.1	103	4140	36.0	16.0	112	5840	32.4	22.5	101	11077	32.3	42.7	101
OUTDOOR IMPERATIVE		24400	18647	29.2	76.4	97	3322	28.9	13.6	96	5222	29.0	21.4	96	10104	29.4	41.4	98
MAGAZINES-RADIO: DUAL		18049	14823	23.2	82.1	104	3028	26.3	16.8	118	4372	24.3	24.2	109	7423	21.6	41.1	97
MAGAZINE IMPERATIVE		23571	19346	30.3	82.1	104	3099	26.9	13.1	92	5572	30.9	23.6	106	10675	31.1	45.3	107
RADIO IMPERATIVE		23278	17995	28.2	77.3	98	3456	30.0	14.8	104	4655	25.9	20.0	90	9884	28.8	42.5	100
MAGAZINES-TELEVISION: DUAL		15459	12632	19.8	81.7	104	2179	18.9	14.1	99	3749	20.8	24.3	109	6704	19.5	43.4	102
MAGAZINE IMPERATIVE		25823	21163	33.1	81.9	104	3822	33.2	14.8	104	6040	33.5	23.4	105	11301	32.9	43.8	103
TELEVISION IMPERATIVE		26039	19874	31.1	76.3	97	3754	32.6	14.4	101	5255	29.2	20.2	91	10865	31.7	41.7	98
NEWSPAPERS-OUTDOOR: DUAL		16605	13577	21.3	81.8	104	2017	17.5	12.1	85	4052	22.5	24.4	110	7508	21.9	45.2	107
NEWSPAPER IMPERATIVE		26834	21406	33.5	79.8	101	4207	36.5	15.7	110	5638	31.3	21.0	94	11561	33.7	43.1	102
OUTDOOR IMPERATIVE		23346	18251	28.6	78.2	99	3657	31.8	15.7	110	5227	29.0	22.4	101	9366	27.3	40.1	95
NEWSPAPERS-RADIO: DUAL		17133	13890	21.8	81.1	103	2736	23.8	16.0	112	3891	21.6	22.7	102	7263	21.2	42.4	100
NEWSPAPER IMPERATIVE		25892	20850	32.7	80.5	102	3161	27.5	12.2	86	5933	32.9	22.9	103	11757	34.3	45.4	107
RADIO IMPERATIVE		23167	18064	28.3	78.0	99	3766	32.7	16.3	114	4898	27.2	21.1	95	9399	27.4	40.6	96
NEWSPAPERS-TELEVISION: DUAL		17159	13900	21.8	81.0	103	2658	23.1	15.5	109	3752	20.8	21.9	98	7491	21.8	43.7	103
NEWSPAPER IMPERATIVE		26214	21061	33.0	80.3	102	3418	29.7	13.0	92	5901	32.8	22.5	101	11743	34.2	44.8	106
TELEVISION IMPERATIVE		23412	17972	28.1	76.8	97	3519	30.6	15.0	106	5163	28.7	22.1	99	9291	27.1	39.7	94
OUTDOOR-RADIO: DUAL		15303	12510	19.6	81.7	104	2301	20.0	15.0	106	3334	18.5	218					

PANCAKE & TABLE SYRUP: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	63844	100.0	78.8	100	11513	100.0	14.2	100	18007	100.0	22.2	100	34324	100.0	42.4	100
ATLANTIC MONTHLY	415	291	0.5	70.1	89	**41	0.4	9.9	69	**111	0.6	26.7	120	*138	0.4	33.3	78
BARRON'S	453	397	0.6	87.6	111	**47	0.4	10.4	73	**134	0.7	29.6	133	*215	0.6	47.5	112
BETTER HOMES & GARDENS	16256	13634	21.4	83.9	106	2545	22.1	15.7	110	3871	21.5	23.8	107	7219	21.0	44.4	105
BON APPETIT	2535	2037	3.2	80.4	102	*280	2.4	11.0	78	563	3.1	22.2	100	1194	3.5	47.1	111
BUSINESS WEEK	1278	999	1.6	78.2	99	*110	1.0	8.6	61	301	1.7	23.6	106	587	1.7	45.9	108
CAR AND DRIVER	378	328	0.5	86.8	110	**94	0.8	24.9	175	**59	0.3	15.6	70	*175	0.5	46.3	109
CBS MAGAZINE NETWORK (GROSS)	1498	1203	1.9	80.3	102	354	3.1	23.6	166	*271	1.5	18.1	81	578	1.7	38.6	91
CHANGING TIMES	1505	1146	1.8	76.1	97	**103	0.9	6.8	48	335	1.9	22.3	100	707	2.1	47.0	111
COLONIAL HOMES	1231	946	1.5	76.8	97	*199	1.7	16.2	114	222	1.2	18.0	81	525	1.5	42.6	101
CONDE NAST MAG. PKG. (GROSS)	14146	11377	17.8	80.4	102	2088	18.1	14.8	104	3268	18.1	23.1	104	6021	17.5	42.6	100
CONSUMERS DIGEST	1323	1082	1.7	81.8	104	*150	1.3	11.3	80	*292	1.6	22.1	99	639	1.9	48.3	114
COSMOPOLITAN	7102	5870	9.2	82.7	105	1238	10.8	17.4	123	1379	7.7	19.4	87	3254	9.5	45.8	108
COUNTRY LIVING	2481	2125	3.3	85.7	109	379	3.3	15.3	107	565	3.1	22.8	102	1181	3.4	47.6	112
CUISINE	1472	1227	1.9	83.4	106	*267	2.3	18.1	128	299	1.7	20.3	91	660	1.9	44.8	106
CYCLE WORLD	425	355	0.6	90.6	115	**114	1.0	26.8	189	**71	0.4	16.7	75	*200	0.6	47.1	111
DCI:CREATIVE IDEAS FOR LIV	2510	2201	3.4	87.7	111	494	4.3	19.7	138	594	3.3	23.7	106	1114	3.2	44.4	105
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5660	8.9	84.6	107	959	8.3	14.3	101	1648	9.2	24.6	111	3054	8.9	45.6	108
DISCOVER	894	703	1.1	78.6	100	*158	1.4	17.7	124	*187	1.0	20.9	94	359	1.0	40.2	95
EBONY	3507	2728	4.3	77.8	99	859	7.5	24.5	172	961	5.3	27.4	123	908	2.6	25.9	61
ESQUIRE	1083	853	1.3	78.8	100	*249	2.2	23.0	162	*214	1.2	19.8	89	391	1.1	36.1	85
ESSENCE	1830	1498	2.3	81.9	104	460	4.0	25.1	177	471	2.6	25.7	116	566	1.6	30.9	73
FAMILY CIRCLE	15930	13404	21.0	84.1	107	2422	21.0	15.2	107	4039	22.4	25.4	114	6943	20.2	43.6	103
THE FAMILY HANDYMAN	1126	986	1.5	87.6	111	*128	1.1	11.4	80	*273	1.5	24.2	109	585	1.7	52.0	123
FAMILY WEEKLY	11468	9328	14.6	81.3	103	1651	14.3	14.4	101	2389	13.3	20.8	94	5289	15.4	46.1	109
FIELD & STREAM	2234	1913	3.0	85.6	109	337	2.9	15.1	106	678	3.8	30.3	136	898	2.6	40.2	95
FOOD & WINE	579	492	0.8	85.0	108	**72	0.6	12.4	87	**115	0.6	19.9	89	305	0.9	52.7	124
FORBES	728	581	0.9	79.8	101	**111	1.0	15.2	107	*183	1.0	25.1	113	288	0.8	39.6	93
FORTUNE	906	752	1.2	83.0	105	*156	1.4	17.2	121	*174	1.0	19.2	86	421	1.2	46.5	110
GENTLEMAN'S QUARTERLY	791	551	0.9	69.7	88	*219	1.9	27.7	195	**102	0.6	12.9	58	*230	0.7	29.1	69
GLAMOUR	5265	4399	6.9	83.6	106	757	6.6	14.4	101	1295	7.2	24.6	111	2347	6.8	44.6	105
GOLF DIGEST	636	521	0.8	81.9	104	**111	1.0	17.5	123	*142	0.8	22.3	100	268	0.8	42.1	99
GOLF DIGEST/TENNIS (GROSS)	1186	952	1.5	80.3	102	*163	1.4	13.7	97	*288	1.6	24.3	109	501	1.5	42.2	100
GOLF MAGAZINE	441	355	0.6	80.5	102	**61	0.5	13.8	97	**113	0.6	25.6	115	*181	0.5	41.0	97
GOLF MAGAZINE/SKI (GROSS)	922	740	1.2	80.3	102	**132	1.1	14.3	101	*186	1.0	20.2	91	422	1.2	45.8	108
GOOD HOUSEKEEPING	16487	13877	21.7	84.2	107	2264	19.7	13.7	97	4018	22.3	24.4	110	7594	22.1	46.1	109
HARPER'S BAZAAR	2423	1930	3.0	79.7	101	302	2.6	12.5	88	630	3.5	26.0	117	999	2.9	41.2	97
HEALTH	1994	1684	2.6	84.5	107	276	2.4	13.8	97	585	3.2	29.3	132	822	2.4	41.2	97
HEARST MAG CORP. BUY (GROSS)	44101	36808	57.7	83.5	106	6568	57.0	14.9	105	10333	57.4	23.4	105	19907	58.0	45.1	107
HEARST MAN POWER (GROSS)	1993	1679	2.6	84.2	107	307	2.7	15.5	109	546	3.0	27.4	123	824	2.4	41.3	98
HEARST WOMAN POWER (GROSS)	31274	26186	41.0	83.7	106	4684	40.7	15.0	105	7282	40.4	23.3	105	14220	41.4	45.5	107
HOUSE BEAUTIFUL	3623	3072	4.8	84.8	108	555	4.8	15.4	108	878	4.9	24.2	109	1636	4.8	45.2	107
INC.	283	*229	0.4	80.9	103	**31	0.3	11.0	77	**120	0.7	42.4	191	**77	0.2	27.2	64
JET	2928	2224	3.5	76.0	96	755	6.6	25.8	181	732	4.1	25.0	112	736	2.1	25.1	59
LADIES' HOME JOURNAL	11918	10098	15.8	84.7	107	1636	14.2	13.7	97	2936	16.3	24.6	111	5526	16.1	46.4	109
LHJ FAMILY GRP COMBO(GROSS)	16764	14338	22.5	85.5	108	2348	20.4	14.0	99	4196	23.3	25.0	113	7794	22.7	46.5	110
LIFE	4254	3490	5.5	82.0	104	592	5.1	13.9	98	966	5.4	22.7	102	1932	5.6	45.4	107
L.A. TIMES HOME MAGAZINE	1145	873	1.4	76.2	97	**99	0.9	8.6	61	*230	1.3	20.1	90	543	1.6	47.4	112
MADMOISELLE	2884	2352	3.7	81.6	103	471	4.1	16.3	115	712	4.0	24.7	111	1170	3.4	40.6	96
MC CALL'S	13460	11260	17.6	83.7	106	2063	17.9	15.3	108	3193	17.7	23.7	107	6004	17.5	44.6	105
MC CALL'S/WRK MOTHER (GROSS)	14606	12298	19.3	84.2	107	2245	19.5	15.4	108	3486	19.4	23.9	107	6567	19.1	45.0	106
MECHANIX ILLUSTRATED	772	649	1.0	84.1	107	**117	1.0	15.2	107	*187	1.0	24.2	109	346	1.0	44.8	106
METROPOLITAN HOME	967	786	1.2	81.3	103	*175	1.5	18.1	127	*132	0.7	13.7	61	479	1.4	49.5	117
MONEY	1588	1242	1.9	78.2	99	*126	1.1	7.9	56	410	2.3	25.8	116	706	2.1	44.5	105
MOTHER EARTH NEWS	1002	848	1.3	84.6	107	*167	1.5	16.7	117	*195	1.1	19.5	88	486	1.4	48.5	114
MS.	825	640	1.0	77.6	98	*119	1.0	14.4	101	*166	0.9	20.1	90	355	1.0	43.0	102
NATIONAL ENQUIRER	10336	8237	12.9	79.7	101	1723	15.0	16.7	117	2643	14.7	25.6	115	3871	11.3	37.5	88
NATIONAL GEOGRAPHIC	9597	7799	12.2	81.3	103	1259	10.9	13.1	92	2039	11.3	21.2	96	4501	13.1	46.9	111
NATIONAL SUNDAY MAGAZINE PKG	49558	39996	62.6	80.7	102	6834	59.4	13.8	97	11055	61.4	22.3	100	22107	64.4	44.6	105
NATURAL HISTORY	573	461	0.7	80.5	102	**96	0.8	16.8	118	**111	0.6	19.4	87	254	0.7	44.3	105
NEW WOMAN	1699	1400	2.2	82.4	105	260	2.3	15.3	108	320	1.8	18.8	85	820	2.4	48.3	114
NEW YORK INCLUDING CUE	443	345	0.5	77.9	99	**90	0.8	20.3	143	**84	0.5	19.0	85	*170	0.5	38.4	91
THE NEW YORKER	1270	924	1.4	72.8	92	**139	1.2	10.9	77	*229	1.3	18.0	81	556	1.6	43.8	103
NEWSWEEK	6277	5080	8.0	80.9	103	872	7.7	14.2	100	1456	8.1	23.2	104	2732	8.0	43.5	103
THE N.Y. TIMES DAILY EDITION	1205	946	1.5	78.5	100	**137	1.2	11.4	80	*201	1.1	16.7	75	608	1.8	50.5	119
THE N.Y. TIMES MAGAZINE	2081	1601	2.5	76.9	98	*240	2.1	11.5	81	365	2.0	17.5	79	997	2.9	47.9	113
OMNI	788	604	0.9	76.6	97	**109	0.9	13.8	97	*145	0.8	18.4	83	350	1.0	44.4	105
ON CABLE	1158	1027	1.6	88.7	112	*224	1.9	19.3	136	*255	1.4	22.0	99	548	1.6	47.3	112
1001 HOME IDEAS	2852	2556	4.0	89.6	114	436	3.8	15.3	108	675	3.7	23.7	106	1445	4.2	50.7	120
ORGANIC GARDENING	1658	1356	2.1	81.8	104	*188	1.6	11.3	80	453	2.5	27.3	123	715	2.1	43.1	102
OUTDOOR LIFE	896	751	1.2	83.8	106	*142	1.2	15.8	111	*238	1.3	26.6	119	371	1.1	41.4	98
PARADE MAGAZINE	24275	19438	30.4	80.1	102	3517	30.5	14.5	102	5845	32.5	24.1	108	10075	29.4	41.5	98

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	63844	100.0	78.8	100	11513	100.0	14.2	100	18007	100.0	22.2	100	34324	100.0	42.4	100
PARENTS	3845	3237	5.1	84.2	107	689	6.0	17.9	126	909	5.0	23.6	106	1640	4.8	42.7	101
PENTHOUSE	831	598	0.9	72.0	91	*155	1.3	18.7	131	*172	1.0	20.7	93	*271	0.8	32.6	77
PEOPLE	11645	9667	15.1	83.0	105	1867	16.2	16.0	113	2780	15.4	23.9	107	5020	14.6	43.1	102
PLAYBOY	2006	1522	2.4	75.9	96	446	3.9	22.2	156	356	2.0	17.7	80	720	2.1	35.9	85
POPULAR HOT RODDING	297	271	0.4	91.2	116	**60	0.5	20.2	142	**88	0.5	29.6	133	**123	0.4	41.4	98
POPULAR MECHANICS	1018	836	1.3	82.1	104	**105	0.9	10.3	73	*354	2.0	34.8	156	376	1.1	36.9	87
POPULAR SCIENCE	878	741	1.2	84.4	107	*233	2.0	26.5	187	*210	1.2	23.9	108	299	0.9	34.1	80
PREVENTION	3913	3099	4.9	79.2	100	405	3.5	10.4	73	900	5.0	23.0	103	1794	5.2	45.8	108
PSYCHOLOGY TODAY	1710	1457	2.3	85.2	108	223	1.9	13.0	92	363	2.0	21.2	95	871	2.5	50.9	120
READER'S DIGEST	22204	18145	28.4	81.7	104	3036	26.4	13.7	96	5281	29.3	23.8	107	9828	28.6	44.3	104
REDBOOK	7684	6439	10.1	83.8	106	1183	10.3	15.4	108	1885	10.5	24.5	110	3371	9.8	43.9	104
ROAD & TRACK	410	353	0.6	86.1	109	**104	0.9	25.4	178	**79	0.4	19.3	87	*170	0.5	41.5	98
ROLLING STONE	969	811	1.3	83.7	106	*157	1.4	16.2	114	*211	1.2	21.8	98	443	1.3	45.7	108
RUNNER'S WORLD	298	*250	0.4	83.9	106	**14	0.1	4.7	33	**110	0.6	36.9	166	*127	0.4	42.6	101
SATURDAY EVENING POST	1169	965	1.5	82.5	105	*106	0.9	9.1	64	*204	1.1	17.5	78	655	1.9	56.0	132
SCIENCE 84	587	483	0.8	82.3	104	**95	0.8	16.2	114	**103	0.6	17.5	79	286	0.8	48.7	115
SCIENCE DIGEST	482	420	0.7	87.1	111	*135	1.2	28.0	197	*55	0.3	11.4	51	231	0.7	47.9	113
SCIENTIFIC AMERICAN	594	499	0.8	84.0	107	*85	0.7	14.3	101	*81	0.4	13.6	61	333	1.0	56.1	132
SELF	2089	1549	2.4	74.2	94	298	2.6	14.3	100	475	2.6	22.7	102	776	2.3	37.1	88
SEVENTEEN	2411	1869	2.9	77.5	98	495	4.3	20.5	144	545	3.0	22.6	102	829	2.4	34.4	81
SKI	480	385	0.6	80.2	102	**71	0.6	14.8	104	**73	0.4	15.2	68	*241	0.7	50.2	118
SMITHSONIAN	2760	2223	3.5	80.5	102	306	2.7	11.1	78	600	3.3	21.7	98	1318	3.8	47.8	113
SOAP OPERA DIGEST	3013	2485	3.9	82.5	105	530	4.6	17.6	124	958	5.3	31.8	143	996	2.9	33.1	78
SOUTHERN LIVING	4184	3459	5.4	82.7	105	465	4.0	11.1	78	1054	5.9	25.2	113	1940	5.7	46.4	109
SPORT	559	440	0.7	78.7	100	**67	0.6	12.0	84	*160	0.9	28.6	129	*214	0.6	38.3	90
THE SPORTING NEWS	436	384	0.6	88.1	112	**57	0.5	13.1	92	**156	0.9	35.8	161	*170	0.5	39.0	92
SPORTS AFIELD	493	423	0.7	85.8	109	**70	0.6	14.2	100	**137	0.8	27.8	125	*216	0.6	43.8	103
SPORTS ILLUSTRATED	2758	2329	3.6	84.4	107	440	3.8	16.0	112	692	3.8	25.1	113	1197	3.5	43.4	102
STAR	7456	6008	9.4	80.6	102	1374	11.9	18.4	130	1804	10.0	24.2	109	2830	8.2	38.0	90
SUNDAY	24936	20104	31.5	80.6	102	3346	29.1	13.4	94	5568	30.9	22.3	100	11189	32.6	44.9	106
SUNSET	2124	1746	2.7	82.2	104	*234	2.0	11.0	77	334	1.9	15.7	71	1179	3.4	55.5	131
TV GUIDE	21661	17692	27.7	81.7	104	3453	30.0	15.9	112	5191	28.8	24.0	108	9048	26.4	41.8	99
TENNIS	550	431	0.7	78.4	99	**52	0.5	9.5	67	*147	0.8	26.7	120	*232	0.7	42.2	100
TIME	8880	7227	11.3	81.4	103	1363	11.8	15.3	108	1912	10.6	21.5	97	3952	11.5	44.5	105
TOWN & COUNTRY	917	747	1.2	81.5	103	*103	0.9	11.2	79	*166	0.9	18.1	81	478	1.4	52.1	123
TRAVEL & LEISURE	972	800	1.3	82.3	104	**89	0.8	9.2	64	*184	1.0	18.9	85	527	1.5	54.2	128
TRUE STORY	3356	2719	4.3	81.0	103	626	5.4	18.7	131	881	4.9	26.3	118	1212	3.5	36.1	85
U.S. NEWS & WORLD REPORT	3410	2826	4.4	82.9	105	463	4.0	13.6	96	858	4.8	25.2	113	1505	4.4	44.1	104
USA TODAY	1759	1508	2.4	85.7	109	*248	2.2	14.1	99	427	2.4	24.3	109	833	2.4	47.4	112
US	1873	1521	2.4	81.2	103	*268	2.3	14.3	101	438	2.4	23.4	105	814	2.4	43.5	103
VOGUE	3909	3077	4.8	78.7	100	562	4.9	14.4	101	786	4.4	20.1	90	1728	5.0	44.2	104
WALL STREET JOURNAL	1886	1561	2.4	82.8	105	*204	1.8	10.8	76	422	2.3	22.4	101	935	2.7	49.6	117
WEIGHT WATCHERS	2120	1723	2.7	81.3	103	371	3.2	17.5	123	578	3.2	27.3	123	774	2.3	36.5	86
WOMAN'S DAY	14172	11842	18.5	83.6	106	2265	19.7	16.0	112	3275	18.2	23.1	104	6301	18.4	44.5	105
WORKING MOTHER	1146	1039	1.6	90.7	115	*182	1.6	15.9	112	293	1.6	25.6	115	564	1.6	49.2	116
WORKING WOMAN	1322	1113	1.7	84.2	107	219	1.9	16.6	117	*231	1.3	17.5	79	664	1.9	50.2	119
WORLD TENNIS	*163	*141	0.2	86.5	110	**38	0.3	23.3	164	**50	0.3	30.7	138	**52	0.2	31.9	75
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2179	3.4	86.1	109	542	4.7	21.4	151	499	2.8	19.7	89	1138	3.3	44.9	106
BLAIR INSERTS	43657	35017	54.8	80.2	102	6060	52.6	13.9	98	9896	55.0	22.7	102	19061	55.5	43.7	103
DAILY NEWSPAPERS																	
READ ANY	51633	41418	64.9	80.2	102	7363	64.0	14.3	100	11591	64.4	22.4	101	22463	65.4	43.5	103
READ ONE	43463	34710	54.4	79.9	101	6283	54.6	14.5	102	9785	54.3	22.5	101	18642	54.3	42.9	101
READ TWO OR MORE	8170	6708	10.5	82.1	104	1081	9.4	13.2	93	1806	10.0	22.1	99	3821	11.1	46.8	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	42429	66.5	80.5	102	7378	64.1	14.0	99	11751	65.3	22.3	100	23300	67.9	44.2	104
READ ONE	46126	37124	58.1	80.5	102	6614	57.4	14.3	101	10151	56.4	22.0	99	20359	59.3	44.1	104
READ TWO OR MORE	6552	5306	8.3	81.0	103	765	6.6	11.7	82	1600	8.9	24.4	110	2941	8.6	44.9	106
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.34				24.47				29.89				28.86			
30 DAY REACH	71455	56319	88.2	78.8	100	10315	89.6	14.4	102	15558	86.4	21.8	98	30446	88.7	42.6	101
50 SHWG - 30 DAY AV FREQ	14.56	14.99				12.76				15.78				15.36			
30 DAY REACH	67742	53367	83.6	78.8	100	9880	85.8	14.6	103	14789	82.1	21.8	98	28698	83.6	42.4	100
25 SHWG - 30 DAY AV FREQ	7.94	8.15				6.88				8.50				8.41			
30 DAY REACH	62117	49086	76.9	79.0	100	9142	79.4	14.7	104	13764	76.4	22.2	100	26181	76.3	42.1	99
CABLE TV: HOME WIRED	32077	26386	41.3	82.3	104	4553	39.5	14.2	100	7466	41.5	23.3	105	14368	41.9	44.8	106
HOME NOT WIRED	48909	37458	58.7	76.6	97	6960	60.5	14.2	100	10542	58.5	21.6	97	19956	58.1	40.8	96
HAVE PAY CABLE	15935	13568	21.3	85.1	108	2320	20.2	14.6	102	4098	22.8	25.7	116	7150	20.8	44.9	106

	TOTAL U.S. '000	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	63844	100.0	78.8	100	11513	100.0	14.2	100	18007	100.0	22.2	100	34324	100.0	42.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	35232	55.2	80.2	102	6244	54.2	14.2	100	9794	54.4	22.3	100	19195	55.9	43.7	103
10:00 AM - 3:00 PM	30659	24639	38.6	80.4	102	4569	39.7	14.9	105	6967	38.7	22.7	102	13103	38.2	42.7	101
3:00 PM - 7:00 PM	31045	24909	39.0	80.2	102	4659	40.5	15.0	106	6816	37.9	22.0	99	13434	39.1	43.3	102
7:00 PM - MIDNIGHT	15767	12406	19.4	78.7	100	2421	21.0	15.4	108	3505	19.5	22.2	100	6480	18.9	41.1	97
MIDNIGHT - 6:00 AM	9120	7239	11.3	79.4	101	1550	13.5	17.0	120	1886	10.5	20.7	93	3802	11.1	41.7	98
6:00 AM - MIDNIGHT	58527	46839	73.4	80.0	102	8721	75.7	14.9	105	13077	72.6	22.3	100	25041	73.0	42.8	101
ENTIRE DAY	59311	47427	74.3	80.0	101	8800	76.4	14.8	104	13207	73.3	22.3	100	25420	74.1	42.9	101
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16172	13202	20.7	81.6	104	2315	20.1	14.3	101	3650	20.3	22.6	102	7236	21.1	44.7	106
ALL NEWS	2256	1703	2.7	75.5	96	330	2.9	14.6	103	566	3.1	25.1	113	807	2.4	35.8	84
AOR/PROGRESSIVE	3874	3204	5.0	82.7	105	550	4.8	14.2	100	881	4.9	22.7	102	1774	5.2	45.8	108
BEAUTIFUL MUSIC	5660	4574	7.2	80.8	103	700	6.1	12.4	87	1276	7.1	22.5	101	2599	7.6	45.9	108
BLACK	2204	1698	2.7	77.0	98	576	5.0	26.1	184	494	2.7	22.4	101	628	1.8	28.5	67
CLASSICAL	1418	916	1.4	64.6	82	**123	1.1	8.7	61	*229	1.3	16.1	73	564	1.6	39.8	94
CHR/ROCK	9538	7723	12.1	81.0	103	1443	12.5	15.1	106	2269	12.6	23.8	107	4012	11.7	42.1	99
COUNTRY	12648	10213	16.0	80.7	102	1894	16.5	15.0	105	3100	17.2	24.5	110	5220	15.2	41.3	97
GOLDEN OLDIES	1191	850	1.3	71.4	91	*223	1.9	18.7	132	*236	1.3	19.8	89	391	1.1	32.8	77
MOR/NOSTALGIA	4757	3823	6.0	80.4	102	646	5.6	13.6	96	885	4.9	18.6	84	2292	6.7	48.2	114
NEWS/TALK	3863	2965	4.6	76.8	97	**43	3.4	10.2	72	764	4.2	19.8	89	1808	5.3	46.8	110
RELIGIOUS	3084	2317	3.6	75.1	95	436	3.8	14.1	99	575	3.2	18.6	84	1306	3.8	42.3	100
SOFT ROCK	521	442	0.7	84.8	108	**94	0.8	18.0	127	**145	0.8	27.8	125	*204	0.6	39.2	92
URBAN CONTEMPORARY	1585	1172	1.8	73.9	94	452	3.9	28.5	201	356	2.0	22.5	101	364	1.1	23.0	54
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2553	4.0	78.3	99	609	5.3	18.7	131	682	3.8	20.9	94	1262	3.7	38.7	91
ABC DIRECTION	2316	1786	2.8	77.1	98	372	3.4	16.9	119	565	3.1	24.4	110	829	2.4	35.8	84
ABC ENTERTAINMENT	4834	3985	6.2	82.4	105	516	4.5	10.7	75	1292	7.2	26.7	120	2177	6.3	45.0	106
ABC FM	2202	1833	2.9	83.2	106	456	4.0	20.7	146	568	3.2	25.8	116	809	2.4	36.7	87
ABC INFORMATION	5425	4418	6.9	81.4	103	837	7.3	15.4	109	992	5.5	18.3	82	2589	7.5	47.7	113
ABC ROCK	1677	1480	2.3	88.3	112	*261	2.3	15.6	109	441	2.4	26.3	118	778	2.3	46.4	109
CBS	4430	3352	5.3	75.7	96	442	3.8	10.0	70	909	5.0	20.5	92	2001	5.8	45.2	107
MUTUAL	4992	3832	6.0	76.8	97	783	6.8	15.7	110	1218	6.8	24.4	110	1830	5.3	36.7	86
NBC	4679	3784	5.9	80.9	103	518	4.5	11.1	78	998	5.5	21.3	96	2268	6.6	48.5	114
RADIO RADIO	1994	1607	2.5	80.6	102	307	2.7	15.4	108	496	2.8	24.9	112	804	2.3	40.3	95
RKO ONE	2298	1744	2.7	75.9	96	383	3.3	16.7	117	510	2.8	22.2	100	851	2.5	37.0	87
RKO TWO	3311	2507	3.9	75.7	96	515	4.5	15.6	109	875	4.9	26.4	119	1117	3.3	33.7	80
THE SOURCE	2114	1683	2.6	79.6	101	338	2.9	16.0	112	550	3.1	26.0	117	795	2.3	37.6	89
NON-WIRED: BLAIR	8654	7227	11.3	83.5	106	1205	10.5	13.9	98	2171	12.1	25.1	113	3851	11.2	44.5	105
INTERNET	12025	9607	15.0	79.9	101	2023	17.6	16.8	118	2582	14.3	21.5	97	5002	14.6	41.6	98
KATZ RADIO GROUP	15359	12277	19.2	79.9	101	1834	15.9	11.9	84	3538	19.6	23.0	103	6915	20.1	45.0	106
SUPERNET	10628	8278	13.0	77.9	99	1604	13.9	15.1	106	2119	11.8	19.9	90	4555	13.3	42.9	101
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	6481	10.2	74.8	95	1219	10.6	14.1	99	1677	9.3	19.4	87	3585	10.4	41.4	98
MKDAY 9:00 AM - 1:00 PM	12163	9371	14.7	77.0	98	2075	18.0	17.1	120	2610	14.5	21.5	97	4687	13.7	38.5	91
MKDAY 1:00 PM - 4:30 PM	16150	12643	19.8	78.3	99	2635	22.9	16.3	115	3742	20.8	23.2	104	6266	18.3	38.8	92
MKDAY 4:30 PM - 7:30 PM	22463	17319	27.1	77.1	98	3196	27.8	14.2	100	4872	27.1	21.7	98	9251	27.0	41.2	97
MKDAY 7:30 PM - 8:00 PM	31795	24868	39.0	78.2	99	4343	37.7	13.7	96	7066	39.2	22.2	100	13458	39.2	42.3	100
MKDAY 11:00 PM - 1:30 AM	23977	19155	30.0	79.9	101	3621	31.5	15.1	106	5403	30.0	22.5	101	10131	29.5	42.3	100
MKDAY 11:30 PM - 1:00 AM	7703	6271	9.8	81.4	103	1318	11.4	17.1	120	1777	9.9	23.1	104	3176	9.3	41.2	97
M-SAT 8-11 PM-SUN 7-11 PM	33800	26892	42.1	79.6	101	4914	42.7	14.5	102	7498	41.6	22.2	100	14480	42.2	42.8	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5067	7.9	77.5	98	1150	10.0	17.6	124	1521	8.4	23.3	105	2396	7.0	36.6	86
ANOTHER WORLD	N 4620	3639	5.7	78.8	100	767	6.7	16.6	117	1146	6.4	24.8	112	1726	5.0	37.4	88
AS THE WORLD TURNS	C 5614	4381	6.9	78.0	99	870	7.6	15.5	109	1378	7.7	24.5	110	2133	6.2	38.0	90
CAPITOL	C 3396	2678	4.2	78.9	100	599	5.2	17.6	124	849	4.7	25.0	112	1229	3.6	36.2	85
CBS MORN. NEWS 1	C 1446	1017	1.6	70.3	89	243	2.1	16.8	118	224	1.2	15.5	70	549	1.6	38.0	90
CBS MORN. NEWS 2	C 1207	792	1.2	65.6	83	148	1.3	12.3	86	213	1.2	17.6	79	431	1.3	35.7	84
DAYS OF OUR LIVES	N 5877	4677	7.3	79.6	101	952	8.3	16.2	114	1395	7.7	23.7	107	2331	6.8	39.7	94
FACTS OF LIFE - DAYTIME	N 2290	1834	2.9	80.1	102	481	4.2	21.0	148	431	2.4	18.8	85	922	2.7	40.3	95
FAMILY FEUD	A 3023	2182	3.4	72.2	92	481	4.2	15.9	112	480	2.7	15.9	71	1221	3.6	40.4	95
GENERAL HOSPITAL	A 6097	4642	7.3	76.1	97	857	7.4	14.1	99	1472	8.2	24.1	109	2313	6.7	37.9	90
GOOD MORNING, AMERICA-730	A 3515	2672	4.2	76.0	96	495	4.3	14.1	99	544	3.0	15.5	70	1634	4.8	46.5	110
GOOD MORNING, AMERICA-830	A 2818	2192	3.4	77.8	99	846	3.4	13.7	96	602	3.3	21.4	96	1204	3.5	42.7	101
GUIDING LIGHT	C 5339	4220	6.6	79.0	100	842	7.3	15.8	111	1277	7.1	23.9	108	2101	6.1	39.4	93
ONE LIFE TO LIVE	A 4478	3531	5.5	78.9	100	714	6.2	15.9	112	1011	5.7	22.7	102	1799	5.2	40.2	95
PRESS YOUR LUCK	C 2244	1773	2.8	79.0	100	430	3.7	19.2	135	433	2.4	19.3	87	909	2.6	40.5	96

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	TOTAL U.S. '000	AUNT A '000	JEMIMA B % DOWN	REGULAR C % ACROSS	D INDX	AUNT A '000	JEMIMA B % DOWN	LITE C % ACROSS	D INDX	GOLDEN A '000	GRIDDLE B % DOWN	C % ACROSS	D INDX	KARO A '000	GREEN B % DOWN	LABEL C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	26841	100.0	33.1	100	80986	100.0	9.9	100	9876	100.0	12.2	100	2749	100.0	3.4	100
18 - 24	9282	3590	13.4	38.7	117	887	11.0	9.6	96	1111	11.2	12.0	98	**189	6.9	2.0	60
25 - 34	19072	6750	25.1	35.4	107	1955	24.3	10.3	103	2645	26.8	13.9	114	*527	19.2	2.8	81
35 - 44	14591	5173	19.3	35.5	107	1619	20.1	11.1	112	2702	27.4	18.5	152	*434	15.8	3.0	88
45 - 54	11345	3740	13.9	33.0	99	1337	16.6	11.8	119	1128	11.4	9.9	82	*368	13.4	3.2	96
55 - 64	11635	3615	13.5	31.1	94	1194	14.8	10.3	103	1150	11.6	9.9	81	*595	21.6	5.1	151
65 OR OLDER	15061	3973	14.8	26.4	80	1062	13.2	7.1	71	1141	11.6	7.6	62	*336	23.1	4.2	124
18 - 34	28354	10339	38.5	36.5	110	2841	35.3	10.0	101	3756	38.0	13.2	109	716	26.0	2.5	74
18 - 49	48339	17530	65.3	36.3	109	5091	63.2	10.5	106	7152	72.4	14.8	121	1255	45.7	2.6	76
25 - 54	45008	15663	58.4	34.8	105	4910	61.0	10.9	110	6474	65.6	14.4	118	1328	48.3	3.0	87
35 - 49	19985	7191	26.8	36.0	109	2249	27.9	11.3	113	3396	34.4	17.0	139	539	19.6	2.7	79
50 OR OLDER	32647	9311	34.7	28.5	86	2962	36.8	9.1	91	2724	27.6	8.3	68	1494	54.3	4.6	135
GRADUATED COLLEGE	11155	3454	12.9	31.0	93	1212	15.1	10.9	109	1121	11.4	10.0	82	*387	14.1	3.5	102
ATTENDED COLLEGE	13682	4543	16.9	33.2	100	1474	18.3	10.8	108	1909	19.3	14.0	114	*430	15.6	3.1	93
GRADUATED HIGH SCHOOL	33880	12035	44.8	35.5	107	3511	43.6	10.4	104	4603	46.6	13.6	111	1108	40.3	3.3	96
DID NOT GRADUATE HIGH SCHOOL	22270	6810	25.4	30.6	92	1856	23.0	8.3	84	2243	22.7	10.1	83	824	30.0	3.7	109
EMPLOYED	40306	13975	52.1	34.7	105	4444	55.2	11.0	111	5015	50.8	12.4	102	1194	43.4	3.0	87
EMPLOYED FULL-TIME	32850	11385	42.4	34.7	105	3466	43.0	10.6	106	4034	40.8	12.3	101	959	34.9	2.9	86
EMPLOYED PART-TIME	7456	2590	9.6	34.7	105	977	12.1	13.1	132	981	9.9	13.2	108	**235	8.5	3.2	93
NOT EMPLOYED	40680	12866	47.9	31.6	95	3604	44.8	8.9	89	4862	49.2	12.0	98	1555	56.6	3.8	113
PROFESSIONAL/MANAGER	10392	3213	12.0	30.9	93	1352	16.8	13.0	131	1152	11.7	11.9	91	**276	10.0	2.7	78
TECH/CLERICAL/SALES	17574	6077	22.6	34.6	104	1903	23.6	10.8	109	2260	22.9	12.9	105	*414	15.1	2.4	69
PRECISION/CRAFT	985	*266	1.0	27.0	81	**122	1.5	12.4	125	**190	1.9	19.3	158	*18	0.7	1.8	54
OTHER EMPLOYED	11354	4420	16.5	38.9	117	1067	13.2	9.4	95	1413	14.3	12.4	102	*486	17.7	4.3	126
SINGLE	9863	3309	12.3	33.5	101	953	11.8	9.7	97	*809	9.2	9.2	76	*268	9.7	2.7	80
MARRIED	51375	17373	64.7	33.8	102	5439	67.5	10.6	106	6962	70.5	13.6	111	1866	67.9	3.6	107
DIVORCED/SEPARATED/WIDOWED	19748	6159	22.9	31.2	94	1660	20.6	8.4	85	2006	20.3	10.2	83	616	22.4	3.1	92
PARENTS	32590	12343	46.0	37.9	114	3477	43.2	10.7	107	5750	58.2	17.6	145	1019	37.1	3.1	92
WHITE	70416	22656	84.4	32.2	97	7270	90.3	10.3	104	8726	88.4	12.4	102	2477	90.1	3.5	104
BLACK	8778	3474	12.9	39.6	119	718	8.9	8.2	82	859	8.7	9.8	80	*247	9.0	2.8	83
OTHER	1791	*711	2.6	39.7	120	**64	0.8	3.6	36	**292	3.0	16.3	134	*225	0.9	1.4	41
NORTHEAST-CENSUS	17786	6217	23.2	35.0	105	2116	26.3	11.9	120	1756	17.8	9.9	81	*311	11.3	1.7	52
NORTH CENTRAL	20741	6932	25.8	33.4	101	2403	29.8	11.6	117	3615	36.6	17.4	143	862	31.4	4.2	122
SOUTH	27775	9834	36.6	35.4	107	2232	27.7	8.0	81	2344	23.7	8.4	69	1131	41.1	4.1	120
WEST	14683	3858	14.4	26.3	79	1301	16.2	8.9	89	2162	21.9	14.7	121	*446	16.2	3.0	89
NORTHEAST-MKTG.	17961	6008	22.4	33.5	101	2106	26.2	11.7	118	1767	17.9	9.8	81	448	16.3	2.5	73
EAST CENTRAL	11885	3838	14.3	32.3	97	1403	17.4	11.8	119	1584	16.0	13.3	109	*362	13.2	3.0	90
WEST CENTRAL	14090	4833	18.0	34.3	103	1507	18.7	10.7	108	2617	26.5	18.6	152	220	22.6	4.4	130
SOUTH	24081	8781	32.7	36.5	110	1899	23.6	7.9	79	2067	20.9	8.6	70	931	33.9	3.9	114
PACIFIC	12969	3382	12.6	26.1	79	1136	14.1	8.8	88	1841	18.6	14.2	116	**389	14.2	3.0	88
COUNTY SIZE A	32439	11348	42.3	35.0	106	3339	41.5	10.3	104	3551	36.0	10.9	90	882	32.1	2.7	80
COUNTY SIZE B	24915	8218	30.6	33.0	100	2493	31.0	10.0	101	3146	31.9	12.6	104	787	28.6	3.2	93
COUNTY SIZE C	12930	3859	14.4	29.8	90	1208	15.0	9.3	94	1620	16.4	12.5	103	*549	20.0	4.2	125
COUNTY SIZE D	10703	3417	12.7	31.9	96	1013	12.6	9.5	95	1560	15.8	14.6	120	531	19.3	5.0	146
METRO CENTRAL CITY	24518	8478	31.6	34.6	104	2351	29.2	9.6	96	2765	28.0	11.3	92	670	24.4	2.7	81
METRO SUBURBAN	35919	11957	44.5	33.3	100	3990	49.5	11.1	112	4322	43.8	12.0	99	1134	41.3	3.2	93
NON METRO	20549	6406	23.9	31.2	94	1712	21.3	8.3	84	2789	28.2	13.6	111	945	34.4	4.6	135
TOP 5 ADI'S	18341	6540	24.4	35.7	108	2104	26.1	11.5	115	2031	20.6	11.1	91	*364	13.2	2.0	58
TOP 10 ADI'S	25378	9028	33.6	35.6	107	2918	36.2	11.5	116	2544	25.8	10.0	82	564	20.5	2.2	65
TOP 20 ADI'S	36488	12269	45.7	33.6	101	3807	47.3	10.4	105	4289	43.4	11.8	96	1010	36.7	2.8	82
HSGLD INC. \$50,000 OR MORE	6612	2378	8.9	36.0	109	778	9.7	11.8	118	793	8.0	12.0	98	**171	6.2	2.6	76
\$40,000 OR MORE	12659	4405	16.4	34.8	105	1515	18.8	12.0	120	1724	17.5	13.6	112	**279	10.1	2.2	65
\$30,000 OR MORE	24698	8374	31.2	33.9	102	3072	38.1	12.4	125	3301	33.4	13.4	110	740	26.9	3.0	88
\$25,000 OR MORE	32077	10772	40.1	33.6	101	3990	49.5	12.4	125	4289	43.4	13.4	110	1044	38.0	3.3	96
\$20,000 - \$24,999	9144	3107	11.6	34.0	103	967	12.0	10.6	106	1264	12.8	13.8	113	*275	10.0	3.0	89
\$15,000 - \$19,999	8728	2899	10.8	33.2	100	988	12.3	11.3	114	1004	10.2	11.5	94	**279	10.1	3.2	94
\$10,000 - \$14,999	12562	4368	16.3	34.8	105	814	10.1	6.5	65	1371	13.9	10.9	89	489	17.8	3.9	115
UNDER \$10,000	18475	5696	21.2	30.8	93	1293	16.1	7.0	70	1948	19.7	10.5	86	663	24.1	3.6	106
HOUSEHOLD OF 1 PERSON	11987	2923	10.9	24.4	74	743	9.2	6.2	62	696	7.0	5.8	48	439	16.0	3.7	108
2 PEOPLE	26577	8107	30.2	30.5	92	2584	32.1	9.7	98	2611	26.4	9.8	81	972	35.4	3.7	108
3 OR 4 PEOPLE	30617	10840	40.4	35.4	107	3527	43.8	11.5	116	4541	46.0	14.8	122	903	32.8	2.9	87
5 OR MORE PEOPLE	11804	4971	18.5	42.1	127	1199	14.9	10.2	102	2028	20.5	17.2	141	*435	15.8	3.7	109
NO CHILD IN HSHLD	46165	13650	50.9	29.6	89	4182	51.9	9.1	91	3872	39.2	8.4	69	1655	40.2	3.6	106
CHILD(REN) UNDER 2 YRS	5325	2164	8.1	40.6	123	*468	5.8	8.8	88	719	7.3	13.5	111	**203	7.4	3.8	112
2 - 5 YEARS	14221	5253	19.6	36.9	111	1521	18.9	10.7	108	2167	21.9	15.2	125	*462	16.8	3.2	96
6 - 11 YEARS	15117	5638	21.0	37.3	113	1608	20.0	10.6	107	2842	28.8	18.8	154	*494	18.0	3.3	96
12 - 17 YEARS	16611	6463	24.1	38.9	117	1834	22.8	11.0	111	3072	31.1	18.5	152	*492	17.9	3.0	87
RESIDENCE OWNED	55884	17798	66.3	31.8	96	6214	77.2	11.1	112	7050	71.4	12.6	103	2048	74.5	3.7	108
VALUE: \$50,000 OR MORE	31744	10112	37.7	31.9	96	3929	48.8	12.4	124	4008	40.6	12.6	104	1129	41.1	3.6	105
VALUE: UNDER \$50,000	24140	7686	28.6	31.8	96	2285	28.4	9.5	95	3043	30.8	12.6	103	919	33.4	3.8	112

PANCAKE & TABLE SYRUP: BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	AUNT A '000	JEMIMA B % DOWN	REGULAR C % ACROSS	D % INDX	AUNT A '000	JEMIMA B % DOWN	LITE C % ACROSS	D % INDX	GOLDEN A '000	GRIDDLE B % DOWN	C % ACROSS	D % INDX	KARO A '000	GREEN B % DOWN	LABEL C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	26841	100.0	33.1	100	8053	100.0	9.9	100	9876	100.0	12.2	100	2749	100.0	3.4	100
MAGAZINES	QUINTILE 1	15799	5842	21.8	37.0	112	2029	25.2	12.8	129	2257	22.9	14.3	117	615	22.4	3.9	115
	QUINTILE 2	17259	5935	22.1	34.4	104	1888	23.4	10.9	110	2148	21.7	12.4	102	*517	18.8	3.0	88
	QUINTILE 3	13545	4249	15.8	31.4	95	1225	15.2	9.0	91	1703	17.2	12.6	103	*473	17.2	3.5	103
	QUINTILE 4	15133	4857	18.1	32.1	97	1284	15.9	8.5	85	1862	18.9	12.3	101	*576	21.0	3.8	112
	QUINTILE 5	19250	5959	22.2	31.0	93	1626	20.2	8.4	85	1906	19.3	9.9	81	569	20.7	3.0	87
NEWSPAPERS	QUINTILE 1	12413	4353	16.2	35.1	106	1422	17.7	11.5	115	1401	14.2	11.3	93	*264	9.6	2.1	63
	QUINTILE 2	24116	8136	30.3	33.7	102	2539	31.5	10.5	106	3030	30.7	12.6	103	*834	30.3	3.5	102
	QUINTILE 3	11261	3853	14.4	34.2	103	1254	15.6	11.1	112	1434	14.5	12.7	104	*314	11.4	2.8	82
	QUINTILE 4	20255	6724	25.1	33.2	100	1858	23.1	9.2	92	2419	24.5	11.9	98	874	31.8	4.3	122
	QUINTILE 5	12940	3774	14.1	29.2	88	980	12.2	7.6	76	1593	16.1	12.3	101	*464	16.9	3.6	106
OUTDOOR	QUINTILE 1	14852	5208	19.4	35.1	106	1673	20.8	11.3	113	2053	20.8	13.8	113	580	21.1	3.9	115
	QUINTILE 2	15725	5544	20.7	35.3	106	1358	16.9	8.6	87	1807	18.3	11.5	94	*498	18.1	3.2	93
	QUINTILE 3	16330	5292	19.7	32.4	98	1669	20.7	10.2	103	2054	20.8	12.6	103	543	19.8	3.3	98
	QUINTILE 4	16744	4983	18.6	29.8	90	1744	21.7	10.4	105	1952	19.8	11.7	96	546	19.9	3.3	96
	QUINTILE 5	17334	5815	21.7	33.5	101	1609	20.0	9.3	93	2011	20.4	11.6	95	583	21.2	3.4	99
RADIO-DRIVE TIME	QUINTILE 1	15911	5512	20.5	34.6	105	2121	26.3	13.3	134	2033	20.6	12.8	105	556	20.2	3.5	103
	QUINTILE 2	14837	5038	18.8	34.0	102	1382	17.2	9.3	94	1877	19.0	12.7	104	*542	19.7	3.7	108
	QUINTILE 3	15339	5239	19.5	34.2	103	1447	18.0	9.4	95	2055	20.8	13.4	101	483	17.6	3.1	93
	QUINTILE 4	16723	5394	20.1	32.3	97	1409	17.5	8.4	85	2064	20.9	12.3	101	600	21.8	3.6	106
	QUINTILE 5	18176	5658	21.1	31.1	94	1692	21.0	9.3	94	1847	18.7	10.2	83	569	20.7	3.1	92
RADIO-MID- DAY	TERCILE 1	21020	7267	27.1	34.6	104	2439	30.3	11.6	117	2634	26.7	12.5	103	685	24.9	3.3	96
	TERCILE 2	21610	7434	27.7	34.4	104	2098	26.1	9.7	98	2662	27.0	12.3	101	748	27.2	3.5	102
	TERCILE 3	38355	12141	45.2	31.7	96	3516	43.7	9.2	92	4580	46.4	11.9	98	1316	47.9	3.4	101
RADIO-TOTAL	QUINTILE 1	15988	5529	20.6	34.6	104	2049	25.4	12.8	129	2135	21.6	13.4	110	531	19.3	3.3	98
	QUINTILE 2	15626	5683	21.2	36.4	110	1325	16.5	8.5	85	1636	16.6	10.5	86	595	21.6	3.8	112
	QUINTILE 3	16723	5425	20.2	32.4	98	1848	22.9	11.1	111	2328	23.6	13.9	114	*560	20.4	3.3	99
	QUINTILE 4	16342	5261	19.6	32.2	97	1361	16.9	8.3	84	2080	21.1	12.7	104	622	22.6	3.8	112
	QUINTILE 5	16306	4943	18.4	30.3	91	1471	18.3	9.0	91	1698	17.2	10.4	85	*441	16.0	2.7	80
TV-PRIME TIME	QUINTILE 1	15953	5419	20.2	34.0	102	1495	18.6	9.4	94	2069	20.9	13.0	106	662	24.1	4.1	122
	QUINTILE 2	16137	5737	21.4	35.6	107	1434	17.8	8.9	89	1820	18.4	11.3	92	*507	18.4	3.1	93
	QUINTILE 3	16420	5600	20.9	34.1	103	1935	24.0	11.8	119	1929	19.5	11.7	96	*522	19.0	3.2	94
	QUINTILE 4	16687	5589	20.8	33.5	101	1808	22.5	10.8	109	2236	22.6	13.4	110	550	20.0	3.3	97
	QUINTILE 5	15789	4496	16.8	28.5	86	1382	17.2	8.8	88	1823	18.5	11.5	95	*509	18.5	3.2	95
TV-DAYTIME	TERCILE 1	27736	9254	34.5	33.4	101	2408	29.9	8.7	87	3549	35.9	12.8	105	1105	40.2	4.0	117
	TERCILE 2	26489	9036	33.7	34.1	103	2739	34.0	10.3	104	3524	35.7	13.3	109	829	30.2	3.1	92
	TERCILE 3	26761	8551	31.9	32.0	96	2906	36.1	10.9	109	2804	28.4	10.5	86	816	29.7	3.0	90
TV-TOTAL	QUINTILE 1	16345	5335	19.9	32.6	98	1440	17.9	8.8	89	2153	21.8	13.2	108	696	25.3	4.3	125
	QUINTILE 2	16447	5831	21.7	35.5	107	1403	17.4	8.5	86	2222	22.5	13.5	111	542	19.7	3.3	97
	QUINTILE 3	15980	5480	20.4	34.3	103	1579	19.6	9.9	99	1616	16.4	10.1	83	*469	17.1	2.9	86
	QUINTILE 4	15887	5302	19.8	33.4	101	2038	25.3	12.8	129	1943	19.7	12.2	100	*445	16.2	2.8	83
	QUINTILE 5	16326	4894	18.2	30.0	90	1593	19.8	9.8	98	1942	19.7	11.9	98	598	21.8	3.7	108
MAGAZINES-NEWSPAPERS: DUAL		20721	7072	26.3	34.1	103	2258	28.0	10.9	110	2785	28.2	13.4	110	631	23.0	3.0	90
MAGAZINE IMPERATIVE		19186	6674	24.9	34.8	105	2155	26.8	11.2	113	2617	26.5	13.6	112	814	29.6	4.2	125
NEWSPAPER IMPERATIVE		21899	7375	27.5	33.7	102	2257	28.0	10.3	104	2459	24.9	11.2	92	654	23.8	3.0	88
MAGAZINES-OUTDOOR: DUAL		15451	5621	20.9	36.4	110	1651	20.5	10.7	107	2264	22.9	14.7	120	*538	19.6	3.5	103
MAGAZINE IMPERATIVE		25953	8577	32.0	33.0	100	2995	37.2	11.5	116	3136	31.8	12.1	99	827	30.1	3.2	94
OUTDOOR IMPERATIVE		24400	7950	29.6	32.6	98	2052	25.5	8.4	85	2832	28.7	11.6	95	866	31.5	3.5	105
MAGAZINES-RADIO: DUAL		18049	6503	24.2	36.0	109	2142	26.6	11.9	119	2387	24.2	13.2	108	618	22.5	3.4	101
MAGAZINE IMPERATIVE		23571	7833	29.2	33.2	100	2575	32.0	10.9	110	3018	30.6	12.8	105	835	30.4	3.5	104
RADIO IMPERATIVE		23278	7794	29.0	33.5	101	2231	27.7	9.6	96	2647	26.8	11.4	93	776	28.2	3.3	98
MAGAZINES-TELEVISION: DUAL		15459	5529	20.6	35.8	108	1654	20.5	10.7	108	2291	23.2	14.8	122	538	19.6	3.5	103
MAGAZINE IMPERATIVE		25829	8803	32.8	34.1	103	3065	38.1	11.9	119	3077	31.2	11.9	98	896	32.6	3.5	102
TELEVISION IMPERATIVE		26039	8404	31.3	32.3	97	1934	24.0	7.4	75	2958	30.0	11.4	93	948	34.5	3.6	107
NEWSPAPERS-OUTDOOR: DUAL		16605	5912	22.0	35.6	107	1789	22.2	10.8	108	2084	21.1	12.6	103	536	19.5	3.2	95
NEWSPAPER IMPERATIVE		26834	8838	32.9	32.9	99	2986	37.1	11.1	112	3229	32.7	12.0	99	767	27.9	2.9	84
OUTDOOR IMPERATIVE		23346	7915	29.5	33.9	102	1998	24.8	8.6	86	3041	30.8	13.0	107	869	31.6	3.7	110
NEWSPAPERS-RADIO: DUAL		17133	6167	23.0	36.0	109	1853	23.0	10.8	109	2254	22.8	13.2	108	520	18.9	3.0	89
NEWSPAPER IMPERATIVE		25892	8409	31.3	32.5	98	2761	34.3	10.7	107	3171	32.1	12.2	100	743	27.0	2.9	85
RADIO IMPERATIVE		23167	7940	29.6	34.3	103	2415	30.0	10.4	105	2780	28.1	12.0	98	957	34.8	4.1	122
NEWSPAPERS-TELEVISION: DUAL		17159	5875	21.9	34.2	103	1701	21.1	9.9	100	2016	20.4	11.7	96	602	21.9	3.5	103
NEWSPAPER IMPERATIVE		26214	8854	33.0	33.8	102	3144	39.0	12.0	121	3160	32.0	12.1	99	691	25.1	2.6	78
TELEVISION IMPERATIVE		23412	7796	29.0	33.3	100	1834	22.8	7.8	79	3070	31.1	13.1	108	922	33.5	3.9	116
OUTDOOR-RADIO: DUAL		15303	5621	20.9	36.7	111	1480	18.4	9.7	97	1942	19.7	12.7	104	672	24.4	4.4	129
OUTDOOR IMPERATIVE		24901	8021	29.9	32.2	97	2270	28.2	9.1	92	3204	32.4	12.9	106	785	28.6	3.2	93
RADIO IMPERATIVE		26492	8739	32.6	33.0													

PANCAKE & TABLE SYRUP: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	AUNT A '000	JEMIMA B % DOWN	REGULAR C % ACROSS	D % INDX	AUNT A '000	JEMIMA B % DOWN	LITE C % ACROSS	D % INDX	GOLDEN A '000	GRIDDLE B % DOWN	C % ACROSS	D % INDX	KARO A '000	GREEN B % DOWN	LABEL C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	10170	26841	100.0	33.1	100	8053	100.0	9.9	100	9876	100.0	12.2	100	2749	100.0	3.4	100
ATLANTIC MONTHLY	415	**98	0.4	23.6	71	**55	0.7	13.3	133	**7	0.1	1.7	14	**7	0.1	1.7	50
BARRON'S	453	**29	0.9	50.6	153	**24	0.3	5.3	53	**22	0.8	18.1	148	**2	0.1	0.4	13
BETTER HOMES & GARDENS	16256	5582	20.8	34.3	104	1770	22.0	10.9	109	2235	22.6	13.7	112	678	4.7	4.2	123
BON APPETIT	2535	725	2.7	28.6	86	328	4.1	12.9	130	288	2.9	11.4	93	**68	2.5	2.7	79
BUSINESS WEEK	1278	425	1.6	33.3	100	*142	1.8	11.1	112	**117	1.2	9.2	75	**23	0.8	1.8	53
CAR AND DRIVER	378	*153	0.6	40.5	122	**53	0.7	14.0	141	**42	0.4	11.1	91	**0	0.0	0.0	0
CBS MAGAZINE NETWORK (GROSS)	1498	606	2.3	40.5	122	*138	1.7	9.2	93	*261	2.6	17.4	143	**42	1.5	2.8	83
CHANGING TIMES	1505	564	2.1	37.5	113	*218	2.7	14.5	146	*230	2.3	15.3	125	**33	1.2	2.2	65
COLONIAL HOMES	1231	457	1.7	37.1	112	*139	1.7	11.3	114	*134	1.4	10.9	89	**65	2.4	5.3	156
CONDE NAST MAG. PKG. (GROSS)	14146	5377	20.0	38.0	115	1961	24.1	13.7	138	1586	16.1	11.2	92	320	11.6	2.3	67
CONSUMERS DIGEST	1323	535	2.0	40.4	122	*140	1.7	10.6	106	*206	2.1	15.6	128	**37	1.3	2.8	82
COSMOPOLITAN	7102	2662	9.9	37.5	113	783	9.7	11.0	111	**57	9.7	13.5	111	*207	7.5	2.9	86
COUNTRY LIVING	2481	904	3.4	36.4	110	353	4.4	14.2	143	348	3.5	14.0	115	**74	2.7	3.0	88
CUISINE	1472	463	1.7	31.5	95	*201	2.5	13.7	137	*179	1.8	12.2	100	**73	2.7	5.0	146
CYCLE WORLD	425	*210	0.8	49.4	149	**24	0.3	5.6	57	**108	1.1	25.4	208	**9	0.3	2.1	62
DCI:CREATIVE IDEAS FOR LIV	2510	1188	4.4	47.3	143	248	3.1	9.9	99	340	3.4	13.5	111	**106	3.9	4.2	124
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2890	10.8	43.2	130	723	9.0	10.8	109	640	6.5	9.6	78	396	14.4	5.9	174
DISCOVER	894	402	1.5	45.0	136	*144	1.8	16.1	162	**83	0.8	9.3	76	**31	1.1	3.5	102
EDMUND	3507	1663	6.2	47.4	143	267	3.3	7.6	77	362	3.7	10.3	85	*117	4.3	3.3	98
ESQUIRE	1083	521	1.9	48.1	145	**68	0.8	6.3	63	*168	1.7	15.5	127	**35	1.3	3.2	95
ESSENCE	1830	910	3.4	49.7	150	*121	1.5	6.6	66	175	1.8	9.6	78	**57	2.1	3.1	92
FAMILY CIRCLE	15930	5641	21.0	35.4	107	1943	24.1	12.2	123	2043	20.7	12.8	105	649	33.6	4.1	120
THE FAMILY HANDYMAN	1126	427	1.6	37.9	114	*155	1.9	13.8	138	*191	1.9	17.0	139	**49	1.8	4.4	128
FAMILY WEEKLY	11468	3900	14.5	34.0	103	1111	13.8	9.7	97	1486	15.0	13.0	106	294	10.7	2.6	76
FIELD & STREAM	2234	835	3.1	37.4	113	*291	3.6	13.0	131	*221	2.2	9.9	81	**167	6.1	7.5	220
FOOD & WINE	579	243	0.9	42.0	127	**79	1.0	13.6	137	**34	0.3	5.9	48	**27	1.0	4.7	137
FOODIES	728	*241	0.9	33.1	100	**47	0.6	6.5	65	**99	1.0	13.6	112	**23	0.8	3.2	93
FORTUNE	906	424	1.6	46.8	141	**89	1.1	9.8	99	**127	1.3	14.0	115	**3	0.1	0.3	10
GENTLEMEN'S QUARTERLY	791	330	1.2	41.7	126	**67	0.8	8.5	85	**123	1.2	15.5	128	**14	0.5	1.8	52
GLAMOUR	5265	2019	7.5	38.3	116	749	9.3	14.2	143	691	7.0	13.1	108	**113	4.1	2.1	63
GOLF DIGEST	636	*263	1.0	41.4	125	**83	1.0	13.1	131	**69	0.7	10.8	89	**16	0.6	2.5	74
GOLF DIGEST/TENNIS (GROSS)	1186	474	1.8	40.0	121	*137	1.7	11.6	116	**139	1.4	11.7	96	**23	0.8	1.9	57
GOLF MAGAZINE	441	*125	0.5	28.3	86	**86	1.1	19.5	196	**17	0.2	3.9	32	**16	0.6	3.6	107
GOLF MAGAZINE/SKI (GROSS)	922	331	1.2	35.9	108	*155	1.9	16.8	169	**54	0.5	5.9	48	**16	0.6	1.7	51
GOOD HOUSEKEEPING	16487	5557	20.7	33.7	102	2171	27.0	13.2	132	2253	22.8	13.7	112	733	16.7	4.4	131
HARPER'S BAZAAR	2423	915	3.4	37.8	114	271	3.4	11.2	112	319	2.9	11.9	98	**66	2.4	2.7	80
HEALTH	1994	729	2.7	36.6	110	274	3.4	13.7	138	319	3.2	16.0	131	**96	3.5	4.8	142
HEARST MAG CORP. BUY (GROSS)	44101	15694	58.5	35.6	107	5602	69.6	12.7	128	6044	61.2	13.7	112	1714	23.3	3.9	114
HEARST MAN POWER (GROSS)	1993	737	2.7	37.0	112	*197	2.4	9.9	99	382	3.9	19.2	157	**101	3.7	5.1	149
HEARST WOMAN POWER (GROSS)	31274	10924	40.7	34.9	105	3984	49.5	12.7	128	4361	44.2	13.9	114	1233	44.9	3.9	116
HOUSE BEAUTIFUL	3623	1358	5.1	37.5	113	504	6.3	13.9	140	390	3.9	10.8	88	*135	4.9	3.7	110
INC.	283	**115	0.4	40.6	123	**21	0.3	7.4	75	**98	1.0	34.6	284	**2	0.1	0.7	21
JET	2528	1339	5.0	45.7	138	267	3.3	9.1	92	231	2.3	7.9	65	**91	3.3	3.1	92
LADIES' HOME JOURNAL	11918	3959	14.7	33.2	100	1491	18.5	12.5	126	1713	17.3	14.4	118	361	13.1	3.0	89
LHJ FAMILY GRP COMBO(GROSS)	16764	5710	21.3	34.1	103	2113	26.2	12.6	127	2425	24.6	14.5	119	596	21.7	3.6	105
LIFE	4254	1644	6.1	38.6	117	519	6.4	12.2	123	498	5.0	11.7	96	**80	2.9	1.9	55
L.A. TIMES HOME MAGAZINE	1145	330	1.2	28.8	87	*127	1.6	11.1	112	**110	1.1	9.6	79	**52	1.9	4.5	134
MADEMOISELLE	2884	1121	4.2	38.9	117	456	5.7	15.8	159	508	3.1	10.7	88	**76	2.8	2.6	78
MC CALL'S	13460	4821	18.0	35.8	108	1625	20.2	12.1	121	1885	19.1	14.0	115	727	26.4	5.4	159
MC CALL'S/WRK MOTHER (GROSS)	14606	5342	19.9	36.6	110	1857	23.1	12.7	128	2083	20.9	14.1	116	786	28.6	5.4	159
MECHANIX ILLUSTRATED	772	*269	1.0	34.8	105	**90	1.1	11.7	117	**179	1.8	13.2	190	**42	1.5	5.4	160
METROPOLITAN HOME	967	429	1.6	44.4	134	*128	1.6	13.2	133	**92	0.9	9.5	78	**25	0.9	2.6	76
MONEY	1588	527	2.0	33.2	100	236	2.9	14.9	149	*191	1.9	12.0	99	**86	3.1	5.4	160
MOTHER EARTH NEWS	1002	314	1.2	31.3	95	*155	1.9	15.5	156	*145	1.5	14.5	119	**61	2.2	6.1	179
MS.	825	331	1.2	40.1	121	**98	1.2	11.9	119	*120	1.2	14.5	119	**8	0.3	1.0	29
NATIONAL ENQUIRER	10336	3981	14.8	38.5	116	984	12.2	9.5	96	1322	13.4	12.8	105	348	12.7	3.4	99
NATIONAL GEOGRAPHIC	9597	2734	10.2	28.5	86	1075	13.3	11.2	113	1349	13.7	14.1	115	*282	10.3	2.9	87
NATIONAL SUNDAY MAGAZINE PKG	49558	16775	62.5	33.8	102	5308	65.9	10.7	108	6204	62.8	12.5	103	1610	58.6	3.2	96
NATURAL HISTORY	573	*156	0.6	27.2	82	**66	0.8	11.5	116	**28	0.3	4.9	40	**4	0.1	0.7	21
NEW WOMAN	1699	694	2.6	40.8	123	*174	2.2	10.2	103	*205	2.1	12.1	99	**38	1.4	2.2	66
NEW YORK INCLUDING CUE	443	*191	0.7	43.1	130	**57	0.7	12.9	129	**31	0.3	7.0	57	**0	0.0	0.0	0
THE NEW YORKER	1270	455	1.7	35.8	108	*120	1.5	9.4	95	**47	0.5	3.7	30	**68	2.5	5.4	158
NEWSWEEK	6277	2185	8.1	34.8	105	710	8.8	11.3	114	785	7.9	12.5	103	*144	5.2	2.3	68
THE N.Y. TIMES DAILY EDITION	1205	409	1.5	33.9	102	*141	1.8	11.7	118	**73	0.7	6.1	50	**4	0.1	0.3	10
THE N.Y. TIMES MAGAZINE	2081	696	2.6	33.4	101	*228	2.8	11.0	110	**125	1.3	6.0	49	**20	0.7	1.0	28
OWN	788	324	1.2	41.1	124	**69	0.9	8.8	88	**95	1.0	12.1	99	**25	0.9	3.2	93
ON CABLE	1158	442	1.6	38.2	115	**140	1.7	12.1	122	*176	1.8	15.2	125	**96	3.5	8.3	244
1001 HOME IDEAS	2852	1022	3.8	35.8	108	348	4.3	12.2	123	394	4.0	13.8	113	*138	5.0	4.8	143
ORGANIC GARDENING	1658	532	2.0	32.1	97	**110	1.4	6.6	67	256	2.6	15.4	127	**114	4.1	6.9	203
OUTDOOR LIFE	896	333	1.2	37.2	112	**97	1.2	10.8	109	**86	0.9	9.6	79	**37	1.3	4.1	122
PARADE MAGAZINE	24275	8275	30.8	34.1	103	2628	32.6	10.8	109	2945	29.8	12.1	99	886	32.2	3.6	108

PANCAKE & TABLE SYRUP: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	AUNT A '000	JEMIMA B '000	REGULAR C % ACROSS DOWN % INDX	D	AUNT A '000	JEMIMA B '000	LITE C % ACROSS DOWN % INDX	D	GOLDEN A '000	GRIDDLE B '000	C % ACROSS DOWN % INDX	D	KARO A '000	GREEN B '000	LABEL C % ACROSS DOWN % INDX	D
TOTAL FEMALE HOMEMAKERS	80986	26841	100.0	33.1	100	8053	100.0	9.9	100	9876	100.0	12.2	100	2749	100.0	3.4	100
PARENTS	3845	1441	5.4	37.5	113	518	6.4	13.5	135	585	6.0	15.3	125	**107	3.9	2.8	82
PENTHOUSE	831	308	1.1	37.1	112	**63	0.8	7.6	76	**135	1.4	16.2	133	**115	0.5	1.8	53
PEOPLE	11645	4050	15.1	34.8	105	1347	16.7	11.6	116	1744	17.7	15.0	123	**234	8.5	2.0	59
PLAYBOY	2006	773	2.9	38.5	116	*203	2.5	10.1	102	262	2.7	13.1	107	**59	2.1	2.9	87
POPULAR HOT RODDING	297	*152	0.6	51.2	154	**32	0.4	10.8	108	**60	0.6	20.2	166	**22	0.8	7.4	218
POPULAR MECHANICS	1018	357	1.3	35.1	106	**79	1.0	7.8	78	*268	2.7	26.3	216	**69	2.5	6.8	200
POPULAR SCIENCE	878	352	1.3	40.1	121	**103	1.3	11.7	118	*153	1.5	17.4	143	**28	1.0	3.2	94
PREVENTION	3913	1221	4.5	31.2	94	432	5.4	11.0	111	459	4.6	11.7	96	*212	7.7	5.4	160
PSYCHOLOGY TODAY	1710	619	2.3	36.2	109	242	3.0	14.2	142	*162	1.6	9.5	78	**46	1.7	2.7	79
READER'S DIGEST	22204	7164	26.7	32.3	97	2529	31.4	11.4	115	2964	30.0	13.3	109	872	31.7	3.9	116
REDBOOK	7684	2704	10.1	35.2	106	1030	12.8	13.4	135	1149	11.6	15.0	123	293	10.7	3.8	112
ROAD & TRACK	410	*178	0.7	43.4	131	**31	0.4	7.6	76	**67	0.7	16.3	134	**14	0.5	3.4	101
ROLLING STONE	969	463	1.7	47.8	144	*127	1.6	13.1	132	*153	1.5	15.8	129	**10	0.4	1.0	30
RUNNER'S WORLD	298	**137	0.5	46.0	139	*31	0.4	10.4	105	**58	0.6	19.5	160	**41	1.5	13.8	405
SATURDAY EVENING POST	1169	359	1.3	30.7	93	*177	2.2	15.1	152	*161	1.6	13.8	113	**38	1.4	3.3	96
SCIENCE 84	587	*118	0.4	20.1	61	**92	1.1	15.7	158	**68	0.7	11.6	95	**34	1.2	5.8	171
SCIENCE DIGEST	482	*186	0.7	38.6	116	**67	0.8	13.9	140	**48	0.5	10.0	82	**7	0.3	1.5	43
SCIENTIFIC AMERICAN	594	*191	0.7	32.2	97	**50	0.6	8.4	85	**59	0.6	9.9	81	**16	0.6	2.7	79
SELF	2089	870	3.2	41.6	126	*263	3.3	12.6	127	*156	1.6	7.5	61	**18	0.7	0.9	25
SEVENTEEN	2411	881	3.3	36.5	110	358	4.4	14.8	149	351	3.6	14.6	119	**109	4.0	4.5	133
SKI	480	*206	0.8	42.9	129	**69	0.9	14.4	145	**37	0.4	7.7	63	**0	0.0	0.0	0
SMITHSONIAN	2760	846	3.2	30.7	92	229	2.8	8.3	83	250	2.5	9.1	74	**100	3.6	3.6	107
SOAP OPERA DIGEST	3013	1236	4.6	41.0	124	416	5.2	13.8	139	462	4.6	13.3	126	**115	4.2	3.8	112
SOUTHERN LIVING	4184	1702	6.3	40.7	123	475	5.9	11.4	114	300	3.0	7.2	59	*290	10.5	6.9	204
SPORT	559	*256	1.0	45.8	138	**69	0.9	12.3	124	**41	0.4	7.3	60	**4	0.1	0.7	21
THE SPORTING NEWS	436	*193	0.7	44.3	134	**30	0.4	6.9	69	**37	0.4	8.5	70	**2	0.1	0.5	14
SPORTS AFIELD	493	*194	0.7	39.4	119	**51	0.6	10.3	104	**67	0.7	13.6	111	**26	0.9	5.3	155
SPORTS ILLUSTRATED	2758	1253	4.7	45.4	137	348	4.3	12.6	127	481	4.9	17.4	143	**66	2.4	2.4	70
STAR	7456	2864	10.7	38.4	116	794	9.9	10.6	107	1169	11.8	15.7	129	*218	7.9	2.9	86
SUNDAY	24936	8572	31.9	34.4	104	2750	34.1	11.0	111	3230	32.7	13.0	106	774	28.2	3.1	91
SUNSET	2124	399	1.5	18.8	57	*230	2.9	10.8	109	*306	3.1	14.4	118	**130	4.7	6.1	180
TV GUIDE	21661	8020	29.9	37.0	112	2168	26.9	10.0	101	2863	29.0	13.2	108	648	23.6	3.0	88
TENNIS	550	*211	0.8	38.4	116	**54	0.7	9.8	99	**70	0.7	12.7	104	**7	0.3	1.3	37
TIME	8880	3270	12.2	36.8	111	992	12.3	11.2	112	1185	12.0	13.3	109	*171	6.2	1.9	57
TOWN & COUNTRY	917	331	1.2	36.1	109	*126	1.6	13.7	138	**100	1.0	10.9	89	*40	1.5	4.4	129
TRAVEL & LEISURE	972	281	1.0	28.9	87	**115	1.4	11.8	119	**74	0.7	7.6	62	**29	1.1	3.0	88
TRUE STORY	3356	1198	4.5	35.7	108	*282	3.5	8.4	85	556	5.6	16.6	136	**92	3.3	2.7	81
U.S. NEWS & WORLD REPORT	3410	1133	4.2	33.2	100	492	6.1	14.4	145	407	4.1	11.9	98	**100	3.6	2.9	86
USA TODAY	1759	695	2.6	39.5	119	*186	2.3	10.6	106	*218	2.2	12.4	102	**51	1.9	2.9	85
US	1873	696	2.6	37.2	112	*238	3.0	12.7	128	362	3.7	19.3	158	**11	0.4	0.6	17
VOGUE	3909	1366	5.1	34.9	105	474	5.9	12.1	122	431	4.4	11.0	90	**114	4.1	2.9	86
MALL STREET JOURNAL	1886	687	2.6	36.4	110	*141	1.8	7.5	75	*210	2.1	11.1	91	**55	2.0	2.9	86
WEIGHT WATCHERS	2120	727	2.7	34.3	103	392	4.9	18.5	186	340	3.4	16.0	132	**21	0.8	1.0	29
WOMAN'S DAY	14172	4865	18.1	34.3	104	1800	22.4	12.7	128	1792	18.1	12.6	104	658	23.9	4.6	137
WORKING MOTHER	1146	521	1.9	45.5	137	*232	2.9	20.2	204	*178	1.8	15.5	127	**59	2.1	5.1	152
WORKING WOMAN	1322	545	2.0	41.2	124	*170	2.1	12.9	129	*216	2.2	16.3	134	**28	1.0	2.1	62
WORLD TENNIS	*163	**68	0.3	41.7	126	**32	0.4	19.6	197	**26	0.3	16.0	131	**2	0.1	1.2	36
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1049	3.9	41.4	125	265	3.3	10.5	105	331	3.4	13.1	107	**99	3.6	3.9	115
BLAIR INSERTS	43657	14756	55.0	33.8	102	4745	58.9	10.9	109	5402	54.7	12.4	101	1365	49.7	3.1	92
DAILY NEWSPAPERS																	
READ ANY	51633	17474	65.1	33.8	102	5437	67.5	10.5	106	6275	63.5	12.2	100	1633	59.4	3.2	93
READ ONE	43463	14672	54.7	33.8	102	4434	55.1	10.2	103	5407	54.7	12.4	102	1442	52.5	3.3	98
READ TWO OR MORE	8170	2803	10.4	34.3	104	1003	12.5	12.3	123	868	8.8	10.6	87	*191	6.9	2.3	69
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17919	66.8	34.0	103	5673	70.4	10.8	108	6522	66.0	12.4	102	1660	60.4	3.2	93
READ ONE	46126	15622	58.2	33.9	102	4951	61.5	10.7	108	5772	58.4	12.5	103	1502	54.6	3.3	96
READ TWO OR MORE	6552	2297	8.6	35.1	106	722	9.0	11.0	111	750	7.6	11.4	94	*159	5.8	2.4	71
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.81				28.24				29.03				31.76			
30 DAY REACH	71455	23658	88.1	33.1	100	7069	87.8	9.9	99	8695	88.0	12.2	100	2433	88.5	3.4	100
50 SHWG - 30 DAY AV FREQ	14.56	15.33				14.80				15.30				16.42			
30 DAY REACH	67742	22290	83.0	32.9	99	6750	83.8	10.0	100	8281	83.8	12.2	100	2373	86.3	3.5	103
25 SHWG - 30 DAY AV FREQ	7.94	8.32				7.91				8.12				9.17			
30 DAY REACH	62117	20575	76.7	33.1	100	6315	78.4	10.2	102	7751	78.5	12.5	102	2140	77.8	3.4	101
CABLE TV: HOME WIRED	32077	11421	42.6	35.6	107	3611	44.8	11.3	113	4135	41.9	12.9	106	863	31.4	2.7	79
HOME NOT WIRED	48909	15420	57.4	31.5	95	4442	55.2	9.1	91	5741	58.1	11.7	96	1886	68.6	3.9	114
HAVE PAY CABLE	15935	6222	23.2	39.0	118	1885	23.4	11.8	119	2218	22.5	13.9	114	*434	15.8	2.7	80

	TOTAL U.S. '000	AUNT A '000	JEMIMA B % DOWN	REGULAR C % ACROSS	D % INDX	AUNT A '000	JEMIMA B % DOWN	LITE C % ACROSS	D % INDX	GOLDEN GRIDDLE A '000	B % DOWN	C % ACROSS	D % INDX	KARO A '000	GREEN LABEL B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	26841	100.0	33.1	100	8053	100.0	9.9	100	9876	100.0	12.2	100	2749	100.0	3.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	14869	55.4	33.9	102	4589	57.0	10.4	105	5569	56.4	12.7	104	1450	52.7	3.3	97
10:00 AM - 3:00 PM	30659	10605	39.5	34.6	104	3248	40.3	10.6	107	3906	39.6	12.7	104	1041	37.9	3.4	100
3:00 PM - 7:00 PM	31045	10463	39.0	33.7	102	3517	43.7	11.3	114	4185	42.4	13.5	111	1045	38.0	3.4	99
7:00 PM - MIDNIGHT	15767	5527	20.6	35.1	106	1604	19.9	10.2	102	1986	20.1	12.6	103	538	19.6	3.4	101
MIDNIGHT - 6:00 AM	9120	3175	11.8	34.8	105	955	11.9	10.5	105	1094	11.1	12.0	98	325	11.8	3.6	105
6:00 AM - MIDNIGHT	58527	19862	74.0	33.9	102	6027	74.8	10.3	104	7489	75.8	12.8	105	2058	74.9	3.5	104
ENTIRE DAY	59311	20130	75.0	33.9	102	6145	76.3	10.4	104	7551	76.5	12.7	104	2081	75.7	3.5	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	5381	20.0	33.3	100	1896	23.5	11.7	118	2295	23.2	14.2	116	511	18.6	3.2	93
ALL NEWS	2256	764	2.8	33.9	102	*175	2.2	7.8	78	*240	2.4	10.6	87	**34	1.2	1.5	44
AOR/PROGRESSIVE	3874	1418	5.3	36.6	110	482	6.0	12.4	125	651	6.6	16.8	138	**76	2.8	2.0	58
BEAUTIFUL MUSIC	5660	1900	7.1	33.6	101	666	8.3	11.8	118	661	6.7	11.7	96	*188	6.8	3.3	98
BLACK	2204	970	3.6	44.0	133	*186	2.3	8.4	85	243	2.5	11.0	90	**45	1.6	2.0	60
CLASSICAL	1418	377	1.4	26.6	80	**90	1.1	6.3	64	**141	1.4	9.9	82	**12	0.4	0.8	25
CHR/ROCK	9538	3590	13.4	37.6	114	903	11.2	9.5	95	1336	13.5	14.0	115	*219	8.0	2.3	68
COUNTRY	12648	4272	15.9	33.8	102	1124	14.0	8.9	89	1499	15.2	11.9	97	581	11.1	4.6	135
GOLDEN OLDIES	1191	412	1.5	34.6	104	**82	1.0	6.9	69	**116	1.2	9.7	80	**40	1.5	3.4	99
MOR/NOSTALGIA	4757	1609	6.0	33.8	102	558	6.9	11.7	118	612	6.2	12.9	105	*158	5.7	3.3	98
NEWS/TALK	3863	1171	4.4	30.3	91	326	4.0	8.4	85	356	3.6	9.2	76	**128	4.7	3.3	98
RELIGIOUS	3084	880	3.3	28.5	86	*252	3.1	8.2	82	274	2.8	8.9	73	**145	5.3	4.7	139
SOFT ROCK	521	*193	0.7	37.0	112	**125	1.6	24.0	241	**75	0.8	14.4	118	**30	1.1	5.8	170
URBAN CONTEMPORARY	1585	666	2.5	42.0	127	207	2.6	13.1	131	*235	2.4	14.8	122	**53	1.9	3.3	99
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1151	4.3	35.3	106	393	4.9	12.1	121	450	4.6	13.8	113	**59	2.1	1.8	53
ABC DIRECTION	2316	726	2.7	31.3	95	189	2.3	8.2	82	357	3.6	15.4	126	**72	2.6	3.1	92
ABC ENTERTAINMENT	4834	1535	5.7	31.8	96	614	7.6	12.7	128	711	7.2	14.7	121	**144	5.2	3.0	88
ABC FM	2202	931	3.5	42.3	128	*197	2.4	8.9	90	257	2.6	11.7	96	**52	1.9	2.4	70
ABC INFORMATION	5425	1796	6.7	33.1	100	539	6.7	9.9	100	746	7.6	13.8	113	*170	6.2	3.1	92
ABC ROCK	1677	755	2.8	45.0	136	*178	2.2	10.6	107	*358	3.6	21.3	175	**62	2.3	3.7	109
CBS	4430	1369	5.1	30.9	93	429	5.3	9.7	97	475	4.8	10.7	88	*209	7.6	4.7	139
MUTUAL	4992	1607	6.0	32.2	97	473	5.9	9.5	95	724	7.3	14.5	119	*148	5.4	3.0	87
NBC	4679	1562	5.8	33.4	101	388	4.8	8.3	83	536	5.4	11.5	94	**93	3.4	2.0	59
RADIORADIO	1994	634	2.4	31.8	96	*218	2.7	10.9	110	*278	2.8	13.9	114	**46	1.7	2.3	68
RKO ONE	2298	727	2.7	31.6	95	281	3.5	12.2	123	322	3.3	14.0	115	**66	2.4	2.9	85
RKO TWO	3311	1040	3.9	31.4	95	380	4.7	11.5	115	297	3.0	9.0	74	*186	6.8	5.6	165
THE SOURCE	2114	815	3.0	38.6	116	*242	3.0	11.4	115	309	3.1	14.6	120	**27	1.0	1.3	38
NON-WIRED: BLAIR	8654	3057	11.4	35.3	107	986	12.2	11.4	115	1124	11.4	13.0	107	419	15.2	4.8	143
INTERNET	12025	4243	15.8	35.3	106	1244	15.4	10.3	104	1763	17.9	14.7	120	356	13.0	3.0	87
KATZ RADIO GROUP	15359	4967	18.5	32.3	98	1496	18.6	9.7	98	1961	19.9	12.8	105	447	16.3	2.9	86
SUPERNET	10628	3449	12.8	32.5	98	1072	13.3	10.1	101	1193	12.1	11.2	92	433	15.8	4.1	120
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2804	10.4	32.4	98	784	9.7	9.1	91	1113	11.3	12.9	105	315	11.5	3.6	107
WKDAY 9:00 AM - 1:00 PM	12163	4063	15.1	33.4	101	1027	12.8	8.4	85	1552	15.7	12.8	105	531	19.3	4.4	129
WKDAY 1:00 PM - 4:30 PM	16150	5457	20.3	33.8	102	1432	17.8	8.9	89	2084	21.1	12.9	106	643	23.4	4.0	117
WKDAY 4:30 PM - 7:30 PM	22463	7245	27.0	32.3	97	2088	25.9	9.3	93	2702	27.4	12.0	99	805	29.3	3.6	106
WKDAY 7:30 PM - 8:00 PM	31795	10663	39.7	33.5	101	3049	37.9	9.6	96	3821	38.7	12.0	99	1161	42.2	3.7	108
WKDAY 11:00 PM - 1:00 AM	23977	8271	30.8	34.5	104	2378	29.5	9.9	100	3066	31.0	12.8	105	937	34.1	3.9	115
WKDAY 11:30 PM - 1:00 AM	7703	2728	10.2	35.4	107	799	9.9	10.4	104	1055	10.7	13.7	112	315	11.5	4.1	120
M-SAT 8-11 PM-SUN 7-11 PM	33800	11545	43.0	34.2	103	3345	41.5	9.9	100	4161	42.1	12.3	101	1216	44.2	3.6	106
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2369	8.8	36.2	109	646	8.0	9.9	99	861	8.7	13.2	108	211	7.7	3.2	95
ANOTHER WORLD	N 4620	1474	5.5	31.9	96	556	6.9	12.0	121	523	5.3	11.3	93	217	7.9	4.7	138
AS THE WORLD TURNS	C 5614	1775	6.6	31.6	95	374	4.6	6.7	67	745	7.5	13.3	109	257	9.3	4.6	135
CAPITOL	C 3396	1227	4.6	36.1	109	212	2.6	6.2	63	442	4.5	13.0	107	*125	4.5	3.7	108
CBS MORN. NEWS 1	C 1446	402	1.5	27.8	84	106	1.3	7.3	74	173	1.8	12.0	98	*40	1.5	2.8	81
CBS MORN. NEWS 2	C 1207	311	1.2	25.8	78	*71	0.9	5.9	59	*88	0.9	7.3	60	*31	1.1	2.6	76
DAYS OF OUR LIVES	N 5877	1778	6.6	30.3	91	669	8.3	11.4	114	774	7.8	13.2	108	298	10.8	5.1	149
FACTS OF LIFE - DAYTIME	N 2290	773	2.9	33.8	102	218	2.7	9.5	96	227	2.3	9.9	81	*90	3.3	3.9	116
FAMILY FEUD	A 3023	1020	3.8	33.7	102	221	2.7	7.3	74	295	3.0	9.8	80	93	3.4	3.1	91
GENERAL HOSPITAL	A 6097	2224	8.3	36.5	110	476	5.9	7.8	79	772	7.8	12.7	104	211	7.7	3.5	102
GOOD MORNING, AMERICA-730A	A 3515	1215	4.5	34.6	104	366	4.5	10.4	105	343	3.5	9.8	80	148	5.4	4.2	124
GOOD MORNING, AMERICA-830A	A 2818	951	3.5	33.7	102	253	3.1	9.0	90	344	3.5	12.2	100	156	5.7	5.5	163
GUIDING LIGHT	C 5339	1809	6.7	33.9	102	409	5.1	7.7	77	733	7.4	13.7	113	195	7.1	3.7	108
ONE LIFE TO LIVE	A 4478	1692	6.3	37.8	114	348	4.3	7.8	78	594	6.0	13.3	109	186	6.8	4.2	122
PRESS YOUR LUCK	C 2244	795	3.0	35.4	107	154	1.9	6.9	69	357	3.6	15.9	130	*129	4.7	5.7	169
PRICE IS RIGHT 1	C 4348	1458	5.4	33.5	101	347	4.3	8.0	80	560	5.7	12.9	106	211	7.7	4.9	143
PRICE IS RIGHT 2	C 5014	1755	6.5	35.0	106	431	5.4	8.6	86	614	6.2	12.2	100	220	8.0	4.4	129
RYAN'S HOPE	A 3150	1200	4.5	38.1	115	295	3.7	9.4	94	345	3.5	11.0	90	*109	4.0	3.5	102
SALE OF THE CENTURY	N 2695	808	3.0	30.0	90	285	3.5	10.6	106	230	2.3	8.5	70	*100	3.6	3.7	109
SEARCH FOR TOMORROW	N 2319	846	3.2	36.5	110	221	2.7	9.5	96	236	2.4	10.2	83	**77	2.8	3.3	98
TODAY SHOW 1	N 2693	800	3.0	29.7	90	242	3.0	9.0	90	297	3.0	11.0	90	*99	3.6	3.7	108
TODAY SHOW 2	N 2498	743	2.8	29.7	90	226	2.8	9.0	91	316	3.2	12.7	104	*119	4.3	4.8	140
\$25,000 PYRAMID	C 2753	988	3.7	35.9	108	254	3.2	9.2	93	270	2.7	9.8	80	169	6.1	6.1	181
WHEEL OF FORTUNE	N 4388	1465	5.5	33.4	101	365	4.5	8.3	84	508	5.1	11.6	95	183	6.7	4.2	123
YOUNG AND THE RESTLESS	C 5695	1930	7.2	33.9	102	380	4.7	6.7	67	794	8.0	13.9	114	192	7.0	3.4	99
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	5															

	TOTAL U.S. '000	AUNT A '000	JEMIMA B % DOWN	REGULAR C % ACROSS	D % INDX	AUNT A '000	JEMIMA B % DOWN	LITE C % ACROSS	D % INDX	GOLDEN A '000	GRIDDLE B % DOWN	D % ACROSS	D % INDX	KARO A '000	GREEN B % DOWN	LABEL C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	26841	100.0	33.1	100	8053	100.0	9.9	100	9876	100.0	12.2	100	2749	100.0	3.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	8077	30.1	31.0	92	2543	31.6	9.8	98	2835	28.7	10.9	89	906	33.0	3.5	102
NETWORK AFFILIATES - LATE	20261	6878	25.6	33.9	104	2016	25.0	10.0	100	2543	25.7	12.6	103	851	31.0	4.2	124
INDEPENDENTS - LATE	2076	618	2.3	29.8	90	243	3.0	11.7	118	263	2.7	12.7	104	*74	2.7	3.6	105
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	10453	3693	13.8	35.3	107	916	11.4	8.8	88	1363	13.8	13.0	107	349	12.7	3.3	98
ABC MONDAY NIGHT MOVIE	A 6412	2280	8.5	35.6	107	713	8.9	11.1	112	848	8.6	13.2	108	250	9.1	3.9	115
ABC SUNDAY NIGHT MOVIE	A 12407	4275	15.9	34.5	104	1391	17.3	11.2	113	1401	14.2	11.3	93	311	11.3	2.5	74
ABC WORLD NEWS TONIGHT	A 6176	2105	7.8	34.1	103	616	7.6	10.0	100	665	6.7	10.8	88	242	8.8	3.9	115
AFTERMASH	C 5863	2040	7.6	34.8	105	572	7.1	9.8	98	747	7.6	12.7	104	*329	12.0	5.6	165
ALICE	C 9594	3334	12.4	34.8	105	914	11.3	9.5	96	1187	12.0	12.4	101	391	14.2	4.1	120
AMERICAN PARADE	C 6622	2107	7.8	31.8	96	761	9.4	11.5	116	697	7.1	10.5	86	309	11.2	4.7	137
BENSON	A 10886	3494	13.0	32.1	97	1028	12.8	9.4	95	1374	13.9	12.6	104	362	13.2	3.3	98
BLUE THUNDER	A 5036	1632	6.1	32.4	98	508	6.3	10.1	101	730	7.4	14.5	119	*166	6.0	3.3	97
CAGNEY & LACEY	C 9965	3457	12.9	34.7	105	1021	12.7	10.2	103	1368	13.9	13.7	113	327	11.9	3.3	97
CBS EVENING NEWS-DEAN	C 3491	993	3.7	28.4	86	450	5.6	12.9	130	368	3.7	10.5	86	**114	4.1	3.3	96
CBS EVENING NEWS-RATHER	C 7123	2048	7.6	28.8	87	774	9.6	10.9	109	730	7.4	10.2	84	222	8.1	3.1	92
CBS SAT. NEWS-SCHIEFFER	C 3621	928	3.5	25.6	77	345	4.3	9.5	96	277	2.8	7.6	63	140	5.1	3.9	114
CBS SATURDAY NIGHT MOVIE	C 5436	1911	7.1	35.2	106	577	7.2	10.6	107	766	7.8	14.1	116	258	9.4	4.7	140
CBS WEDNESDAY NIGHT MOVIE	C 6100	1997	7.4	32.7	99	659	8.2	10.8	109	768	7.8	12.6	103	314	11.4	5.1	152
CHEERS	N 8889	3055	11.4	34.4	104	839	10.4	9.4	95	1167	11.8	13.1	108	248	9.0	2.8	82
DALLAS	C 22109	8044	30.0	36.4	110	2127	26.4	9.6	97	2381	24.1	10.8	88	841	10.6	3.8	112
DIFF'RENT STROKES	N 6940	2454	9.1	35.4	107	577	7.2	8.3	84	883	8.9	12.7	104	*195	7.1	2.8	83
DOUBLE TROUBLE	N 7223	2741	10.2	37.9	114	686	8.5	9.5	96	1132	11.5	15.7	129	*233	8.5	3.2	95
DUCK FACTORY	N 5595	1883	7.0	33.7	102	534	6.6	9.5	96	724	7.3	12.9	106	*204	7.4	3.6	107
DUKES OF HAZZARD	C 5768	2030	7.6	35.2	106	521	6.5	9.0	91	732	7.4	12.7	104	237	8.6	4.1	121
DYNASTY	A 20053	6865	25.6	34.2	103	1951	24.2	9.7	98	2056	20.8	10.3	84	663	24.1	3.3	97
FACTS OF LIFE	N 8087	2969	11.1	36.7	111	781	9.7	9.7	97	1227	12.4	15.2	124	353	12.8	4.4	129
FALCON CREST	C 20046	7397	27.6	36.9	111	1977	24.5	9.9	99	2159	21.9	10.8	88	698	25.4	3.5	103
FALL GUY	A 9084	3219	12.0	35.4	107	887	11.0	9.8	98	967	9.8	10.6	87	340	12.4	3.7	110
FAMILY TIES	N 7964	2855	10.6	35.8	108	716	8.9	9.0	90	1100	11.1	13.8	113	250	9.1	3.1	92
FANTASY ISLAND	A 7687	2626	9.8	34.2	103	772	9.6	10.0	101	784	7.9	10.2	84	*215	7.8	2.8	82
FOULUPS, BLEEPES & BLUNDERS	A 8861	3146	11.7	35.5	107	952	11.8	10.7	108	1218	12.3	13.7	113	*313	11.4	3.5	104
FOUR SEASONS	C 5095	1788	6.7	35.1	106	590	7.3	11.6	116	751	7.6	14.7	121	*270	9.8	5.3	156
GIMME A BREAK	N 8838	2957	11.0	33.5	101	803	10.0	9.1	91	1151	11.7	13.0	107	266	9.7	3.0	89
HART TO HART	A 8978	2745	10.2	30.6	92	750	9.3	8.4	84	1027	10.4	11.4	94	339	12.3	3.8	111
HILL STREET BLUES	N 8590	3037	11.3	35.4	107	783	9.7	9.1	92	1247	12.6	14.5	119	331	12.0	3.9	114
HOTEL	A 14085	4909	18.3	34.9	105	1374	17.1	9.8	98	1540	15.6	10.9	90	498	18.1	3.5	104
JEFFERSONS	C 9360	3293	12.3	35.2	106	864	10.7	9.2	93	1183	12.0	12.6	104	413	15.0	4.4	130
JENNIFER SLEPT HERE	N 5841	2122	7.9	36.3	110	479	5.9	8.2	82	799	8.1	13.7	112	*179	6.5	3.1	90
KATE & ALLIE	C 9206	3275	12.2	35.6	107	880	10.9	9.6	96	1394	14.1	15.1	124	428	15.6	4.6	137
KNIGHT RIDER	N 7076	2477	9.2	35.0	106	711	8.8	10.0	101	862	8.7	12.2	100	*175	6.4	2.5	73
LOVE BOAT	A 12219	3943	14.7	32.3	97	1063	13.2	8.7	87	1204	12.2	9.9	81	448	16.3	3.7	108
MAGNUM PI	C 11199	3699	13.8	33.0	100	1034	12.8	9.2	93	1284	13.0	11.5	94	477	17.4	4.3	125
MAMA'S FAMILY	N 6057	2099	7.8	34.7	105	612	7.6	10.1	102	861	8.7	14.2	117	*210	7.6	3.5	102
MASTER, THE	N 3598	1258	4.7	35.0	105	275	3.4	7.6	77	454	4.6	12.6	103	*194	7.1	5.4	159
MATT HOUSTON	A 6344	2009	7.5	31.7	96	571	7.1	9.0	91	807	8.2	12.7	104	*266	9.7	4.2	124
NBC MONDAY NIGHT MOVIE	N 11994	4162	15.5	34.7	105	1029	12.8	8.6	86	1504	15.2	12.5	103	497	18.1	4.1	122
NBC NIGHTLY NEWS	N 5132	1510	5.6	29.4	89	477	5.9	9.3	93	551	5.6	10.7	88	*231	8.4	4.5	133
NBC NIGHTLY NEWS-SAT	N 3375	1044	3.9	30.9	93	285	3.5	8.4	85	350	3.5	10.4	85	**128	4.7	3.8	112
NBC NIGHTLY NEWS-SUN	N 3130	940	3.5	30.0	91	432	5.4	13.8	139	367	3.7	11.7	96	*887	3.2	2.8	82
NBC SUNDAY NIGHT MOVIE	N 8284	3093	11.5	37.3	113	778	9.7	9.4	94	1069	10.8	12.9	106	*249	9.1	3.0	89
NEWHART	C 9240	3282	12.2	35.5	107	918	11.4	9.9	100	1244	12.6	13.5	110	355	12.9	3.8	113
ONE DAY AT A TIME	C 7288	2504	9.3	34.4	104	678	8.4	9.3	94	868	8.8	11.9	98	*238	8.7	3.3	96
PEOPLE ARE FUNNY	N 4855	1842	6.9	37.9	114	431	5.4	8.9	89	701	7.1	14.4	118	*188	6.8	3.9	114
REAL PEOPLE	N 8869	2842	10.6	32.0	97	859	10.7	9.7	97	1186	12.0	13.4	110	395	14.4	4.5	131
REMINGTON STEELE	N 7743	2634	9.8	34.0	103	773	9.6	10.0	100	1040	10.5	13.4	110	375	13.6	4.8	143
RIPLY'S BELIEVE IT - NOT	A 5345	1942	7.2	36.3	110	567	7.0	10.6	107	685	6.9	12.8	105	*199	7.2	3.7	110
RIPTIDE	N 6988	2538	9.5	36.3	110	772	9.6	11.0	111	946	9.6	13.5	111	299	10.9	4.3	126
SCARECROW & MRS. KING	C 10002	3020	11.3	30.2	91	973	12.1	9.7	98	1142	11.6	11.4	94	418	15.2	4.2	123
SIMON & SIMON	C 10638	3730	13.9	35.1	106	1050	13.0	9.9	99	1400	14.2	13.2	108	535	19.5	5.0	148
60 MINUTES	C 13293	4019	15.0	30.2	91	1377	17.1	10.4	104	1430	14.5	10.8	88	441	16.0	3.3	98
ST. ELSEWHERE	N 7017	2507	9.3	35.7	108	632	7.8	9.0	91	1158	11.7	16.5	135	318	11.6	4.5	134
THREE'S COMPANY	A 10917	3736	13.9	34.2	103	1054	13.1	9.7	97	1346	13.6	12.3	101	324	11.8	3.0	87
T.J. HOOKER	A 9204	2987	11.1	32.5	98	901	11.2	9.8	98	987	10.0	10.7	88	433	15.8	4.7	139
TONIGHT SHOW	N 2372	760	2.8	32.0	97	256	3.2	10.8	109	291	2.9	12.3	101	103	3.7	4.3	128
TRAPPER JOHN, M.D.	C 9846	3259	12.1	33.1	100	754	9.4	7.7	77	1152	11.7	11.7	96	384	14.0	3.9	115
TV BLOOPERS & PRAC. JOKES	N 9105	3260	12.1	35.8	108	927	11.5	10.2	102	1359	13.8	14.9	122	324	11.8	3.6	105
20/20	A 9387	3060	11.4	32.6	98	890	11.1	9.5	95	1076	10.9	11.5	94	403	14.7	4.3	126
WEBSTER	A 11067	3455	12.9	31.2	94	1031	12.8	9.3	94	1413	14.3	12.8	105	416	15.1	3.8	111
WORLD NEWS - SUN	A 3062	1082	4.0	35.3	107	360	4.5	11.8	118	304	3.1	9.9	81	**114	4.1	3.7	110
YELLOW ROSE	N 4978	1725	6.4	34.7	105	510	6.3	10.2	103	645	6.5	13.0	106	*250	9.1	5.0	148
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	3224	12.0	36.3	110	972	12.1	10.9	110	1235	12.5	13.9	114	*349	12.7	3.9	116
BASKETBALL - COLLEGE GAMES	4080	1788	6.7	43.8	132	*509	6.3	12.5	125	573	5.8	14.0	115	**157	5.7	3.8	113
BASKETBALL - PRO GAMES	3607	1476	5.5	40.9	123	*340	4.2	9.4	95	651							

	TOTAL U.S. '000	OTHER KARO				LOG CABIN				MRS. BUTTERWORTH				VERMONT MAID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	6729	100.0	8.3	100	21705	100.0	26.8	100	18916	100.0	23.4	100	4490	100.0	5.5	100
18 - 24	9282	*529	7.9	5.7	69	2155	9.9	23.2	87	1770	9.4	19.1	82	*287	6.4	3.1	56
25 - 34	19072	1592	23.7	8.3	100	5505	25.4	28.9	108	4657	24.6	24.4	105	641	14.3	3.4	61
35 - 44	14591	1486	22.1	10.2	123	4405	20.3	30.2	113	3529	18.7	24.2	104	878	19.6	6.0	109
45 - 54	11345	866	12.9	7.6	92	3525	16.2	31.1	116	2930	15.5	25.8	111	754	16.8	6.6	120
55 - 64	11635	970	14.4	8.3	100	2857	13.2	24.6	92	2998	15.8	25.8	110	1164	25.9	10.0	180
65 OR OLDER	15061	1287	19.1	8.5	103	3256	15.0	21.6	81	3031	16.0	20.1	86	768	17.1	5.1	92
18 - 34	28354	2121	31.5	7.5	90	7660	35.3	27.0	101	6427	34.0	22.7	97	927	20.6	3.3	59
18 - 49	48339	4100	60.9	8.5	102	13796	63.6	28.5	106	11536	61.0	23.9	102	2087	46.5	4.3	78
25 - 54	45008	3943	58.6	8.8	105	13435	61.9	29.9	111	11116	58.8	24.7	106	2272	50.6	5.0	91
35 - 49	19985	1979	29.4	9.9	119	6136	28.3	30.7	115	5109	27.0	25.6	109	1160	25.8	5.8	105
50 OR OLDER	32647	2629	39.1	8.1	97	7908	36.4	24.2	90	7380	39.0	22.6	97	2403	53.5	7.4	133
GRADUATED COLLEGE	11155	565	8.4	5.1	61	3145	14.5	28.2	105	2339	12.4	21.0	90	675	15.0	6.1	109
ATTENDED COLLEGE	13682	1237	18.4	9.0	109	3970	18.3	29.0	108	3602	19.0	26.3	113	967	21.5	7.1	127
GRADUATED HIGH SCHOOL	33880	3045	45.3	9.0	108	9932	45.8	29.3	109	8388	44.3	24.8	106	1810	40.3	5.3	96
DID NOT GRADUATE HIGH SCHOOL	22270	1882	28.0	8.5	102	4658	21.5	20.9	78	4588	24.3	20.6	88	1038	23.1	4.7	84
EMPLOYED	40306	3241	48.2	8.0	97	11390	52.5	28.3	105	9520	50.3	23.6	101	2333	52.0	5.8	104
EMPLOYED FULL-TIME	32850	2559	38.0	7.8	94	8932	41.2	27.2	101	7641	40.4	23.3	100	1796	40.0	5.5	99
EMPLOYED PART-TIME	7456	*681	10.1	9.1	110	2459	11.3	33.0	123	1880	9.9	25.2	108	*537	12.0	7.2	130
NOT EMPLOYED	40680	3488	51.8	8.6	103	10314	47.5	25.4	95	9396	49.7	23.1	99	2157	48.0	5.3	96
PROFESSIONAL/MANAGER	10392	*697	10.4	6.7	81	2853	13.1	27.5	102	2200	11.6	21.2	91	534	11.9	5.1	93
TECH/CLERICAL/SALES	17574	1544	22.9	8.8	106	5318	24.5	30.3	113	4460	23.6	25.4	109	1266	28.2	7.2	130
PRECISION/CRAFT	985	*59	0.9	6.0	72	*297	1.4	30.2	113	*237	1.3	24.1	103	*662	1.4	6.3	114
OTHER EMPLOYED	11354	940	14.0	8.3	100	2922	13.5	25.7	96	2623	13.9	23.1	99	*472	10.5	4.2	75
SINGLE	9863	602	8.9	6.1	73	2040	9.4	20.7	77	1688	8.9	17.1	73	439	9.8	4.5	80
MARRIED	51375	4834	71.8	9.4	113	14884	68.6	29.0	108	13064	69.1	25.4	109	3199	71.2	6.2	112
DIVORCED/SEPARATED/WIDOWED	19748	1293	19.2	6.5	79	4781	22.0	24.2	90	4165	22.0	21.1	90	852	19.0	4.3	78
PARENTS	32590	2879	42.8	8.8	106	10104	46.6	31.0	116	8407	44.4	25.8	110	1501	33.4	4.6	83
WHITE	70416	6061	90.1	8.6	104	19410	89.4	27.6	103	16695	88.3	23.7	102	4165	92.8	5.9	107
BLACK	8778	571	8.5	6.5	78	1825	8.4	20.8	78	1922	10.2	21.9	94	*175	3.9	2.0	36
OTHER	1791	*97	1.4	5.4	65	*469	2.2	26.2	98	*300	1.6	16.8	72	*150	3.3	8.4	151
NORTHEAST-CENSUS	17786	835	12.4	4.7	57	5070	23.4	28.5	106	2917	15.4	16.4	70	2885	64.3	16.2	293
NORTH CENTRAL	20741	2284	33.9	11.0	133	6658	30.7	32.1	120	7144	37.8	34.4	147	*167	3.7	0.8	15
SOUTH	27775	2737	40.7	9.9	119	6460	29.8	23.3	87	5015	26.5	18.1	77	807	18.0	2.9	52
WEST	14683	872	13.0	5.9	71	3517	16.2	24.0	89	3840	20.3	26.2	112	631	14.1	4.3	78
NORTHEAST-MKTG.	17961	897	13.3	5.0	60	5011	23.1	27.9	104	2733	14.4	15.2	65	2950	65.7	16.4	296
EAST CENTRAL	11885	1173	17.4	9.9	119	3502	16.1	29.5	110	3768	19.9	31.7	136	*153	3.4	1.3	23
WEST CENTRAL	14090	1685	25.0	12.0	144	4582	21.1	32.5	121	4656	24.6	33.0	141	*195	4.3	1.4	25
SOUTH	24081	2281	33.9	9.5	114	5628	25.9	23.4	87	4433	23.4	18.4	79	683	15.2	2.8	51
PACIFIC	12969	694	10.3	5.4	64	2981	13.7	23.0	86	3327	17.6	25.7	110	*509	11.3	3.9	71
COUNTY SIZE A	32439	1862	27.7	5.7	69	8755	40.3	27.0	101	6507	34.4	20.1	86	1876	41.8	5.8	104
COUNTY SIZE B	24915	1915	28.5	7.7	93	6464	29.8	25.9	97	6131	32.4	24.6	105	1843	41.0	7.4	133
COUNTY SIZE C	12930	1254	18.6	9.7	117	3578	16.5	27.7	103	3388	17.9	26.2	112	*691	15.4	5.3	96
COUNTY SIZE D	10703	1697	25.2	15.9	191	2907	13.4	27.2	101	2891	15.3	27.0	116	*881	1.8	0.8	14
METRO CENTRAL CITY	24518	1294	19.2	5.3	64	6206	28.6	25.3	94	5243	27.7	21.4	92	1284	28.6	5.2	94
METRO SUBURBAN	35919	2844	42.3	7.9	95	10003	46.1	27.8	104	8418	44.5	23.4	100	2470	55.0	6.9	124
NON METRO	20549	2591	38.5	12.6	152	5495	25.3	26.7	100	5255	27.8	25.6	109	736	16.4	3.6	65
TOP 5 ADI'S	18341	929	13.8	5.1	61	5177	23.9	28.2	105	3520	18.6	19.2	82	1367	30.4	7.5	134
TOP 10 ADI'S	25378	1231	18.3	4.9	58	6805	31.4	26.8	100	4650	24.6	18.3	78	2048	45.6	8.1	146
TOP 20 ADI'S	36488	2041	30.3	5.6	67	10035	46.2	27.5	103	7383	39.0	20.2	87	2360	52.6	6.5	117
HSGLD INC. \$50,000 OR MORE	6612	*437	6.5	6.6	80	2183	10.1	33.0	123	1677	8.9	25.4	109	598	13.3	9.0	163
\$40,000 OR MORE	12659	848	12.6	6.7	81	3934	18.1	31.1	116	3161	16.7	25.0	107	1008	22.4	8.0	144
\$30,000 OR MORE	24698	2069	30.7	8.4	101	7732	35.6	31.3	117	6165	32.6	25.0	107	1922	42.8	7.8	140
\$25,000 OR MORE	32077	2622	39.0	8.2	98	9899	45.6	30.9	115	8188	43.3	25.5	109	2293	51.1	7.1	129
\$20,000 - \$24,999	9144	893	13.3	9.8	118	2690	12.4	29.4	110	2190	11.6	24.0	103	*528	11.8	5.8	104
\$15,000 - \$19,999	8728	722	10.7	8.3	100	2216	10.2	25.4	95	1750	9.3	20.1	86	*418	9.3	4.8	86
\$10,000 - \$14,999	12562	1184	17.6	9.4	113	3374	15.5	26.9	100	3301	17.5	26.3	113	672	15.0	5.3	96
UNDER \$10,000	18475	1307	19.4	7.1	85	3525	16.2	19.1	71	3487	18.4	18.9	81	580	12.9	3.1	57
HOUSEHOLD OF 1 PERSON	11987	901	13.4	7.5	90	2353	10.8	19.6	73	1861	9.8	15.5	66	552	12.3	4.6	83
2 PEOPLE	26577	2116	31.4	8.0	96	6435	29.6	24.2	90	6217	32.9	23.4	100	1734	38.6	6.5	118
3 OR 4 PEOPLE	30617	2629	39.1	8.6	103	9035	41.6	29.5	110	7721	40.8	25.2	108	1668	37.1	5.4	98
5 OR MORE PEOPLE	11804	1084	16.1	9.2	111	3882	17.9	32.9	123	3117	16.5	26.4	113	*536	11.9	4.5	82
NO CHILD IN HSHLD	46165	3748	55.7	8.1	98	11033	50.8	23.9	89	9955	52.6	21.6	92	2899	64.6	6.3	113
CHILD(REN) UNDER 2 YRS	5325	*503	7.5	9.4	114	1556	7.2	29.2	109	1287	6.8	24.2	103	*137	3.1	2.6	46
2 - 5 YEARS	14221	1190	17.7	8.4	101	4011	18.5	28.2	105	3427	18.1	24.1	103	*363	8.1	2.6	46
6 - 11 YEARS	15117	1483	22.0	9.8	118	4666	21.5	30.9	115	3886	20.5	25.7	110	712	15.9	4.7	85
12 - 17 YEARS	16611	1473	21.9	8.9	107	5363	24.7	32.3	120	4346	23.0	26.2	112	988	22.0	5.9	107
RESIDENCE OWNED	55884	5458	81.1	9.8	118	15894	73.2	28.4	106	13969	73.8	25.0	107	3472	77.3	6.2	112
VALUE: \$50,000 OR MORE	31744	2741	40.7	8.6	104	9194	42.4	29.0	108	7924	41.9	25.0	107	2328	51.8	7.3	132
VALUE: UNDER \$50,000	24140	2717	40.4	11.3	135	6700	30.9	27.8	104	6045	32.0	25.0	107	1144	25.5	4.7	85

		TOTAL U.S. '000	OTHER KARO				LOG CABIN				MRS. BUTTERWORTH				VERMONT MAID			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	6729	100.0	8.3	100	21705	100.0	26.8	100	18916	100.0	23.4	100	4490	100.0	5.5	100
MAGAZINES	QUINTILE 1	15799	1505	22.4	9.5	115	4961	22.9	31.4	117	4264	22.5	27.0	116	1019	22.7	6.4	116
	QUINTILE 2	17259	1396	20.7	8.1	97	5010	23.1	29.0	108	4344	23.0	25.2	108	1172	26.1	6.8	122
	QUINTILE 3	13545	895	13.3	6.6	80	3731	17.2	27.5	103	3097	16.4	22.9	98	700	15.6	5.2	93
	QUINTILE 4	15133	1393	20.7	9.2	111	3827	17.6	25.3	94	3334	17.6	22.0	94	704	15.7	4.7	84
	QUINTILE 5	19250	1540	22.9	8.0	96	4175	19.2	21.7	81	3878	20.5	20.1	86	895	19.9	4.6	84
NEWSPAPERS	QUINTILE 1	12413	828	12.3	6.7	80	3675	16.9	29.6	110	2877	15.2	23.2	99	1087	24.2	8.8	158
	QUINTILE 2	24116	1949	29.0	8.1	97	6764	31.2	28.0	105	5889	31.1	24.4	105	1559	34.7	6.5	117
	QUINTILE 3	11261	951	14.1	8.4	102	3074	14.2	27.3	102	3079	16.3	27.3	117	580	12.9	5.2	93
	QUINTILE 4	20255	1654	24.6	8.2	98	5563	25.6	27.5	102	4470	23.6	22.1	94	724	16.1	3.6	64
	QUINTILE 5	12940	1346	20.0	10.4	125	2629	12.1	20.3	76	2602	13.8	20.1	86	541	12.0	4.2	75
OUTDOOR	QUINTILE 1	14852	1153	17.1	7.8	93	4141	19.1	27.9	104	3446	18.2	23.2	99	945	21.0	6.4	115
	QUINTILE 2	15725	1524	22.6	9.7	117	4522	20.8	28.8	107	3832	20.3	24.4	104	707	15.7	4.5	81
	QUINTILE 3	16330	1124	16.7	6.9	83	4574	21.1	28.0	105	3935	20.8	24.1	103	975	21.7	6.0	108
	QUINTILE 4	16744	1410	21.0	8.4	101	4430	20.4	26.5	99	4040	21.4	24.1	103	875	19.5	5.2	94
	QUINTILE 5	17334	1519	22.6	8.8	105	4037	18.6	23.3	87	3663	19.4	21.1	90	989	22.0	5.7	103
RADIO-DRIVE TIME	QUINTILE 1	15911	1363	20.3	8.6	103	4687	21.6	29.5	110	3922	20.7	24.6	106	1053	23.5	6.6	119
	QUINTILE 2	14837	1527	22.7	10.3	124	4144	19.1	27.9	104	3667	19.4	24.7	106	703	15.7	4.7	85
	QUINTILE 3	15339	1110	16.5	7.2	87	4105	18.9	26.8	100	3374	17.8	22.0	94	831	18.5	5.4	98
	QUINTILE 4	16723	1208	18.0	7.2	87	4526	20.9	27.1	101	3723	19.7	22.3	95	909	20.2	5.4	98
	QUINTILE 5	18176	1521	22.6	8.4	101	4242	19.5	23.3	87	4231	22.4	23.3	100	993	22.1	5.5	99
RADIO-MID- DAY	TERCILE 1	21020	1911	28.4	9.1	109	6000	27.6	28.5	107	5009	26.5	23.8	102	1205	26.8	5.7	103
	TERCILE 2	21610	1839	27.3	8.5	102	6038	27.8	27.9	104	5249	27.7	24.3	104	1143	25.5	5.3	95
	TERCILE 3	38355	2978	44.3	7.8	93	9667	44.5	25.2	94	8658	45.8	22.6	97	2142	47.7	5.6	101
RADIO-TOTAL	QUINTILE 1	15988	1477	21.9	9.2	111	4547	20.9	28.4	106	3833	20.3	24.0	103	867	19.3	5.4	98
	QUINTILE 2	15626	1474	21.9	9.4	114	4309	19.9	27.6	103	3759	19.9	24.1	103	887	19.8	5.7	102
	QUINTILE 3	16723	1232	18.3	7.4	89	4609	21.2	27.6	103	3448	18.2	20.6	88	982	21.9	5.9	106
	QUINTILE 4	16342	1326	19.7	8.1	98	4418	20.4	27.0	101	4053	21.4	24.8	106	775	17.3	4.7	86
	QUINTILE 5	16306	1220	18.1	7.5	90	3822	17.6	23.4	87	3823	20.2	23.4	100	980	21.8	6.0	108
TV-PRIME TIME	QUINTILE 1	15953	1382	20.5	8.7	104	4546	20.9	28.5	106	3668	19.4	23.0	98	800	17.8	5.0	90
	QUINTILE 2	16137	1236	18.4	7.7	92	4306	19.8	26.7	100	3702	19.6	22.9	98	1123	25.0	7.0	126
	QUINTILE 3	16420	1295	19.2	7.9	95	4793	22.1	29.2	109	4008	21.2	24.4	105	1063	23.7	6.5	117
	QUINTILE 4	16687	1495	22.2	9.0	108	4367	20.1	26.2	98	4057	21.4	24.3	104	726	16.2	4.4	78
	QUINTILE 5	15789	1320	19.6	8.4	101	3693	17.0	23.4	87	3482	18.4	22.1	94	779	17.3	4.9	89
TV-DAYTIME	TERCILE 1	27736	2236	33.2	8.1	97	7291	33.6	26.3	98	6852	36.2	24.7	106	1116	24.9	4.0	73
	TERCILE 2	26489	2306	34.3	8.7	105	7203	33.2	27.2	101	6172	32.6	23.3	100	1640	36.5	6.2	112
	TERCILE 3	26761	2186	32.5	8.2	98	7211	33.2	26.9	101	5892	31.1	22.0	94	1734	38.6	6.5	117
TV-TOTAL	QUINTILE 1	16345	1324	19.7	8.1	97	4306	19.8	26.3	98	3720	19.7	22.8	97	623	13.9	3.8	69
	QUINTILE 2	16447	1278	19.0	7.8	94	4785	22.0	29.1	109	4371	23.1	26.6	114	828	18.4	5.0	91
	QUINTILE 3	15980	1432	21.3	9.0	108	4099	18.9	25.7	96	3865	20.4	24.2	100	1168	26.0	7.3	132
	QUINTILE 4	15887	1335	19.8	8.4	101	4358	20.1	27.4	102	3704	19.6	23.3	100	999	22.2	6.3	113
	QUINTILE 5	16326	1359	20.2	8.3	100	4157	19.2	25.5	95	3256	17.2	19.9	85	872	19.4	5.3	96
MAGAZINES-NEWSPAPERS: DUAL		20721	1720	25.6	8.3	100	6319	29.1	30.5	114	5246	27.7	25.3	108	1679	37.4	8.1	146
MAGAZINE IMPERATIVE		19186	1730	25.7	9.0	109	5514	25.4	28.7	107	5015	26.5	26.1	112	884	19.7	4.6	83
NEWSPAPER IMPERATIVE		21899	1598	23.7	7.3	88	5782	26.6	26.4	99	5187	27.4	23.7	101	1286	28.6	5.9	106
MAGAZINES-OUTDOOR: DUAL		15451	1435	21.3	9.3	112	4717	21.7	30.5	114	3890	20.6	25.2	108	901	20.1	5.8	105
MAGAZINE IMPERATIVE		25953	2084	31.0	8.0	97	7484	34.5	28.8	108	6516	34.4	25.1	107	1683	37.5	6.5	117
OUTDOOR IMPERATIVE		24400	1909	28.4	7.8	94	6381	29.4	26.2	98	5306	28.1	21.7	93	1117	24.9	4.6	83
MAGAZINES-RADIO: DUAL		18049	1781	26.5	9.9	119	5236	24.1	29.0	108	4351	23.0	24.1	103	1242	27.7	6.9	124
MAGAZINE IMPERATIVE		23571	1711	25.4	7.3	87	6876	31.7	29.2	109	6180	32.7	26.2	112	1509	33.6	6.4	115
RADIO IMPERATIVE		23278	2024	30.1	8.7	105	6152	28.3	26.4	99	5043	26.7	21.7	93	1001	22.3	4.3	78
MAGAZINES-TELEVISION: DUAL		15459	1020	15.2	6.6	79	4700	21.7	30.4	113	3987	21.1	25.8	110	984	21.9	6.4	115
MAGAZINE IMPERATIVE		25829	2356	35.0	9.1	110	7504	34.6	29.1	108	6320	33.4	24.5	105	1738	38.7	6.7	121
TELEVISION IMPERATIVE		26039	2314	34.4	8.9	107	6403	29.5	24.6	92	5921	31.3	22.7	97	1030	22.9	4.0	71
NEWSPAPERS-OUTDOOR: DUAL		16605	1356	20.2	8.2	98	4957	22.8	29.9	111	4227	22.3	25.5	109	1172	26.1	7.1	127
NEWSPAPER IMPERATIVE		26834	1964	29.2	7.3	88	7314	33.7	27.3	102	6392	33.8	23.8	102	1921	42.8	7.2	129
OUTDOOR IMPERATIVE		23346	2062	30.6	8.8	106	6244	28.8	26.7	100	5302	28.0	22.7	97	938	20.9	4.0	72
NEWSPAPERS-RADIO: DUAL		17133	1592	23.7	9.3	112	5015	23.1	29.3	109	4228	22.4	24.7	106	1283	28.6	7.5	135
NEWSPAPER IMPERATIVE		25892	1804	26.8	7.0	84	7164	33.0	27.7	103	6349	33.6	24.5	105	1771	39.4	6.8	123
RADIO IMPERATIVE		23167	2083	31.0	9.0	108	6009	27.7	25.9	97	5200	27.5	22.4	96	909	20.2	3.9	71
NEWSPAPERS-TELEVISION: DUAL		17159	1441	21.4	8.4	101	5213	24.0	30.4	113	4276	22.6	24.9	107	1093	24.3	6.4	115
NEWSPAPER IMPERATIVE		26214	1961	29.1	7.5	90	7041	32.4	26.9	100	6187	32.7	23.6	101	1959	43.6	7.5	135
TELEVISION IMPERATIVE		23412	1965	29.2	8.4	101	5940	27.4	25.4	95	5564	29.4	23.8	102	777	17.3	3.3	60
OUTDOOR-RADIO: DUAL		15303	1483	22.0	9.7	117	4538	20.9	29.7	111	3672	19.4	24.0	103	768	17.1	5.0	91
OUTDOOR IMPERATIVE		24901	1856	27.6	7.5	90	6748	31.1	27.1	101	5854	30.9	23.5	101	1448	32.2	5.8	105
RADIO IMPERATIVE		26492	2297	34.1	8.7	104	7067	32.6	26.7	100	6084	32.2	23.0	98	1			

	TOTAL U.S. '000	OTHER KARO				LOG CABIN				MRS. BUTTERWORTH				VERMONT MAID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	6729	100.0	8.3	100	21705	100.0	26.8	100	18916	100.0	23.4	100	4490	100.0	5.5	100
ATLANTIC MONTHLY	415	**24	0.4	5.8	70	**69	0.3	16.6	52	**36	0.2	8.7	37	**46	1.0	11.1	200
BARRON'S	453	**16	0.2	3.5	43	**210	1.0	46.4	173	**117	0.6	25.8	111	**23	0.5	5.1	92
BETTER HOMES & GARDENS	16256	1670	24.8	10.3	124	4855	22.4	29.9	111	4395	23.2	27.0	116	1182	26.3	7.3	131
BON APPETIT	2535	*310	4.6	12.2	147	663	3.1	26.2	98	594	3.2	23.6	101	*190	4.2	7.5	135
BUSINESS WEEK	1278	**91	1.4	7.1	86	355	1.6	27.8	104	106	1.6	23.9	103	**80	1.8	6.2	113
CAR AND DRIVER	378	**29	0.4	7.7	92	**89	0.4	23.5	88	**96	0.5	25.4	109	**3	0.1		14
CBS MAGAZINE NETWORK (GROSS)	1498	**91	1.4	6.1	73	444	2.0	29.6	111	472	2.5	31.5	135	**76	1.7	5.9	92
CHANGING TIMES	1505	**108	1.6	7.2	86	369	1.7	24.5	91	350	1.9	23.3	100	**81	1.8	5.4	97
COLONIAL HOMES	1231	**102	1.5	8.3	100	320	1.5	26.0	97	273	1.4	22.2	95	**73	1.6	5.9	107
CONDE NAST MAG. PKG. (GROSS)	14146	1280	19.0	9.0	109	4158	19.2	29.4	110	3242	17.1	22.9	98	817	18.2	5.8	104
CONSUMERS DIGEST	1323	**88	1.3	6.7	80	457	2.1	34.5	129	258	1.4	19.5	83	**61	1.4	4.6	83
COSMOPOLITAN	7102	534	8.0	7.5	91	1984	9.1	27.9	104	1689	8.9	23.8	102	400	9.1	5.7	104
COUNTRY LIVING	2481	294	4.4	11.9	143	786	3.6	31.7	118	692	3.7	27.9	119	**119	2.7	4.8	87
CUISINE	1472	*187	2.8	12.7	153	415	1.9	28.2	105	315	1.7	21.4	92	**113	2.5	7.7	138
CYCLE WORLD	425	**28	0.4	6.6	79	*171	0.8	40.2	150	*189	1.0	44.5	190	*26	0.6	6.1	110
DCI:CREATIVE IDEAS FOR LIV	2510	110	4.9	13.1	158	853	3.9	34.0	127	1220	4.4	32.9	141	**129	2.9	5.1	93
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	723	10.7	10.8	130	1974	9.1	29.5	110	1805	9.5	27.0	115	381	8.5	5.7	103
DISCOVER	894	**69	1.0	7.7	93	251	1.2	28.1	105	*237	1.3	26.5	113	**95	2.1	10.6	192
EBONY	3507	240	3.6	6.8	82	813	3.7	23.2	86	887	4.7	25.3	108	*123	2.7	3.5	63
ESQUIRE	1083	**42	0.6	3.9	47	*250	1.2	23.1	86	247	1.3	22.8	98	**54	1.2	5.0	90
ESSENCE	1830	*95	1.4	5.2	62	394	1.8	21.5	80	553	2.9	30.2	129	**32	0.7	1.7	32
FAMILY CIRCLE	15930	1463	21.7	9.2	111	4900	22.6	30.8	115	4396	23.2	27.6	118	1157	25.8	7.3	131
THE FAMILY HANDYMAN	1126	*106	1.6	9.4	113	443	2.0	39.3	147	324	1.7	28.8	123	*107	2.4	9.5	171
FAMILY WEEKLY	11468	915	13.6	8.0	96	3143	14.5	27.4	102	3345	17.7	29.2	125	487	10.8	4.2	77
FIELD & STREAM	2234	*326	4.8	14.6	176	717	3.3	32.1	120	617	3.3	27.6	118	*76	1.7	3.4	61
FOOD & WINE	579	*103	1.5	17.8	214	*177	0.8	30.6	114	*135	0.7	23.3	100	*39	0.9	6.7	121
FORBES	728	*57	0.8	7.8	94	*217	1.0	29.8	111	*179	0.9	24.6	105	*69	1.5	9.5	171
FORTUNE	906	*88	1.3	9.7	117	*261	1.2	28.8	107	*278	1.5	30.7	131	*46	1.0	5.1	92
GENTLEMEN'S QUARTERLY	791	*62	0.9	7.8	94	*227	1.0	28.7	107	*212	1.1	26.8	115	*8	0.2	1.0	18
GLAMOUR	5265	483	7.2	9.2	110	1631	7.5	31.0	116	1246	6.6	23.7	101	*260	5.8	4.9	89
GOLF DIGEST	636	*61	0.9	9.6	115	*179	0.8	28.1	105	*173	0.9	27.2	116	*64	1.4	10.1	182
GOLF DIGEST/TENNIS (GROSS)	1186	*94	1.4	7.9	95	304	1.4	25.6	96	273	1.4	23.0	99	*71	1.6	6.0	108
GOLF MAGAZINE	441	*62	0.9	14.1	169	*184	0.8	41.7	156	*108	0.6	24.5	105	*47	1.0	10.7	192
GOLF MAGAZINE/SKI (GROSS)	922	*70	1.0	7.6	91	309	1.4	33.5	125	*204	1.1	22.1	95	*80	1.8	8.7	157
GOOD HOUSEKEEPING	16487	1608	23.9	9.8	117	5180	23.9	31.4	117	4310	22.8	26.1	112	1085	24.2	6.6	119
HARPER'S BAZAAR	2423	*217	3.2	9.0	108	756	3.5	31.2	116	571	3.0	23.6	101	*161	3.6	6.6	120
HEALTH	1994	*150	2.2	7.5	91	640	2.9	32.1	120	540	2.9	27.1	116	*105	2.3	5.3	95
HEARST MAG CORP. BUY (GROSS)	44101	4057	10.3	9.2	111	13286	11.2	30.1	112	11446	10.5	26.0	111	2814	62.7	6.4	115
HEARST MAN POWER (GROSS)	1993	*228	3.4	11.4	138	668	3.1	33.5	125	611	3.2	30.7	131	*113	2.5	5.7	102
HEARST WOMAN POWER (GROSS)	31274	2847	42.3	9.1	110	9389	43.3	30.0	112	8101	42.8	25.9	111	2007	44.6	6.4	115
HOUSE BEAUTIFUL	3623	274	4.1	7.6	91	1067	4.9	29.5	110	945	5.0	26.1	112	*237	5.3	6.5	118
INC.	283	*2	0.0	0.7	9	*97	0.4	34.3	128	*74	0.4	26.1	112	*13	0.3	4.6	83
JET	2928	*189	2.8	6.5	78	609	2.8	20.8	78	722	3.8	24.7	106	*74	1.6	2.5	46
LADIES' HOME JOURNAL	11918	911	13.5	7.6	92	3384	15.6	28.4	106	3331	17.6	27.9	120	671	14.9	5.6	102
LHJ FAMILY GRP COMBO(GROSS)	16764	1406	20.9	8.4	101	4969	22.9	29.6	111	4631	24.5	27.6	118	943	21.0	5.6	101
LIFE	4254	240	3.6	5.6	68	1141	5.3	26.8	100	1036	5.5	24.4	104	284	6.3	6.7	120
L.A. TIMES HOME MAGAZINE	1145	*94	1.4	8.2	99	362	1.7	31.6	118	*251	1.3	21.9	94	*107	2.4	9.3	169
MADAMOISELLE	2884	*183	2.7	6.3	76	832	3.8	28.8	108	589	3.6	23.9	102	*165	3.7	5.7	103
MC CALL'S	13460	1383	20.6	10.3	124	3942	18.2	29.3	109	3710	19.6	27.6	118	1556	19.1	6.4	115
MC CALL'S/WRK MOTHER (GROSS)	14606	1468	21.8	10.1	121	4346	20.0	29.8	111	4094	21.6	28.0	120	901	20.1	6.2	111
MECHANIX ILLUSTRATED	772	*99	1.5	12.8	154	*224	1.0	29.0	108	*224	1.2	29.0	124	*72	1.6	9.3	168
METROPOLITAN HOME	967	*99	1.5	10.2	123	289	1.3	29.9	112	214	1.1	22.1	95	*63	1.4	6.5	118
MONEY	1588	*95	1.4	6.0	72	358	1.6	22.5	84	411	2.2	25.9	111	*73	1.6	4.6	83
MOTHER EARTH NEWS	1002	*132	2.0	13.2	159	309	1.4	30.8	115	*235	1.2	23.5	100	*35	0.8	3.5	63
MS.	825	*36	0.5	4.4	53	251	1.2	30.4	114	186	1.0	22.5	97	*28	0.6	3.4	61
NATIONAL ENQUIRER	10336	874	13.0	8.5	102	2877	13.3	27.8	104	2491	13.2	24.1	103	425	9.5	4.1	74
NATIONAL GEOGRAPHIC	9597	850	12.6	8.9	107	3020	13.9	31.5	117	2359	12.5	24.6	105	627	14.0	6.5	118
NATIONAL SUNDAY MAGAZINE PKG	49558	3817	56.7	7.7	93	14052	64.7	28.4	106	12185	64.4	24.6	105	3160	70.4	6.4	115
NATURAL HISTORY	573	*20	0.3	3.5	42	*168	0.8	29.3	109	*124	0.7	21.6	93	*59	1.3	10.3	186
NEW WOMAN	1699	*182	2.7	10.7	129	407	1.9	24.0	89	451	2.4	26.5	114	*97	2.2	5.7	103
NEW YORK INCLUDING CUE	443	*6	0.1	1.4	16	*132	0.6	29.8	111	*51	0.3	11.5	49	*44	1.0	9.9	179
THE NEW YORKER	1270	*72	1.1	5.7	68	257	1.2	20.2	76	*206	1.1	16.2	69	*165	3.7	13.0	234
NEWSWEEK	6277	502	7.5	8.0	96	1923	8.9	30.6	114	1448	7.7	23.1	99	504	11.2	8.0	145
THE N.Y. TIMES DAILY EDITION	1205	*92	1.4	7.6	92	334	1.5	27.7	103	*124	0.7	10.3	44	*173	3.9	14.4	259
THE N.Y. TIMES MAGAZINE	2081	*138	2.1	6.6	80	577	2.7	27.7	103	*211	1.1	10.1	43	312	6.9	15.0	270
ON CABLE	788	*73	1.1	9.3	111	*269	1.2	34.1	127	*176	0.9	22.3	96	*38	0.8	4.8	87
1001 HOME IDEAS	1158	*57	0.8	4.9	59	331	1.5	28.6	107	353	1.9	30.5	131	*63	1.4	5.4	98
ORGANIC GARDENING	2852	345	5.1	12.1	146	944	4.3	33.1	124	760	4.0	26.6	114	*167	3.7	5.9	106
OUTDOOR LIFE	1658	*191	2.8	11.5	139	584	2.7	35.2	131	489	2.6	29.5	126	*80	1.8	4.8	87
PARADE MAGAZINE	896	*155	2.3	17.3	208	313	1.4	34.9	130	251	1.3	28.0	120	*13	0.3	1.5	26
	24275	2007	29.8	8.3	100	6789	31.3	28.0	104	5451	28.8	22.5	96	1610	35.9	6.6	120

PANCAKE & TABLE SYRUP: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	OTHER KARO				LOG CABIN				MRS. BUTTERWORTH				VERMONT MAID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	6729	100.0	8.3	100	21705	100.0	26.8	100	18916	100.0	23.4	100	4490	100.0	5.5	100
PARENTS	3845	302	4.5	7.9	95	1247	5.7	32.4	121	946	5.0	24.6	105	162	3.6	4.2	76
PENTHOUSE	831	**50	0.7	6.0	72	*188	0.9	22.6	84	*176	0.9	21.2	91	**17	0.4	2.0	37
PEOPLE	11645	785	11.7	6.7	81	3480	16.0	29.9	112	2981	15.8	25.6	110	663	14.8	5.7	103
PLAYBOY	2006	**169	2.5	8.4	101	427	2.0	21.3	79	440	2.3	21.9	94	**112	2.5	5.6	101
POPULAR HOT RODDING	297	**63	0.9	21.2	255	**120	0.6	40.4	151	**89	0.5	30.0	128	**7	0.2	2.4	43
POPULAR MECHANICS	1018	**138	2.1	13.6	163	383	1.8	37.6	140	376	2.0	36.9	158	**70	1.6	6.9	124
POPULAR SCIENCE	878	**113	1.7	12.9	155	324	1.5	36.9	138	*217	1.1	24.7	106	**52	1.2	5.9	107
PREVENTION	3913	351	5.2	9.0	108	993	4.6	25.4	95	947	5.0	24.2	104	309	6.9	7.9	142
PSYCHOLOGY TODAY	1710	*183	2.7	10.7	129	650	3.0	38.0	142	308	1.6	18.0	77	**137	3.1	8.0	145
READER'S DIGEST	22204	2035	30.2	9.2	110	6361	29.3	28.6	107	5774	30.5	26.0	111	1366	30.4	6.2	111
REDBOOK	7684	703	10.4	9.1	110	2226	10.3	29.0	108	2102	11.1	27.4	117	509	11.3	6.6	119
ROAD & TRACK	410	**24	0.4	5.9	70	**126	0.6	30.7	115	**162	0.9	39.5	169	**18	0.4	4.4	79
ROLLING STONE	969	**37	0.5	3.8	46	270	1.2	27.9	104	258	1.4	26.6	114	**83	1.8	8.6	154
RUNNER'S WORLD	298	**36	0.5	12.1	145	**60	0.3	20.1	75	**70	0.4	23.5	101	**9	0.2	3.0	54
SATURDAY EVENING POST	1169	**82	1.2	7.0	84	419	1.9	35.8	134	345	1.8	29.5	126	**62	1.4	5.3	96
SCIENCE 84	587	**26	0.4	4.4	53	*204	0.9	34.8	130	*116	0.6	19.8	85	**64	1.4	10.9	197
SCIENCE DIGEST	482	**41	0.6	8.5	102	*127	0.6	26.3	98	*95	0.5	19.7	84	**33	0.7	6.8	123
SCIENTIFIC AMERICAN	594	**35	0.5	5.9	71	*161	0.7	27.1	101	**48	0.3	8.1	35	**51	1.1	8.6	155
SELF	2089	*211	3.1	10.1	122	557	2.6	26.7	99	520	2.7	24.9	107	**76	1.7	3.6	66
SEVENTEEN	2411	*236	3.5	9.8	118	689	3.2	28.6	107	589	3.1	24.4	105	**103	2.3	4.3	77
SKI	480	**8	0.1	1.7	20	**125	0.6	26.0	97	**96	0.5	20.0	86	**33	0.7	6.9	124
SMITHSONIAN	2760	*191	2.8	6.9	83	785	3.6	28.4	106	563	3.0	20.4	87	297	6.6	10.8	194
SOAP OPERA DIGEST	3013	271	4.0	9.0	108	825	3.8	27.4	102	686	3.6	22.8	97	**78	1.7	2.6	47
SOUTHERN LIVING	4184	394	5.9	9.4	113	1121	5.2	26.8	100	979	5.2	23.4	100	*252	5.6	6.0	109
SPORT	559	**29	0.4	5.2	62	*157	0.7	28.1	105	*134	0.7	24.0	103	**20	0.4	3.6	65
THE SPORTING NEWS	436	**31	0.5	7.1	86	**117	0.5	26.8	100	**93	0.5	21.3	91	**26	0.6	6.0	108
SPORTS AFIELD	493	**50	0.7	10.1	122	*158	0.7	32.0	120	*140	0.7	28.4	122	**10	0.2	2.0	37
SPORTS ILLUSTRATED	2758	*234	3.5	8.5	102	794	3.7	28.8	107	682	3.6	24.7	106	**100	2.2	3.6	65
STAR	7456	606	9.0	8.1	98	1997	9.2	26.8	100	1841	9.7	24.7	106	301	6.7	4.0	73
SUNDAY	24936	1677	24.9	6.7	81	7376	34.0	29.6	110	5955	31.5	23.9	102	1795	40.0	7.2	130
SUNSET	2124	*139	2.1	6.5	79	558	2.6	26.3	98	587	3.1	27.6	118	**136	3.0	6.4	115
TV GUIDE	21661	1881	28.0	8.7	105	6190	28.5	28.6	107	5373	28.4	24.8	106	1243	27.7	5.7	104
TENNIS	550	**32	0.5	5.8	70	**126	0.6	22.9	85	**101	0.5	18.4	79	**7	0.2	1.3	23
TIME	8880	609	9.1	6.9	83	2576	11.9	29.0	108	1812	9.6	20.4	87	744	16.6	8.4	151
TOWN & COUNTRY	917	**72	1.1	7.9	94	260	1.2	28.4	106	231	1.2	25.2	108	**91	2.0	9.9	179
TRAVEL & LEISURE	972	**39	0.6	4.0	48	244	1.1	25.1	94	252	1.3	25.9	111	**125	2.8	12.9	232
TRUE STORY	3356	371	5.5	11.1	133	968	4.5	28.8	108	774	4.1	23.1	99	**178	4.0	5.3	96
U.S. NEWS & WORLD REPORT	3410	263	3.9	7.7	93	1088	5.0	31.9	119	904	4.8	26.5	113	*252	5.6	7.4	133
USA TODAY	1759	*124	1.8	7.0	85	592	2.7	33.7	126	472	2.5	26.8	115	*112	2.5	6.4	115
US	1873	**131	1.9	7.0	84	478	2.2	25.5	95	489	2.6	26.1	112	**50	1.1	2.7	48
VOGUE	3909	404	6.0	10.3	124	1138	5.2	29.1	109	787	4.2	20.1	86	316	7.0	8.1	146
WALL STREET JOURNAL	1886	**143	2.1	7.6	91	590	2.7	31.3	117	448	2.4	23.8	102	*144	3.2	7.6	138
WEIGHT WATCHERS	2120	*235	3.5	11.1	133	711	3.3	33.5	125	530	2.8	25.0	107	**49	1.1	2.3	42
WOMAN'S DAY	14172	1313	19.5	9.3	112	4289	19.8	30.3	113	3923	20.7	27.7	119	999	22.2	7.0	127
WORKING MOTHER	1146	**85	1.3	7.4	89	404	1.9	35.3	132	384	2.0	33.5	143	**45	1.0	3.9	71
WORKING WOMAN	1322	**66	1.0	5.0	60	369	1.7	27.9	104	356	1.9	26.9	115	**66	1.5	5.0	90
WORLD TENNIS	*163	**14	0.2	8.6	103	**26	0.1	16.0	60	**47	0.2	28.8	123	**8	0.2	4.9	89
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*250	3.7	9.9	119	721	3.3	28.5	106	624	3.3	24.6	106	*147	3.3	5.8	105
BLAIR INSERTS	43657	3234	48.1	7.4	89	12404	57.1	28.4	106	10171	53.8	23.3	100	3024	67.3	6.9	125
DAILY NEWSPAPERS																	
READ ANY	51633	4034	59.9	7.8	94	14726	67.8	28.5	106	12549	66.3	24.3	104	3271	72.9	6.3	114
READ ONE	43463	3433	51.0	7.9	95	12359	56.9	28.4	106	10656	56.3	24.5	105	2439	54.3	5.6	101
READ TWO OR MORE	8170	601	8.9	7.4	89	2367	10.9	29.0	108	1894	10.0	23.2	99	832	18.5	10.2	184
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4132	61.4	7.8	94	14861	68.5	28.2	105	12681	67.0	24.1	103	3338	74.3	6.3	114
READ ONE	46126	3694	54.9	8.0	96	12778	58.9	27.7	103	11139	58.9	24.1	103	2822	62.9	6.1	110
READ TWO OR MORE	6552	438	6.5	6.7	80	2083	9.6	31.8	119	1541	8.1	23.5	101	516	11.5	7.9	142
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.98				28.47				27.31				30.06			
30 DAY REACH	71455	5861	87.1	8.2	99	19342	89.1	27.1	101	16915	89.4	23.7	101	3998	89.0	5.6	101
50 SHWG - 30 DAY AV FREQ	14.56	13.63				14.88				14.42				16.07			
30 DAY REACH	67742	5615	83.4	8.3	100	18553	85.5	27.4	102	16031	84.7	23.7	101	3766	83.9	5.6	100
25 SHWG - 30 DAY AV FREQ	7.94	7.47				7.99				7.75				8.87			
30 DAY REACH	62117	5097	75.7	8.2	99	17290	79.7	27.8	104	14930	78.9	24.0	103	3429	76.4	5.5	100
CABLE TV: HOME WIRED	32077	2640	39.2	8.2	99	9546	44.0	29.8	111	8925	47.2	27.8	119	2134	47.5	6.7	120
HOME NOT WIRED	48909	4089	60.8	8.4	101	12159	56.0	24.9	93	9992	52.8	20.4	87	2356	52.5	4.8	87
HAVE PAY CABLE	15935	1331	19.8	8.4	101	5185	23.9	32.5	121	4398	23.3	27.6	118	1053	23.5	6.6	119

	TOTAL U.S. '000	OTHER KARO				LOG CABIN				MRS. BUTTERWORTH				VERMONT MAID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	6729	100.0	8.3	100	21705	100.0	26.8	100	18916	100.0	23.4	100	4490	100.0	5.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3871	57.5	8.8	106	12343	56.9	28.1	105	10363	54.8	23.6	101	2469	55.0	5.6	101
10:00 AM - 3:00 PM	30659	2793	41.5	9.1	110	8738	40.3	28.5	106	7323	38.7	23.9	102	1572	35.0	5.1	92
3:00 PM - 7:00 PM	31045	2543	37.8	8.2	99	8680	40.0	28.0	104	7473	39.5	24.1	103	1688	37.6	5.4	98
7:00 PM - MIDNIGHT	15767	1417	21.1	9.0	108	4370	20.1	27.7	103	3592	19.0	22.8	98	715	15.9	4.5	82
MIDNIGHT - 6:00 AM	9120	655	9.7	7.2	86	2506	11.5	27.5	103	2066	10.9	22.7	97	477	10.6	5.2	94
6:00 AM - MIDNIGHT	58527	5046	75.0	8.6	104	16394	75.5	28.0	105	13708	72.5	23.4	100	3185	70.9	5.4	98
ENTIRE DAY	59311	5132	76.3	8.7	104	16564	76.3	27.9	104	13850	73.2	23.4	100	3220	71.7	5.4	98
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16172	1440	21.4	8.9	107	5055	23.3	31.3	117	4266	22.6	26.4	113	923	20.6	5.7	103
ALL NEWS	2256	**108	1.6	4.8	58	670	3.1	29.7	111	495	2.6	21.9	94	*226	5.0	10.0	181
AOR/PROGRESSIVE	3874	*302	4.5	7.8	94	1183	5.5	30.5	114	803	4.2	20.7	89	*184	4.1	4.7	86
BEAUTIFUL MUSIC	5660	433	6.4	7.7	92	1624	7.5	28.7	107	1322	7.0	23.4	100	429	9.6	7.6	137
BLACK	2204	*163	2.4	7.4	89	521	2.4	23.6	88	580	3.1	26.3	113	**69	1.5	3.1	56
CLASSICAL	1418	**75	1.1	5.3	64	365	1.7	25.7	96	*287	1.5	20.2	87	**65	1.4	4.6	83
CHR/ROCK	9538	739	11.0	7.7	93	2814	13.0	29.5	110	2109	11.1	22.1	95	503	11.2	5.3	95
COUNTRY	12648	1344	20.0	10.6	128	3306	15.2	26.5	98	2930	15.5	23.2	99	391	8.7	3.1	56
GOLDEN OLDIES	1191	**124	1.8	10.4	125	*258	1.2	21.7	81	*296	1.6	24.9	106	**51	1.1	4.3	77
MOR/NOSTALGIA	4757	404	6.0	8.5	102	1360	6.3	28.6	107	1189	6.3	25.0	107	317	7.1	6.7	120
NEWS/TALK	3863	250	3.7	6.5	78	1068	4.9	27.6	103	760	4.0	19.7	84	303	6.7	7.8	141
RELIGIOUS	3084	*286	4.3	9.3	112	752	3.5	24.4	91	593	3.1	19.2	82	**97	2.2	3.1	57
SOFT ROCK	521	**80	1.2	15.4	185	*187	0.9	35.9	134	**158	0.8	30.3	130	**19	0.4	3.6	66
URBAN CONTEMPORARY	1585	**65	1.0	4.1	49	391	1.8	24.7	92	311	1.6	19.6	84	**73	1.6	4.6	83
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*244	3.6	7.5	90	906	4.2	27.8	104	751	4.0	23.0	99	**181	4.0	5.6	100
ABC DIRECTION	2316	*280	4.2	12.1	146	696	3.2	30.1	112	374	2.0	16.1	69	*216	4.8	9.3	168
ABC ENTERTAINMENT	4834	332	4.9	6.9	83	1318	6.1	27.3	102	1160	6.1	24.0	103	292	6.5	6.0	109
ABC FM	2202	*200	3.0	9.1	109	685	3.2	31.1	116	609	3.2	27.7	118	**58	1.3	2.6	48
ABC INFORMATION	5425	670	10.0	12.4	149	1504	6.9	27.7	103	1398	7.4	25.8	110	293	6.5	5.4	97
ABC ROCK	1677	**88	1.3	5.2	63	685	3.2	40.8	152	414	2.2	24.7	106	**91	2.0	5.4	98
CBS	4430	239	3.6	5.4	65	1281	5.9	28.9	108	1258	6.7	28.4	122	*275	6.1	6.2	112
MUTUAL	4992	445	6.6	8.9	107	1435	6.6	28.7	107	1268	6.7	25.4	109	269	6.0	5.4	97
NBC	4679	520	7.7	11.1	134	1354	6.2	28.9	108	1124	5.9	24.0	103	384	8.6	8.2	148
RADIORADIO	1994	**159	2.4	8.0	96	638	2.9	32.0	119	414	2.2	20.8	89	**81	1.8	4.1	73
RKO ONE	2298	**112	1.7	4.9	59	633	2.9	27.5	103	454	2.4	19.8	85	**36	0.8	1.6	28
RKO TWO	3311	307	4.6	9.3	112	846	3.9	25.6	95	616	3.3	18.6	80	*177	3.9	5.3	96
THE SOURCE	2114	*224	3.3	10.6	128	572	2.6	27.1	101	460	2.4	21.8	93	**77	1.7	3.6	66
NON-WIRED : BLAIR	8654	862	12.8	10.0	120	2549	11.7	29.5	110	2068	10.9	23.9	102	482	10.7	5.6	100
INTERNET	12025	880	13.1	7.3	88	3669	16.9	30.5	114	2708	14.3	22.5	96	604	13.5	5.0	91
KATZ RADIO GROUP	15359	1325	19.7	8.6	104	4245	19.6	27.6	103	3519	18.6	22.9	98	1082	24.1	7.0	127
SUPERNET	10628	802	11.9	7.5	91	2988	13.8	28.1	105	2471	13.1	23.2	100	479	10.7	4.5	81
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	621	9.2	7.2	86	2148	9.9	24.8	93	2077	11.0	24.0	103	405	9.0	4.7	84
MKDAY 9:00 AM - 1:00 PM	12163	1026	15.2	8.4	102	3167	14.6	26.0	97	3027	16.0	24.9	107	470	10.5	3.9	70
MKDAY 1:00 PM - 4:30 PM	16150	1287	19.1	8.0	96	4148	19.1	25.7	96	3958	20.9	24.5	105	652	14.5	4.0	73
MKDAY 4:30 PM - 7:30 PM	22463	1766	26.2	7.9	95	5855	27.0	26.1	97	5321	28.1	23.7	101	1140	25.4	5.1	92
MKDAY 7:30 PM - 8:00 PM	31795	2539	37.7	8.0	96	8511	39.2	26.8	100	7509	39.7	23.6	101	1664	37.1	5.2	94
MKDAY 11:30 PM - 1:00 AM	23977	2166	32.2	9.0	109	6781	31.2	28.3	106	5840	30.9	24.4	104	1396	31.1	5.8	105
MKDAY 11:30 PM - 1:00 AM	7703	767	11.4	10.0	120	2276	10.5	29.5	110	2027	10.7	26.3	113	353	7.9	4.6	83
M-SAT 8-11 PM-SUN 7-11 PM	33800	2833	42.1	8.4	101	9383	43.2	27.8	104	7955	42.1	23.5	101	1958	43.6	5.8	104
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	437	6.5	6.7	80	1531	7.1	23.4	87	1679	8.9	25.7	110	230	5.1	3.5	63
ANOTHER WORLD	N 4620	330	4.9	7.1	86	1119	5.2	24.2	90	1169	6.2	25.3	108	*178	4.0	3.9	69
AS THE WORLD TURNS	C 5614	657	9.8	11.7	141	1517	7.0	27.0	101	1461	7.7	26.0	111	182	4.1	3.2	58
CAPITOL	C 3396	408	6.1	12.0	145	1042	4.8	30.7	114	910	4.8	26.8	115	*102	2.3	3.0	54
CBS MORN. NEWS 1	C 1446	*82	1.2	5.7	68	351	1.6	24.3	91	390	2.1	27.0	115	*46	1.0	3.2	57
CBS MORN. NEWS 2	C 1207	*69	1.0	5.7	69	284	1.3	23.5	88	273	1.4	22.6	97	**56	1.2	4.6	84
DAYS OF OUR LIVES	N 5877	415	6.2	7.1	85	1460	6.7	24.8	93	1414	7.5	24.1	103	296	6.6	5.0	91
FACTS OF LIFE - DAYTIME	N 2290	188	2.8	8.2	99	617	2.8	26.9	101	524	2.8	22.9	98	*37	0.8	1.6	29
FAMILY FEUD	A 3023	207	3.1	6.8	82	639	2.9	21.1	79	767	4.1	25.4	109	*69	1.5	2.3	41
GENERAL HOSPITAL	A 6097	368	5.5	6.0	73	1535	7.1	25.2	94	1368	7.2	22.4	96	228	5.1	3.7	67
GOOD MORNING, AMERICA-730	A 3515	295	4.4	8.4	101	914	4.2	26.0	97	921	4.9	26.2	112	215	4.8	6.1	110
GOOD MORNING, AMERICA-830	A 2818	191	2.8	6.8	82	740	3.4	26.3	98	693	3.7	24.6	105	179	4.0	6.4	115
GUIDING LIGHT	C 5339	524	7.8	9.8	118	1473	6.8	27.6	103	1437	7.6	26.9	115	230	5.1	4.3	78
ONE LIFE TO LIVE	A 4478	307	4.6	6.9	83	1045	4.8	23.3	87	1066	5.6	23.8	102	171	3.8	3.8	69
PRESS YOUR LUCK	C 2244	309	4.6	13.8	166	632	2.9	28.2	105	598	3.2	26.6	114	*77	1.7	3.4	62
PRICE IS RIGHT 1	C 4348	427	6.3	9.8	118	1277	5.9	29.4	110	1203	6.4	27.7	118	150	3.3	3.4	62
PRICE IS RIGHT 2	C 5014	513	7.6	10.2	123	1456	6.7	29.0	108	1419	7.5	28.3	121	180	4.0	3.6	65
RYAN'S HOPE	A 3150	279	4.1	8.9	107	839	3.9	26.6	99	766	4.0	24.3	104	203	4.5	6.4	116
SALE OF THE CENTURY	N 2695	194	2.9	7.2	87	632	2.9	23.5	88	628	3.3	23.3	100	*119	2.7	4.4	80
SEARCH FOR TOMORROW	N 2319	*137	2.0	5.9	71	374	1.7	16.1	60	501	2.6	21.6	92	*146	3.3	6.3	114
TODAY SHOW 1	N 2693	202	3.0	7.5	90	533	2.5	19.8	74	562	3.0	20.9	89	124	2.8	4.6	83
TODAY SHOW 2	N 2498	187	2.8	7.5	90	562	2.6	22.5	84	537	2.8	21.5	92	*104	2.3	4.2	75
\$25,000 PYRAMID	C 2753	277	4.1	10.1	121	731	3.4	26.6	99	790	4.2	28.7	123	109	2.4	4.0	71
WHEEL OF FORTUNE	N 4388	342	5.1	7.8	94	1064	4.9	24.2	90	1138	6.0	25.9	111	207	4.6	4.7	85
YOUNG AND THE RESTLESS	C 5695	563	8.4	9.9	119	1692	7.8	29.7	111	1477	7.8	25.9	111	118	2.6	2.1	3

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	6729	100.0	8.3	100	21705	100.0	26.8	100	18916	100.0	23.4	100	4490	100.0	5.5	100
MKDAY LOCAL EVENING TV NEWS	26063	2209	32.8	8.5	102	6572	30.3	25.2	94	6290	33.3	24.1	103	1390	31.0	5.3	96
NETWORK AFFILIATES - EARLY	20261	1858	27.6	9.2	110	5679	26.2	28.0	105	4938	26.1	24.4	104	1171	26.1	5.8	104
NETWORK AFFILIATES - LATE	2076	163	2.4	7.9	94	496	2.3	23.9	89	425	2.2	20.5	88	200	4.5	9.6	174
TV EVENING NTM 6 PM - 2 AM																	
A TEAM	10453	917	13.6	8.8	106	3137	14.5	30.0	112	2465	13.0	23.6	101	505	11.2	4.8	87
ABC MONDAY NIGHT MOVIE	6412	528	7.8	8.2	99	1828	8.4	28.5	106	1662	8.8	25.9	111	371	8.3	5.8	104
ABC SUNDAY NIGHT MOVIE	12407	887	13.2	7.1	86	3467	16.0	27.9	104	2767	14.6	22.3	95	675	15.0	5.4	98
ABC WORLD NEWS TONIGHT	6176	499	7.4	8.1	97	1510	7.0	24.4	91	1597	8.4	25.9	111	405	9.0	6.6	118
AFTERMASH	5863	707	10.5	12.1	145	1504	6.9	25.7	96	1547	8.2	26.4	113	*322	7.2	5.5	99
ALICE	9594	903	13.4	9.4	113	2497	11.5	26.0	97	2507	13.3	26.1	112	530	11.8	5.5	100
AMERICAN PARADE	6622	497	7.4	7.5	90	1761	8.1	26.6	99	1681	8.9	25.4	109	400	8.9	6.0	109
BENSON	10886	799	11.9	7.3	88	2876	13.3	26.4	99	2443	12.9	22.4	96	622	13.9	5.7	103
BLUE THUNDER	A 5036	469	7.0	9.3	112	1390	6.4	27.6	103	1299	6.9	25.8	110	*229	5.1	4.5	82
CAGNEY & LACEY	C 9965	965	14.3	9.7	117	3058	14.1	30.7	115	2436	12.9	24.4	105	545	12.1	5.5	99
CBS EVENING NEWS-DEAN	C 3491	285	4.2	8.2	98	950	4.4	27.2	102	904	4.8	25.9	111	*217	4.8	6.2	112
CBS EVENING NEWS-RATHER	C 7123	533	7.9	7.5	90	1876	8.6	26.3	98	1751	9.3	24.6	105	360	8.0	5.1	91
CBS SAT. NEWS-SCHIEFFER	C 3621	247	3.7	6.8	82	919	4.2	25.4	95	858	4.5	23.7	101	181	4.0	5.0	90
CBS SATURDAY NIGHT MOVIE	C 5436	485	7.2	8.9	107	1377	6.3	25.3	95	1477	7.8	27.2	116	343	7.6	6.3	114
CBS WEDNESDAY NIGHT MOVIE	C 6100	571	8.5	9.4	113	1614	7.4	26.5	99	1331	7.0	21.8	93	245	5.5	4.0	72
CHEERS	N 8889	847	12.6	9.5	115	2635	12.1	29.6	111	2081	11.0	23.4	100	585	13.0	6.6	119
DALLAS	C 22109	1849	27.5	8.4	101	6462	29.8	29.2	109	5525	29.2	25.0	107	1242	27.7	5.6	101
DIFF'RENT STROKES	N 6940	525	7.8	7.6	91	1690	7.8	24.4	91	1612	8.5	23.2	99	403	9.0	5.8	105
DOUBLE TROUBLE	N 7223	624	9.3	8.6	104	2158	9.9	29.9	111	1747	9.2	24.2	104	360	8.0	5.0	90
DUCK FACTORY	N 5595	598	8.9	10.7	129	1831	8.4	32.7	122	1300	6.9	23.2	99	379	8.4	6.8	122
DUKES OF HAZZARD	C 5768	673	10.0	11.7	140	1408	6.5	24.4	91	1468	7.8	25.5	109	311	6.9	5.4	97
DYNASTY	A 20053	1613	24.0	8.0	97	5188	23.9	25.9	97	4793	25.3	23.9	102	879	19.6	4.4	79
FACTS OF LIFE	N 8087	675	10.0	8.3	100	2246	10.3	27.8	104	1928	10.2	23.8	102	388	8.6	4.8	87
FALCON CREST	C 20046	1725	25.6	8.6	104	5925	27.3	29.6	110	4920	26.0	24.5	105	1233	27.5	6.2	111
FALL GUY	A 9084	783	11.6	8.6	104	2430	11.2	26.8	100	2210	11.7	24.3	104	494	11.0	5.4	98
FAMILY TIES	N 7964	704	10.5	8.8	106	2437	11.2	30.6	114	1842	9.7	23.1	99	460	10.2	5.8	104
FANTASY ISLAND	A 7687	593	8.8	7.7	93	1829	8.4	23.8	89	1674	8.8	21.8	93	357	8.0	4.6	84
FOULUPS, BLEEP & BLUNDERS	A 8861	728	10.8	8.2	99	2430	11.2	27.4	102	2133	11.5	24.8	105	488	10.9	5.5	99
FOUR SEASONS	C 5095	620	9.2	12.2	146	1284	5.9	25.2	94	1380	7.3	27.1	116	*324	7.2	6.4	115
GIMME A BREAK	N 8838	747	11.1	8.5	102	2458	11.3	27.8	104	1960	10.4	22.2	95	548	12.2	6.2	112
HART TO HART	A 8978	840	12.5	9.4	113	2404	11.1	26.8	100	2132	11.3	23.7	102	412	9.2	4.6	83
HILL STREET BLUES	N 8590	790	11.7	9.2	111	2596	12.0	30.2	113	2179	11.5	25.4	109	466	10.4	5.4	98
HOTEL	A 14085	1317	19.6	9.4	113	3736	17.2	26.5	99	3436	18.2	24.4	104	926	20.6	6.6	119
JEFFERSONS	C 9360	867	12.9	9.3	111	2402	11.1	25.7	96	2377	12.6	25.4	109	450	10.0	4.8	87
JENNIFER SLEPT HERE	N 5841	438	6.5	7.5	90	1586	7.3	27.2	101	1410	7.5	24.1	103	296	6.6	5.1	91
KATE & ALLIE	C 9206	873	13.0	9.5	114	2770	12.8	30.1	112	2202	11.6	23.9	102	513	11.4	5.6	101
KNIGHT RIDER	N 7076	598	8.9	8.5	102	1933	8.9	27.3	102	1762	9.3	24.9	107	449	10.0	6.3	114
LOVE BOAT	A 12219	830	12.3	6.8	82	3173	14.6	26.0	97	2635	13.9	21.6	92	617	13.7	5.0	91
MAGNUM PI	C 11199	1024	15.2	9.1	110	3286	15.1	29.3	109	2901	15.3	25.9	111	585	13.0	5.2	94
MAMA'S FAMILY	N 6057	498	7.4	8.2	99	1541	7.1	25.4	95	1568	8.3	25.9	111	375	8.4	6.2	112
MASTER, THE	N 3598	336	5.0	9.3	112	1062	4.9	29.5	110	860	4.5	23.9	102	*182	4.1	5.1	91
MATT HOUSTON	A 6344	498	7.4	7.8	94	1837	8.5	29.0	108	1657	8.8	26.1	112	307	6.8	4.8	87
NBC MONDAY NIGHT MOVIE	N 11994	989	14.7	8.2	99	3357	15.5	28.0	104	2846	15.0	23.7	102	591	13.2	4.9	89
NBC NIGHTLY NEWS	N 5132	475	7.1	9.3	111	1148	5.3	22.4	83	1298	6.9	25.3	108	246	5.5	4.8	86
NBC NIGHTLY NEWS-SAT	N 3375	*194	2.9	5.7	69	761	3.5	22.5	84	863	4.6	25.6	109	*153	3.4	4.5	82
NBC NIGHTLY NEWS-SUN	N 3130	*164	2.4	5.2	63	787	3.6	25.1	94	861	4.6	27.5	118	*190	4.2	6.1	109
NBC SUNDAY NIGHT MOVIE	N 8284	537	8.0	6.5	78	2235	10.3	27.0	101	2104	11.1	25.4	109	438	9.8	5.3	95
NENHART	C 9240	756	11.2	8.2	98	2791	12.9	30.2	113	2353	12.4	25.5	109	583	13.0	6.3	114
ONE DAY AT A TIME	C 7288	602	8.9	8.3	99	1949	9.0	26.7	100	1578	8.3	21.7	93	335	7.5	4.6	83
PEOPLE ARE FUNNY	N 4855	485	7.2	10.0	120	1267	5.8	26.1	97	1246	6.6	25.7	110	243	5.4	5.0	90
REAL PEOPLE	N 8869	866	12.9	9.8	118	2311	10.6	26.1	97	2234	11.8	25.2	108	470	10.5	5.3	96
REMINGTON STEELE	N 7743	729	10.8	9.4	113	2071	9.5	26.7	100	1908	10.1	24.6	105	405	9.0	5.2	94
RIPLEY'S BELIEVE IT - NOT	A 5345	401	6.0	7.5	90	1493	6.9	27.9	104	1459	7.7	27.3	117	318	7.1	5.9	107
RIP TIDE	N 6988	623	9.3	8.9	107	1988	9.2	28.4	106	1769	9.4	25.3	108	387	8.6	5.5	100
SCARECROW & MRS. KING	C 10002	901	13.4	9.0	108	2695	12.4	26.9	101	2442	12.9	24.4	105	482	10.7	4.8	87
SIMON & SIMON	C 10638	965	14.3	9.1	109	3026	13.9	28.4	106	2781	14.7	26.1	112	524	11.7	4.9	89
60 MINUTES	C 13293	1080	16.0	8.1	98	3487	16.1	26.2	98	3264	17.3	24.6	105	904	20.1	6.8	123
ST. ELSEWHERE	N 7017	615	9.1	8.8	105	2312	10.7	32.9	123	1551	8.2	22.1	95	281	6.3	4.0	72
THREE'S COMPANY	A 10917	890	13.2	8.2	98	2896	13.3	26.5	99	2908	15.4	26.6	114	529	11.8	4.8	87
T.J. HOOKER	A 9204	704	10.5	7.6	92	2450	11.3	26.6	99	2378	12.6	25.8	111	486	10.8	5.3	95
TONIGHT SHOW	N 2372	247	3.7	10.4	125	697	3.2	29.4	110	568	3.0	23.9	103	130	2.9	5.5	99
TRAPPER JOHN, M.D.	C 9846	906	13.5	9.2	111	2525	11.6	25.6	96	2366	12.5	24.0	103	623	13.9	6.3	114
TV BLOOPERS & PRAC. JOKES	N 9105	583	8.7	6.4	77	2751	12.7	30.2	113	2150	11.4	23.6	101	476	10.6	5.2	94
20/20	A 9387	798	11.9	8.5	102	2786	12.8	29.7	111	2157	11.4	23.0	98	703	15.7	7.5	135
WEBSTER	A 11067	856	12.7	7.7	93	2951	13.6	26.7	99	2534	13.4	22.9	98	587	13.1	5.3	96
WORLD NEWS - SUN	A 3062	300	4.5	9.8	118	744	3.4	24.3	91	743	3.9	24.3	104	*153	3.4	5.0	90
YELLOW ROSE	N 4978	486	7.2	9.8	118	1376	6.3	27.6	103	1228	6.5	24.7	106	315	7.0	6.3	114
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	649	9.6	7.3	88	2568	11.8	28.9	108	2389	12.6	26.9	115	606	13.5	6.8	123
BASKETBALL - COLLEGE GAMES	4080	*376	5.6	9.2	111	1300	6.0	31.9	119	1167	6.2	28.6	122	*253	5.6	6.2	112
BASKETBALL - PRO GAMES	3607	*293	4.4	8.1	98	1208	5.6	33.5	125	1086	5.7	30.1	129	*272	6.1	7.5	136
BOWLING	3883	*304	4.5	7.8	94	1246	5.7	32.1	120</								

CANNED SOUP

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-4

		'000	%	UNWEIGHTED											
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?															
		YES													
		NO													
		67408	83.2	7833											
		13578	16.8	1602											
		ALL		SOLE		PRIMARY		SECONDARY							
		'000	%	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED			
IF YES															
2B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?															
ANNE PAGE/A & P		1123	1.4	83	.1	691	.9	349	.4			134			
CAMPBELLS CHUNKY		18870	23.3	2682	3.3	11594	14.3	4593	5.7			2160			
CAMPBELLS SOUP FOR ONE		10712	13.2	3594	4.4	5667	7.0	1451	1.8			1318			
OTHER CAMPBELLS		52946	65.4	26707	33.0	23292	28.8	2947	3.6			6005			
COLLEGE INN		2235	2.8	239	.3	1100	1.4	896	1.1			295			
DOXSEE		902	1.1	87	.1	443	.5	372	.5			120			
HABITANT		1038	1.3	69	.1	461	.6	508	.6			110			
HEINZ GREAT AMERICAN		1282	1.6	136	.2	756	.9	390	.5			163			
OTHER HEINZ		2015	2.5	154	.2	1197	1.5	664	.8			223			
PROGRESSO		5979	7.4	381	.5	3088	3.8	2510	3.1			666			
SNOW'S		3603	4.4	77	.1	1654	2.0	1872	2.3			381			
OTHER BRANDS		12079	14.9	2048	2.5	5817	7.2	4215	5.2			1397			
DO NOT KNOW		149	.2									20			
		'000	%	UNWEIGHTED											
2C. ABOUT HOW MANY CANS OF SOUP WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?															
SIX OR MORE	H	4690	5.8	482											
FIVE	H	2335	2.9	274											
FOUR	H	7660	9.5	818											
THREE	M	13336	16.5	1492											
TWO	M	18703	23.1	2220											
ONE	L	11798	14.6	1416											
NONE	L	8886	11.0	1131											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	67408	100.0	83.2	100	14685	100.0	18.1	100	32039	100.0	39.6	100	20684	100.0	25.5	100
18 - 24	9282	7311	10.8	78.8	95	1434	9.8	15.4	85	3560	11.1	38.4	97	2317	11.2	25.0	98
25 - 34	19072	16447	24.4	86.2	104	3135	21.3	16.4	91	7743	24.2	40.6	103	5570	26.9	29.2	114
35 - 44	14591	12478	18.5	85.5	103	3511	23.9	24.1	133	5402	16.9	37.0	94	3545	17.2	24.4	96
45 - 54	11345	9601	14.2	84.6	102	2192	14.9	19.3	107	4659	14.5	41.1	104	2751	13.3	24.2	95
55 - 64	11635	9787	14.5	84.1	101	2326	15.8	20.0	110	4627	14.4	39.8	101	2834	13.7	24.4	95
65 OR OLDER	15061	11784	17.5	78.2	94	2088	14.2	13.9	76	6048	18.9	40.2	102	3648	17.6	24.2	95
18 - 34	28354	23758	35.2	83.8	101	4569	31.1	16.1	89	11303	35.3	39.9	101	7887	38.1	27.8	109
18 - 49	48339	41027	60.9	84.9	102	9166	62.4	19.0	105	19072	59.5	39.5	100	12789	61.8	26.5	104
25 - 54	45008	38526	57.2	85.6	103	8838	60.2	19.6	108	17804	55.6	39.6	100	11885	57.5	26.4	103
35 - 49	19985	17269	25.6	86.4	104	4597	31.3	23.0	127	7769	24.2	38.9	98	4902	23.7	24.5	96
50 OR OLDER	32647	26381	39.1	80.8	97	5519	37.6	16.9	93	12967	40.5	39.7	100	7895	38.2	24.2	95
GRADUATED COLLEGE	11155	9310	13.8	83.5	100	1706	11.6	15.3	84	4109	12.8	36.8	93	3495	16.9	31.3	123
ATTENDED COLLEGE	13682	11780	17.5	86.1	103	2225	15.2	16.3	90	5335	16.7	39.0	99	4221	20.4	30.9	121
GRADUATED HIGH SCHOOL	33880	29066	43.1	85.0	103	6493	44.2	19.2	106	14384	44.9	42.5	107	8189	39.6	24.2	95
DID NOT GRADUATE HIGH SCHOOL	22270	17252	25.6	77.5	93	4261	29.0	19.1	106	8211	25.6	36.9	93	4779	23.1	21.5	84
EMPLOYED	40306	34141	50.6	84.7	102	7085	48.2	17.6	97	15780	49.3	39.2	99	11277	54.5	28.0	110
EMPLOYED FULL-TIME	32850	27644	41.0	84.2	101	5949	40.5	18.1	100	12640	39.5	38.5	97	9055	43.8	27.6	108
EMPLOYED PART-TIME	7456	6497	9.6	87.1	105	1136	7.7	15.2	84	3139	9.8	42.1	106	2222	10.7	29.8	117
NOT EMPLOYED	40680	33267	49.4	81.8	98	7600	51.8	18.7	103	16259	50.7	40.0	101	9407	45.5	23.1	91
PROFESSIONAL/MANAGER	10392	8734	13.3	86.0	103	1869	12.7	18.0	99	3725	11.6	35.8	91	3340	16.1	32.1	126
TECH/CLERICAL/SALES	17574	15186	22.5	86.4	104	3020	20.6	17.2	95	7498	23.4	42.7	108	4668	22.6	26.6	104
PRECISION/CRAFT	985	762	1.1	77.4	93	**140	1.0	14.2	78	*420	1.3	42.6	108	**203	1.0	20.6	81
OTHER EMPLOYED	11354	9760	13.7	81.6	98	2057	14.0	18.1	100	4136	12.9	36.4	92	3066	14.8	27.0	106
SINGLE	9863	7684	11.4	77.9	94	1427	9.7	14.5	80	3386	10.6	34.3	87	2871	13.9	29.1	114
MARRIED	51375	43847	65.0	85.3	103	10298	70.1	20.0	111	20966	65.4	40.8	103	12583	60.8	24.5	96
DIVORCED/SEPARATED/WIDOWED	19748	15878	23.6	80.4	97	2961	20.2	15.0	83	7687	24.0	38.9	98	5230	25.3	26.5	104
PARENTS	32590	27833	41.3	85.4	103	7129	48.5	21.9	121	13149	41.0	40.3	102	7555	36.5	23.2	91
WHITE	70416	59628	88.5	84.7	102	13047	88.8	18.5	102	28050	87.5	39.8	101	18530	89.6	26.3	103
BLACK	8778	6496	9.6	74.0	89	1414	9.6	16.1	89	3309	10.3	37.7	95	1773	8.6	20.2	79
OTHER	1791	1284	1.9	71.7	86	**225	1.5	12.6	69	*679	2.1	37.9	96	**381	1.8	21.3	83
NORTHEAST-CENSUS	17786	14963	22.2	84.1	101	3486	23.7	19.6	108	6774	21.1	38.1	96	4703	22.7	26.4	104
NORTH CENTRAL	20741	17827	26.4	86.0	103	4513	30.7	21.8	120	8754	27.3	42.2	107	4560	22.0	22.0	86
SOUTH	27775	22496	33.4	81.0	97	4157	28.3	15.0	83	11400	35.6	41.0	104	6938	33.5	25.0	98
WEST	14683	12123	18.0	82.6	99	2529	17.2	17.2	95	5111	16.0	34.8	88	4483	21.7	30.5	120
NORTHEAST-MKTG.	17961	14985	22.2	83.4	100	3392	23.1	18.9	104	6945	21.7	38.7	98	4648	22.5	25.9	101
EAST CENTRAL	11885	10166	15.1	85.5	103	2526	17.2	21.3	117	5128	16.0	43.1	109	2512	12.1	21.1	83
WEST CENTRAL	14090	12176	18.1	86.4	104	2998	20.4	21.3	117	5862	18.3	41.6	105	3316	16.0	23.5	92
SOUTH	24081	19523	29.0	81.1	97	3594	24.5	14.9	82	9706	30.3	40.3	102	6223	30.1	25.8	101
PACIFIC	12969	10559	15.7	81.4	98	2177	14.8	16.8	93	4398	13.7	33.9	86	3925	15.3	30.7	120
COUNTY SIZE A	32439	26173	38.8	80.7	97	5526	37.6	17.0	94	12451	38.9	38.4	97	8196	39.6	25.3	99
COUNTY SIZE B	24915	21228	31.5	85.2	102	4673	31.8	18.8	103	9772	30.5	39.2	99	6783	32.8	27.2	107
COUNTY SIZE C	12930	11166	16.6	86.4	104	2490	17.0	19.3	106	5220	16.3	40.4	102	3456	16.7	26.7	105
COUNTY SIZE D	10703	8841	13.1	82.6	99	1996	13.6	18.6	103	4595	14.3	42.9	109	2249	10.9	21.0	82
METRO CENTRAL CITY	24518	19609	29.1	80.0	96	4153	28.3	16.9	93	9061	28.3	37.0	93	6395	30.9	26.1	102
METRO SUBURBAN	35919	30584	45.4	85.1	102	6542	44.5	18.2	100	14489	45.2	40.3	102	9557	46.2	26.6	104
NON METRO	20549	17215	25.5	83.8	101	3991	27.2	19.4	107	8489	26.5	41.3	104	4736	22.9	23.0	90
TOP 5 ADI'S	18341	14833	22.0	80.9	97	3417	23.3	18.6	103	6697	20.9	36.5	92	4719	22.8	25.7	101
TOP 10 ADI'S	25378	20392	30.3	80.4	97	4491	30.6	17.7	98	9683	30.2	38.2	96	6217	30.1	24.5	96
TOP 20 ADI'S	36488	29717	44.1	81.4	98	6232	42.4	17.1	94	14085	44.0	38.6	98	9399	45.4	25.8	101
HSHLD INC. \$50,000 OR MORE	6612	5968	8.9	90.3	108	1289	8.8	19.5	108	2940	9.2	44.5	112	1739	8.4	26.3	103
\$40,000 OR MORE	12659	11272	16.7	89.0	107	2435	16.6	19.2	106	5414	16.9	42.8	108	3423	16.5	27.0	106
\$30,000 OR MORE	24698	21536	31.9	87.2	105	4847	33.0	19.6	108	10104	31.5	40.9	103	6585	31.8	26.7	104
\$25,000 OR MORE	32077	28126	41.7	87.7	105	6129	41.7	19.1	105	13468	42.0	42.0	106	8529	41.2	26.6	104
\$20,000 - \$24,999	9144	7581	11.2	82.9	100	1711	11.7	18.7	103	3645	11.4	39.9	101	2226	10.8	24.3	95
\$15,000 - \$19,999	8728	7142	10.6	81.8	98	1370	9.3	15.7	87	3430	10.7	39.3	99	2342	11.3	26.8	105
\$10,000 - \$14,999	12562	10239	15.2	81.5	98	2433	16.6	19.4	107	4777	14.9	38.0	96	3029	14.6	24.1	94
UNDER \$10,000	18475	14320	21.2	77.5	93	3043	20.7	16.5	91	6719	21.0	36.4	92	4559	22.0	24.7	97
HOUSEHOLD OF 1 PERSON	11987	9417	14.0	78.6	94	1189	8.1	9.9	55	4139	12.9	34.5	87	4088	19.8	34.1	134
2 PEOPLE	26577	21809	32.4	82.1	99	4160	28.3	15.7	86	10635	33.2	40.0	101	7014	33.9	26.4	103
3 OR 4 PEOPLE	30617	26140	38.8	85.4	103	5993	40.8	19.6	108	12622	39.4	41.2	104	7525	36.4	24.6	96
5 OR MORE PEOPLE	11804	10042	14.9	85.1	102	3343	22.8	28.3	156	4643	14.5	39.3	99	2056	9.9	17.4	68
NO CHILD IN HSHLD	46165	37668	55.9	81.6	98	7099	48.3	15.4	85	17979	56.1	38.9	98	12590	60.9	27.3	107
CHILD(REN) UNDER 2 YRS	5325	4422	6.6	83.0	100	1064	7.2	20.0	110	2113	6.6	39.7	100	1245	6.0	23.4	92
2 - 5 YEARS	14221	11792	17.5	82.9	100	2963	20.2	20.8	111	5625	17.6	39.6	100	3204	15.5	22.5	88
6 - 11 YEARS	15117	12811	19.0	84.7	102	3418	23.3	22.6	125	6078	19.0	40.2	102	3315	16.0	21.9	86
12 - 17 YEARS	16611	14346	21.3	86.4	104	4130	28.1	24.9	137	6635	20.7	39.9	101	3580	17.3	21.6	84
RESIDENCE OWNED	55884	47236	70.1	84.5	102	10414	70.9	18.6	103	22858	71.3	40.9	103	13964	67.5	25.0	98
VALUE: \$50,000 OR MORE	31744	27123	40.2	85.4	103	5582	38.0	17.6	97	13316	41.6	41.9	106	8225	39.8	25.9	101
VALUE: UNDER \$50,000	24140	20113	29.8	83.3	100	4832	32.9	20.0	110	9542	29.8	39.5	100	5739	27.7	23.8	93

CANNED SOUP: USAGE IN LAST 7 DAYS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS		80986	67408	100.0	83.2	100	14685	100.0	18.1	100	32039	100.0	39.6	100	20684	100.0	25.5	100
MAGAZINES	QUINTILE 1	15799	13709	20.3	86.8	104	3151	21.5	19.9	110	6606	20.6	41.8	106	3952	19.1	25.0	98
	QUINTILE 2	17259	14804	22.0	85.8	103	3430	23.4	19.9	110	7007	21.9	40.6	103	4367	21.1	25.3	99
	QUINTILE 3	13545	11598	17.2	85.6	103	2537	17.3	18.7	103	5443	17.0	40.2	102	3617	17.5	26.7	105
	QUINTILE 4	15133	12611	18.7	83.3	100	2422	16.5	16.0	88	6055	18.9	40.0	101	4134	20.0	27.3	107
	QUINTILE 5	19250	14687	21.8	76.3	92	3145	21.4	16.3	90	6927	21.6	36.0	91	4615	22.3	24.0	94
NEWSPAPERS	QUINTILE 1	12413	10538	15.6	84.9	102	2375	16.2	19.1	106	5031	15.7	40.5	102	3132	15.1	25.2	99
	QUINTILE 2	24116	20996	31.1	87.1	105	4813	32.8	20.0	110	10197	31.8	42.3	107	5986	28.9	24.8	97
	QUINTILE 3	11261	9332	13.8	82.9	100	1962	13.4	17.4	96	4498	14.0	39.9	101	2872	13.9	25.5	100
	QUINTILE 4	20255	16770	24.9	82.8	99	3470	23.6	17.1	94	7870	24.6	38.9	98	5430	26.3	26.8	105
	QUINTILE 5	12940	9773	14.5	75.5	91	2066	14.1	16.0	88	4443	13.9	34.3	87	3265	15.8	25.2	99
OUTDOOR	QUINTILE 1	14852	12609	18.7	84.9	102	2631	17.9	17.7	98	6058	18.9	40.8	103	3920	19.0	26.4	103
	QUINTILE 2	15725	13358	19.8	84.9	102	3151	21.5	20.0	111	5911	18.4	37.6	95	4296	20.8	27.3	107
	QUINTILE 3	16330	13387	19.9	82.0	98	2548	17.4	15.6	86	6513	20.3	39.9	101	4326	20.9	26.5	104
	QUINTILE 4	16744	13800	20.5	82.4	99	3166	21.6	18.9	104	6573	20.5	39.3	99	4061	19.6	24.3	95
	QUINTILE 5	17334	14253	21.1	82.2	99	3189	21.7	18.4	101	6984	21.8	40.3	102	4081	19.7	23.5	92
RADIO-DRIVE TIME	QUINTILE 1	15911	13668	20.3	85.9	103	2955	20.1	18.6	102	6742	21.0	42.4	107	3972	19.2	25.0	98
	QUINTILE 2	14837	12559	18.6	84.6	102	2859	19.5	19.3	106	5895	18.4	39.7	100	3804	18.4	25.6	100
	QUINTILE 3	15339	12553	18.6	81.8	98	2801	19.1	18.3	101	5734	17.9	37.4	94	4017	19.4	26.2	103
	QUINTILE 4	16723	14140	21.0	84.6	102	2969	20.2	17.8	98	6837	21.3	40.9	103	4334	21.0	25.9	101
	QUINTILE 5	18176	14488	21.5	79.7	96	3101	21.1	17.1	94	6831	21.3	37.6	95	4556	22.0	25.1	98
RADIO-MID- DAY	TERCILE 1	21020	17821	26.4	84.8	102	3845	26.2	18.3	101	8540	26.7	40.6	103	5436	26.3	25.9	101
	TERCILE 2	21610	17998	26.7	83.3	100	4044	27.5	18.7	103	8884	27.7	41.1	104	5070	24.5	23.5	92
	TERCILE 3	38355	31589	46.9	82.4	99	6797	46.3	17.7	98	14615	45.6	38.1	96	10178	49.2	26.5	104
RADIO-TOTAL	QUINTILE 1	15988	13661	20.3	85.4	103	3053	20.8	19.1	105	6556	20.5	41.0	104	4051	19.6	25.3	99
	QUINTILE 2	15626	13021	19.3	83.3	100	2773	18.9	17.7	98	6167	19.2	39.5	100	4081	19.7	26.1	102
	QUINTILE 3	16723	14141	21.0	84.6	102	2906	19.8	17.4	96	6962	21.7	41.6	105	4272	20.7	25.5	100
	QUINTILE 4	16342	13641	20.2	83.5	100	3047	20.7	18.6	103	6321	19.7	38.7	98	4273	20.7	26.1	102
	QUINTILE 5	16306	12944	19.2	79.4	95	2905	19.8	17.8	98	6032	18.8	37.0	94	4007	19.4	24.6	96
TV-PRIME TIME	QUINTILE 1	15953	13355	19.8	83.7	101	2925	19.9	18.3	101	6562	20.5	41.1	104	3868	18.7	24.2	95
	QUINTILE 2	16137	13659	20.3	84.6	102	3063	20.9	19.0	105	6437	20.1	39.9	101	4159	20.1	25.8	101
	QUINTILE 3	16420	13758	20.4	83.8	101	2703	18.4	16.5	91	6947	21.7	42.3	107	4109	19.9	25.0	98
	QUINTILE 4	16687	13522	20.1	81.0	97	3183	21.7	19.1	105	6247	19.5	37.4	95	4092	19.8	24.5	96
	QUINTILE 5	15789	13114	19.5	83.1	100	2812	19.1	17.8	98	5846	18.2	37.0	94	4457	21.5	28.2	111
TV-DAYTIME	TERCILE 1	27736	22799	33.8	82.2	99	5623	38.3	20.3	112	10659	33.3	38.4	97	6517	31.5	23.5	92
	TERCILE 2	26489	22332	33.1	84.3	101	4781	32.6	18.0	100	11059	34.5	41.7	106	6492	31.4	24.5	96
	TERCILE 3	26761	22278	33.0	83.2	100	4282	29.2	16.0	88	10321	32.2	38.6	97	7676	37.1	28.7	112
TV-TOTAL	QUINTILE 1	16345	13368	19.8	81.8	98	3012	20.5	18.4	102	6598	20.6	40.4	102	3758	18.2	23.0	90
	QUINTILE 2	16447	13758	20.4	83.7	101	3401	23.2	20.7	114	6563	20.5	39.9	101	3794	18.3	23.1	90
	QUINTILE 3	15980	13586	20.2	85.0	102	2853	19.4	17.9	98	6602	20.6	41.3	104	4131	20.0	25.9	101
	QUINTILE 4	15887	13088	19.4	82.4	99	2569	17.5	16.2	89	6151	19.2	38.7	98	4368	21.1	27.5	108
	QUINTILE 5	16326	13609	20.2	83.4	100	2850	19.4	17.5	96	6125	19.1	37.5	95	4634	22.4	28.4	111
MAGAZINES-NEWSPAPERS: DUAL		20721	17966	26.7	86.7	104	4249	28.9	20.5	113	8707	27.2	42.0	106	5011	24.2	24.2	95
MAGAZINE IMPERATIVE		19186	16291	24.2	84.9	102	3425	23.3	17.9	98	7616	23.8	39.7	100	5249	25.4	27.4	107
NEWSPAPER IMPERATIVE		21899	18454	27.4	84.3	101	3963	27.0	18.1	100	8909	27.8	40.7	103	5583	27.0	25.5	100
MAGAZINES-OUTDOOR: DUAL		15451	13622	20.2	88.2	106	3071	20.9	19.9	110	6322	19.7	40.9	103	4229	20.4	27.4	107
MAGAZINE IMPERATIVE		25953	21934	32.5	84.5	102	5031	34.3	19.4	107	10556	32.9	40.7	103	6348	30.7	24.5	96
OUTDOOR IMPERATIVE		24400	19706	29.2	80.8	97	4019	27.4	16.5	91	9308	29.1	38.1	96	6379	30.8	26.1	102
MAGAZINES-RADIO: DUAL		18049	15623	23.2	86.6	104	3535	24.1	19.6	108	7847	24.5	43.5	110	4242	20.5	23.5	92
MAGAZINE IMPERATIVE		23571	20207	30.0	85.7	103	4684	31.9	19.9	110	9184	28.7	39.0	98	6340	30.7	26.9	105
RADIO IMPERATIVE		23278	19175	28.4	82.4	99	3786	25.8	16.3	90	9120	28.5	39.2	99	6269	30.3	26.9	105
MAGAZINES-TELEVISION: DUAL		15459	13254	19.7	85.7	103	3135	21.3	20.3	112	6550	20.4	42.4	107	3569	17.3	23.1	90
MAGAZINE IMPERATIVE		25829	22362	33.2	86.6	104	4889	33.3	18.9	104	10416	32.5	40.3	102	7057	34.1	27.3	107
TELEVISION IMPERATIVE		26039	21012	31.2	80.7	97	4449	30.3	17.1	94	10218	31.9	39.2	99	6345	30.7	24.4	95
NEWSPAPERS-OUTDOOR: DUAL		16605	14356	21.3	86.5	104	3168	21.6	19.1	105	6751	21.1	40.7	103	4437	21.5	26.7	105
NEWSPAPER IMPERATIVE		26834	22781	33.8	84.9	102	5127	34.9	19.1	105	11176	34.9	41.6	105	6478	31.3	24.1	95
OUTDOOR IMPERATIVE		23346	19040	28.2	81.6	98	3833	26.1	16.4	91	8924	27.9	38.2	97	6282	30.4	26.9	105
NEWSPAPERS-RADIO: DUAL		17133	14788	21.9	86.3	104	3345	22.8	19.5	108	7203	22.5	42.0	106	4239	20.5	24.7	97
NEWSPAPER IMPERATIVE		25892	22107	32.8	85.4	103	5029	34.2	19.4	107	10546	32.9	40.7	103	6532	31.6	25.2	99
RADIO IMPERATIVE		23167	18985	28.2	81.9	98	3774	25.7	16.3	90	8921	27.8	38.5	97	6291	30.4	27.2	106
NEWSPAPERS-TELEVISION: DUAL		17159	14705	21.8	85.7	103	3610	24.6	21.0	116	7068	22.1	41.2	104	4028	19.5	23.5	92
NEWSPAPER IMPERATIVE		26214	22519	33.4	85.9	103	4654	31.7	17.8	98	10974	34.3	41.9	106	6891	33.3	26.3	103
TELEVISION IMPERATIVE		23412	18781	27.9	80.2	96	4097	27.9	17.5	97	9103	28.4	38.9	98	5580	27.0	23.8	93
OUTDOOR-RADIO: DUAL		15303	13206	19.6	86.3	104	2861	19.5	18.7	103	6058	18.9	39.6	100	4286	20.7	28.0	110
OUTDOOR IMPERATIVE																		

CANNED SOUP: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	67408	100.0	83.2	100	14685	100.0	18.1	100	32039	100.0	39.6	100	20684	100.0	25.5	100
ATLANTIC MONTHLY	415	323	0.5	77.8	94	**84	0.6	20.2	112	*137	0.4	33.0	83	**102	0.5	24.6	96
BARRON'S	453	368	0.5	81.2	98	**69	0.5	15.2	84	*156	0.5	34.4	87	**143	0.7	31.6	124
BETTER HOMES & GARDENS	16256	14113	20.9	86.8	104	3317	22.6	20.4	113	6778	21.2	41.7	105	4018	19.4	24.7	97
BON APPETIT	2535	2234	3.3	88.1	106	410	2.8	16.2	89	937	2.9	37.0	93	887	4.3	35.0	137
BUSINESS WEEK	1278	1016	1.5	79.5	96	*240	1.6	18.8	104	538	1.7	42.1	106	238	1.2	18.6	73
CAR AND DRIVER	378	332	0.5	87.8	106	**85	0.6	22.5	124	*132	0.4	34.9	88	**116	0.6	30.7	120
CBS MAGAZINE NETWORK (GROSS)	1498	1350	2.0	90.1	108	273	1.9	18.2	101	727	2.3	48.5	123	350	1.7	23.4	91
CHANGING TIMES	1505	1319	2.0	87.6	105	*214	1.5	14.2	78	671	2.1	44.6	113	434	2.1	28.8	113
COLONIAL HOMES	1231	1079	1.6	87.7	105	*246	1.7	20.0	110	495	1.5	40.2	102	339	1.6	27.5	108
CONDE NAST MAG. PKG. (GROSS)	14146	12050	17.9	85.2	102	2434	16.6	17.2	95	5762	18.0	40.7	103	3854	18.6	27.2	107
CONSUMERS DIGEST	1323	1171	1.7	88.5	106	*231	1.6	17.5	96	609	1.9	46.0	116	330	1.6	24.9	98
COSMOPOLITAN	7102	6048	9.0	85.2	102	1394	9.5	19.6	108	2794	8.7	39.3	99	1860	9.0	26.2	103
COUNTRY LIVING	2481	2156	3.2	86.9	104	452	3.1	18.2	100	1116	3.5	45.0	114	588	2.8	23.7	93
CUISINE	1472	1294	1.9	87.9	106	*187	1.3	12.7	70	720	2.2	48.9	124	387	1.9	26.3	103
CYCLE WORLD	425	399	0.6	93.9	113	**99	0.7	23.3	128	*252	0.8	59.3	150	**48	0.2	11.3	44
DCI:CREATIVE IDEAS FOR LIV	2510	2180	3.2	86.9	104	565	3.8	22.5	124	1134	3.5	45.2	114	481	2.3	19.2	75
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5764	8.6	86.1	103	1246	8.5	18.6	103	3017	9.4	45.1	114	1501	7.3	22.4	88
DISCOVER	894	803	1.2	89.8	108	*208	1.4	23.3	128	363	1.1	40.6	103	232	1.1	26.0	102
EBONY	3507	2707	4.0	77.2	93	597	4.1	17.0	94	1424	4.4	40.6	103	687	3.3	19.6	77
ESQUIRE	1083	886	1.3	81.8	98	*250	1.7	23.1	127	405	1.3	37.4	95	231	1.1	21.3	84
ESSENCE	1830	1433	2.1	78.3	94	296	2.0	16.2	89	765	2.4	41.8	106	372	1.8	20.3	80
FAMILY CIRCLE	15930	13923	20.7	87.4	105	3483	23.7	21.9	121	6711	20.9	42.1	106	3729	18.0	23.4	92
THE FAMILY HANDYMAN	1126	1023	1.5	90.9	109	*277	1.9	24.6	136	468	1.5	41.6	105	278	1.3	24.7	97
FAMILY WEEKLY	11468	10001	14.8	87.2	105	2043	13.9	17.8	98	4750	14.8	41.4	105	3209	15.5	28.0	110
FIELD & STREAM	2234	1954	2.9	87.5	105	592	4.0	26.5	146	874	2.7	39.1	99	487	2.4	21.8	85
FOOD & WINE	579	505	0.7	87.2	105	**108	0.7	18.7	103	282	0.9	48.7	123	*115	0.6	19.9	78
FORBES	728	592	0.9	81.3	98	**79	0.5	10.9	60	332	1.0	45.6	115	*180	0.9	24.7	97
FORTUNE	906	792	1.2	87.4	105	**142	1.0	15.7	86	366	1.1	40.4	102	284	1.4	31.3	123
GENTLEMEN'S QUARTERLY	791	664	1.0	83.9	101	**135	0.9	17.1	94	282	0.9	35.7	90	*247	1.2	31.2	122
GLAMOUR	5265	4602	6.8	87.4	105	923	6.3	17.5	97	2260	7.1	42.9	109	1419	6.9	27.0	106
GOLF DIGEST	636	589	0.9	92.6	111	**139	0.9	21.9	121	319	1.0	50.2	127	**131	0.6	20.6	81
GOLF DIGEST/TENNIS (GROSS)	1186	1046	1.6	88.2	106	*220	1.5	18.5	102	574	1.8	48.4	122	*252	1.2	21.2	83
GOLF MAGAZINE	441	412	0.6	93.4	112	**145	0.6	19.3	106	*200	0.6	45.4	115	**127	0.6	28.8	113
GOLF MAGAZINE/SKI (GROSS)	922	807	1.2	87.5	105	*241	1.0	15.3	84	323	1.0	35.0	89	342	1.7	37.1	145
GOOD HOUSEKEEPING	16487	14189	21.0	86.1	103	3328	22.7	20.2	111	6885	21.5	41.8	106	3976	19.2	24.1	94
HARPER'S BAZAAR	2423	2049	3.0	84.6	102	392	2.7	16.2	89	823	2.6	34.0	86	834	4.0	34.4	135
HEALTH	1994	1765	2.6	88.5	106	354	2.4	17.8	98	929	2.9	46.6	118	481	2.3	24.1	94
HEARST MAG CORP. BUY (GROSS)	44101	37924	56.3	86.0	103	8536	58.1	19.4	107	18158	56.7	41.2	104	11230	54.3	25.5	100
HEARST MAN POWER (GROSS)	1993	1735	2.6	87.1	105	412	2.8	20.7	114	786	2.5	39.4	100	537	2.6	26.9	105
HEARST WOMAN POWER (GROSS)	31274	26938	40.0	86.1	103	6238	42.5	19.9	110	12954	40.4	41.4	105	7746	37.4	24.8	97
HOUSE BEAUTIFUL	3623	3019	4.5	83.3	100	636	4.3	17.6	97	1571	4.9	43.4	110	812	3.9	22.4	88
INC.	283	*247	0.4	87.3	105	**65	0.4	23.0	127	**130	0.4	45.9	116	**52	0.3	18.4	72
JET	2928	2205	3.3	75.3	90	463	3.2	15.8	87	1187	3.7	40.5	102	555	2.7	19.0	74
LADIES' HOME JOURNAL	11918	10357	15.4	86.9	104	2207	15.0	18.5	102	5145	16.1	43.2	109	3005	14.5	25.2	99
LHJ FAMILY GRP COMBO(GROSS)	16764	14580	21.6	87.0	104	3062	20.9	18.3	101	7361	23.0	43.9	111	4157	20.1	24.8	97
LIFE	4254	3531	5.2	83.0	100	790	5.4	18.6	102	1673	5.2	39.3	99	1067	5.2	25.1	98
L.A. TIMES HOME MAGAZINE	1145	874	1.3	76.3	92	*186	1.3	16.2	90	383	1.2	33.4	85	305	1.5	26.6	104
MADEMOISELLE	2884	2443	3.6	84.7	102	484	3.3	16.8	93	1185	3.7	41.1	104	775	3.7	26.9	105
MC CALL'S	13460	11631	17.3	86.4	104	2718	18.5	20.2	111	5773	18.0	42.9	108	3140	15.2	23.3	91
MC CALL'S/WRK MOTHER (GROSS)	14606	12657	18.8	86.7	104	2955	20.1	20.2	112	6196	19.3	42.4	107	3507	17.0	24.0	94
MECHANIX ILLUSTRATED	772	669	1.0	86.7	104	**131	0.9	17.0	94	361	1.1	46.8	118	*177	0.9	22.9	90
METROPOLITAN HOME	967	822	1.2	85.0	102	*116	0.8	12.0	66	377	1.2	39.0	99	330	1.6	34.1	134
MONEY	1588	1347	2.0	84.8	102	296	2.0	18.6	103	687	2.1	43.3	109	364	1.8	22.9	90
MOTHER EARTH NEWS	1002	904	1.3	90.2	108	*210	1.4	21.0	116	392	1.2	39.1	99	302	1.5	30.1	118
MS.	825	663	1.0	80.4	97	*141	1.0	17.1	94	334	1.0	40.5	102	188	0.9	22.8	89
NATIONAL ENQUIRER	10336	8814	13.1	85.3	102	2181	14.9	21.1	116	4503	14.1	43.6	110	2130	10.3	20.6	81
NATIONAL GEOGRAPHIC	9597	8320	12.3	86.7	104	1913	13.0	19.9	110	3788	11.8	39.5	100	2620	12.7	27.3	107
NATIONAL SUNDAY MAGAZINE PKG	49558	42368	62.9	85.5	103	9362	63.8	18.9	104	20122	62.8	40.6	103	12884	62.3	26.0	102
NATURAL HISTORY	573	511	0.8	89.2	107	*59	0.4	10.3	57	261	0.8	45.5	115	*191	0.9	33.3	131
NEW WOMAN	1699	1463	2.2	86.1	103	267	1.8	15.7	87	695	2.2	40.9	103	501	2.4	29.5	115
NEW YORK INCLUDING CUE	443	379	0.6	85.6	103	**93	0.6	21.0	116	*117	0.4	26.4	67	*169	0.8	38.1	149
THE NEW YORKER	1270	1058	1.6	83.3	100	*210	1.4	16.5	91	391	1.2	30.8	78	457	2.2	36.0	141
NEWSWEEK	6277	5400	8.0	86.0	103	1210	8.2	19.3	106	2512	7.8	40.0	101	1678	8.1	26.7	105
THE N.Y. TIMES DAILY EDITION	1205	970	1.4	80.5	97	*254	1.7	21.1	116	360	1.1	29.9	76	356	1.7	29.5	116
THE N.Y. TIMES MAGAZINE	2081	1676	2.5	80.5	97	346	2.4	16.6	92	589	1.8	28.3	72	740	3.6	35.6	139
OMNI	788	693	1.0	87.9	106	*139	0.9	17.6	97	306	1.0	38.8	98	*249	1.2	31.6	124
ON CABLE	1158	1019	1.5	88.0	106	*239	1.6	20.6	114	459	1.4	39.6	100	322	1.6	27.8	109
1001 HOME IDEAS	2852	2459	3.6	86.2	104	501	3.4	17.6	97	1287	4.0	45.1	114	671	3.2	23.5	92
ORGANIC GARDENING	1658	1452	2.2	87.6	105	341	2.3	20.6	113	623	1.9	37.6	95	488	2.4	29.4	115
OUTDOOR LIFE	896	735	1.1	82.0	99	*158	1.1	17.6	97	366	1.1	40.8	103	*211	1.0	23.5	92
PARADE MAGAZINE	24275	20774	30.8	85.6	103	4559	31.0	18.8	104	10203	31.8	42.0	106	6012	29.1	24.8	97

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CANNED SOUP: USAGE IN LAST 7 DAYS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	67408	100.0	83.2	100	14685	100.0	18.1	100	32039	100.0	39.6	100	20684	100.0	25.5	100
PARENTS	3845	3365	5.0	87.5	105	753	5.1	19.6	108	1633	5.1	42.5	107	979	4.7	25.5	100
PENTHOUSE	831	649	1.0	78.1	94	**118	0.8	14.2	78	*292	0.9	35.1	89	*239	1.2	28.8	113
PEOPLE	11645	10012	14.9	86.0	103	2332	15.9	20.0	110	4854	15.2	41.7	105	2825	13.7	24.3	95
PLAYBOY	2006	1671	2.5	83.3	100	387	2.6	19.3	106	713	2.2	35.5	90	571	2.8	28.5	111
POPULAR HOT RODDING	297	*268	0.4	90.2	108	**107	0.7	36.0	199	**121	0.4	40.7	103	**41	0.2	13.8	54
POPULAR MECHANICS	1018	853	1.3	83.8	101	*196	1.3	19.3	106	424	1.3	41.7	105	*233	1.1	22.9	90
POPULAR SCIENCE	878	787	1.2	89.6	108	*234	1.6	26.7	147	286	0.9	32.6	82	*267	1.3	30.4	119
PREVENTION	3913	3354	5.0	85.7	103	900	6.1	23.0	127	1416	4.4	36.2	91	1039	5.0	26.6	104
PSYCHOLOGY TODAY	1710	1448	2.1	84.7	102	291	2.0	17.0	94	664	2.1	38.8	98	492	2.4	28.8	113
READER'S DIGEST	22204	19180	28.5	86.4	104	4499	30.6	20.3	112	9609	30.0	43.3	109	5071	24.5	22.8	89
REDBOOK	7684	6701	9.9	87.2	105	1516	10.3	19.7	109	3276	10.2	42.6	108	1910	9.2	24.9	97
ROAD & TRACK	410	389	0.6	94.9	114	**70	0.5	17.1	94	*168	0.5	41.0	104	**151	0.7	36.8	144
ROLLING STONE	969	878	1.3	90.6	109	*217	1.5	22.4	124	334	1.0	34.5	87	327	1.6	33.7	132
RUNNER'S WORLD	298	253	0.4	84.9	102	**33	0.2	11.1	61	**105	0.3	35.2	89	**115	0.6	38.6	151
SATURDAY EVENING POST	1169	991	1.5	84.8	102	*191	1.3	16.3	90	544	1.7	46.5	118	256	1.2	21.9	86
SCIENCE 84	587	487	0.7	83.0	100	*145	1.0	24.7	136	*197	0.6	33.6	85	*145	0.7	24.7	97
SCIENCE DIGEST	482	453	0.7	94.0	113	**109	0.7	22.6	125	*199	0.6	41.3	104	*145	0.7	30.1	118
SCIENTIFIC AMERICAN	594	490	0.7	82.5	99	**76	0.5	12.8	71	*273	0.9	46.0	116	*141	0.7	23.7	93
SELF	2089	1798	2.7	86.1	103	379	2.6	18.1	100	894	2.8	42.8	108	525	2.5	25.1	98
SEVENTEEN	2411	1949	2.9	80.8	97	531	3.6	22.0	121	936	2.9	38.8	98	482	2.3	20.0	78
SKI	480	395	0.6	82.3	99	**56	0.4	11.7	64	*123	0.4	25.6	65	*216	1.0	45.0	176
SMITHSONIAN	2760	2476	3.7	89.7	108	467	3.2	16.9	93	1248	3.9	45.2	114	760	3.7	27.5	108
SOAP OPERA DIGEST	3013	2621	3.9	87.0	105	837	5.7	27.8	153	1166	3.6	38.7	98	618	3.0	20.5	80
SOUTHERN LIVING	4184	3584	5.3	85.7	103	681	4.6	16.3	90	1883	5.9	45.0	114	1020	4.9	24.4	95
SPORT	559	441	0.7	78.9	95	**87	0.6	15.6	86	*226	0.7	40.4	102	**129	0.6	23.1	90
THE SPORTING NEWS	436	*379	0.6	86.9	104	**175	1.2	40.1	221	*166	0.5	38.1	96	**38	0.2	8.7	34
SPORTS AFIELD	493	428	0.6	86.8	104	**106	0.7	21.5	111	*164	0.5	33.3	84	*159	0.8	32.3	126
SPORTS ILLUSTRATED	2758	2388	3.5	86.6	104	496	3.4	18.0	99	1151	3.6	41.7	105	741	3.6	26.9	105
STAR	7456	6340	9.4	85.0	102	1437	9.8	19.3	106	3280	10.2	44.0	111	1622	7.8	21.8	85
SUNDAY	24936	20989	31.1	84.2	101	4782	32.6	19.2	106	9927	31.0	39.8	101	6281	30.4	25.2	99
SUNSET	2124	1844	2.7	86.8	104	*303	2.1	14.3	79	749	2.3	35.3	89	793	3.8	37.3	146
TV GUIDE	21661	18372	27.3	84.8	102	3951	26.9	18.2	101	9128	28.5	42.1	107	5293	25.6	24.4	96
TENNIS	550	458	0.7	83.3	100	**81	0.6	14.7	81	255	0.8	46.4	117	**121	0.6	22.0	86
TIME	8880	7662	11.4	86.3	104	1822	12.4	20.5	113	3609	11.3	40.6	103	2231	10.8	25.1	98
TOWN & COUNTRY	917	807	1.2	85.0	106	*131	0.9	14.3	79	360	1.1	39.3	99	315	1.5	34.4	134
TRAVEL & LEISURE	972	882	1.3	90.7	109	*184	1.3	18.9	104	395	1.2	40.6	103	303	1.5	31.2	122
TRUE STORY	3356	2913	4.3	86.8	104	758	5.2	22.6	125	1465	4.6	43.7	110	691	3.3	20.6	81
U.S. NEWS & WORLD REPORT	3410	2969	4.4	87.1	105	638	4.3	18.7	103	1407	4.4	41.3	104	924	4.5	27.1	106
USA TODAY	1759	1437	2.1	81.7	98	349	2.4	19.8	109	568	1.8	32.3	82	520	2.5	29.6	116
US	1873	1633	2.4	87.2	105	339	2.3	18.1	100	740	2.3	39.5	100	554	2.7	29.6	116
VOGUE	3909	3207	4.8	82.0	99	649	4.4	16.6	92	1424	4.4	36.4	92	1135	5.5	29.0	114
WALL STREET JOURNAL	1886	1595	2.4	84.6	102	347	2.4	18.4	101	724	2.3	38.4	97	525	2.5	27.8	109
WEIGHT WATCHERS	2120	1815	2.7	85.6	103	424	2.9	20.0	110	931	2.9	43.9	111	460	2.2	21.7	85
WOMAN'S DAY	14172	12331	18.3	87.0	105	3233	22.0	22.8	126	5885	18.4	41.5	105	3212	15.5	22.7	89
WORKING MOTHER	1146	1026	1.5	89.5	108	*237	1.6	20.7	114	423	1.3	36.9	93	367	1.8	32.0	125
WORKING WOMAN	1322	1088	1.6	82.3	99	*225	1.5	17.0	94	602	1.9	45.5	115	262	1.3	19.8	78
WORLD TENNIS	*163	*128	0.2	78.5	94	**34	0.2	20.9	115	**60	0.2	36.8	93	**34	0.2	20.9	82
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2260	3.4	89.3	107	628	4.3	24.8	137	1101	3.4	43.5	110	531	2.6	21.0	82
BLAIR INSERTS	43657	37135	55.1	85.1	102	8177	55.7	18.7	103	17725	55.3	40.6	103	11233	54.3	25.7	101
DAILY NEWSPAPERS																	
READ ANY	51633	43938	65.2	85.1	102	9815	66.8	19.0	105	21173	66.1	41.0	104	12950	62.6	25.1	98
READ ONE	43463	36980	54.9	85.1	102	8231	56.1	18.9	104	17865	55.8	41.1	104	10884	52.6	25.0	98
READ TWO OR MORE	8170	6958	10.3	85.2	102	1584	10.8	19.4	107	3308	10.3	40.5	102	2066	10.0	25.3	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	44975	66.7	85.4	103	9896	67.4	18.8	104	21541	67.2	40.9	103	13538	65.5	25.7	101
READ ONE	46126	39390	58.4	85.4	103	8584	58.5	18.6	103	18963	59.2	41.1	104	11843	57.3	25.7	101
READ TWO OR MORE	6552	5584	8.3	85.2	102	1311	8.9	20.0	110	2578	8.0	39.3	99	1695	8.2	25.9	101
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.94				26.83				28.46				27.94			
30 DAY REACH	71455	59600	88.4	83.4	100	12964	88.3	18.1	100	28032	87.5	39.2	99	18603	89.9	26.0	102
50 SHMG - 30 DAY AV FREQ	14.56	14.74			14.09					15.04				14.76			
30 DAY REACH	67742	56594	84.0	83.5	100	12400	84.4	18.3	101	26566	82.9	39.2	99	17628	85.2	26.0	102
25 SHMG - 30 DAY AV FREQ	7.94	8.03			7.75					8.18				7.99			
30 DAY REACH	62117	51946	77.1	83.6	100	11268	76.7	18.1	100	24418	76.2	39.3	99	16259	78.6	26.2	102
CABLE TV: HOME WIRED	32077	27595	40.9	86.0	103	5896	40.1	18.4	101	13537	42.3	42.2	107	8162	39.5	25.4	100
HOME NOT WIRED	48909	39813	59.1	81.4	98	8790	59.9	18.0	99	18501	57.7	37.8	96	12522	60.5	25.6	100
HAVE PAY CABLE	15935	13864	20.6	87.0	105	2953	20.1	18.5	102	6776	21.1	42.5	107	4135	20.0	25.9	102

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	67408	100.0	83.2	100	14685	100.0	18.1	100	32039	100.0	39.6	100	20684	100.0	25.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	37367	55.4	85.1	102	8174	55.7	18.6	103	17740	55.4	40.4	102	11453	55.4	26.1	102
10:00 AM - 3:00 PM	30659	25766	38.2	84.0	101	5704	38.8	18.6	103	12531	39.1	40.9	103	7530	36.4	24.6	96
3:00 PM - 7:00 PM	31045	26447	39.2	85.2	102	5615	38.2	18.1	100	12540	39.1	40.4	102	8293	40.1	26.7	105
7:00 PM - MIDNIGHT	15767	13213	19.6	83.8	101	2716	18.5	17.2	95	6132	19.1	38.9	98	4365	21.1	27.7	108
MIDNIGHT - 6:00 AM	9120	7832	11.6	85.9	103	1727	11.8	18.9	104	3584	11.2	39.3	99	2521	12.2	27.6	108
6:00 AM - MIDNIGHT	58527	49539	73.5	84.6	102	10884	74.1	18.6	103	23455	73.2	40.1	101	15201	73.5	26.0	102
ENTIRE DAY	59311	50148	74.4	84.6	102	10976	74.7	18.5	102	23502	74.3	40.1	101	15370	74.3	25.9	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	14128	21.0	87.4	105	3147	21.4	19.5	107	6683	20.9	41.3	104	4297	20.8	26.6	104
ALL NEWS	2256	1875	2.8	83.1	100	473	3.2	21.0	116	815	2.5	36.1	91	587	2.8	26.0	102
AOR/PROGRESSIVE	3874	3302	4.9	85.2	102	645	4.4	16.6	92	1496	4.7	38.8	98	1162	5.6	30.0	117
BEAUTIFUL MUSIC	5660	4917	7.3	86.9	104	1169	8.0	20.7	114	2293	7.2	40.5	102	1455	7.0	25.7	101
BLACK	2204	1751	2.6	79.4	95	373	2.5	16.9	93	987	3.1	44.8	113	391	1.9	17.7	69
CLASSICAL	1418	1121	1.7	79.1	95	*190	1.3	13.4	74	500	1.6	35.3	89	431	2.1	30.4	119
CHR/ROCK	9538	8207	12.2	86.0	103	1652	11.2	17.3	96	4052	12.6	42.5	107	2498	12.1	26.2	103
COUNTRY	12648	10680	15.8	84.4	101	2341	15.9	18.5	102	5304	16.6	41.9	106	3034	14.7	24.0	94
GOLDEN OLDIES	1191	950	1.4	79.8	96	*183	1.2	15.4	85	393	1.2	33.0	83	373	1.8	31.3	123
MOR/NOSTALGIA	4757	4103	6.1	86.3	104	980	6.7	20.6	114	1749	5.5	36.8	93	1374	6.6	28.9	113
NEWS/TALK	3863	3155	4.7	81.7	98	578	3.9	15.0	83	1485	4.6	38.4	97	1092	5.3	28.3	111
RELIGIOUS	3084	2535	3.8	82.2	99	613	4.2	19.9	110	1084	3.4	35.1	89	838	4.1	27.2	106
SOFT ROCK	521	409	0.6	78.5	94	**109	0.7	20.9	115	*216	0.7	41.5	105	**84	0.4	16.1	63
URBAN CONTEMPORARY	1585	1199	1.8	75.6	91	279	1.9	17.6	97	605	1.9	38.2	96	316	1.5	19.9	78
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2695	4.0	82.6	99	628	4.3	19.3	106	1374	4.3	42.1	107	893	3.4	21.3	83
ABC DIRECTION	2316	1981	2.9	85.5	103	375	2.6	16.2	89	924	2.9	39.9	101	682	3.3	29.4	115
ABC ENTERTAINMENT	4834	4098	6.1	84.8	102	793	5.4	16.4	90	2012	6.3	41.6	105	1293	6.3	26.7	105
ABC FM	2202	1825	2.7	82.9	100	332	2.3	15.1	83	929	2.9	42.2	107	563	2.7	25.6	100
ABC INFORMATION	5425	4628	6.9	85.3	102	1031	7.0	19.0	105	2282	7.1	42.1	106	1315	6.4	24.2	95
ABC ROCK	1677	1470	2.2	87.7	105	*312	2.1	18.6	103	674	2.1	40.2	102	483	2.3	28.8	113
CBS	4430	3771	5.6	85.1	102	869	5.9	19.6	108	1684	5.3	38.0	96	1218	5.9	27.5	108
MUTUAL	4992	4254	6.3	85.2	102	1047	7.1	21.0	116	1975	6.2	39.6	100	1232	6.0	24.7	97
NBC	4679	4069	6.0	87.0	104	909	6.2	19.4	107	1882	5.9	40.2	102	1277	6.2	27.3	107
RADIORADIO	1994	1714	2.5	86.0	103	350	2.4	17.6	97	842	2.6	42.2	107	523	2.5	26.2	103
RKO ONE	2298	1984	2.9	86.3	104	456	3.1	19.8	109	1002	3.1	43.6	110	526	2.5	22.9	90
RKO TWO	3311	2771	4.1	83.7	101	560	3.8	16.9	93	1323	4.1	40.0	101	888	4.3	26.8	105
THE SOURCE	2114	1791	2.7	84.7	102	343	2.3	16.2	89	847	2.6	40.1	101	601	2.9	28.4	111
NON-WIRED: BLAIR	8654	7478	11.1	86.4	104	1379	9.4	15.9	88	3600	11.2	41.6	105	2499	12.1	28.9	113
INTERNET	12025	10136	15.0	84.3	101	2089	14.2	17.4	96	4837	15.1	40.2	102	3209	15.5	26.7	104
KATZ RADIO GROUP	15359	13145	19.5	85.6	103	2621	17.8	17.1	94	6174	19.3	40.2	102	4350	21.0	28.3	111
SUPERNET	10628	9040	13.4	85.1	102	2039	13.9	19.2	106	4213	13.1	39.6	100	2788	13.5	26.2	103
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	7079	10.5	81.8	98	1534	10.4	17.7	98	3533	11.0	40.8	103	2012	9.7	23.2	91
MKDAY 9:00 AM - 1:00 PM	12163	9870	14.6	81.1	97	2410	16.4	19.8	109	4823	15.1	39.7	100	2637	12.7	21.7	85
MKDAY 1:00 PM - 4:30 PM	16150	13299	19.7	82.3	99	3236	22.0	20.0	111	6339	19.8	39.3	99	3725	18.0	23.1	90
MKDAY 4:30 PM - 7:30 PM	22463	18448	27.4	82.1	99	4191	28.5	18.7	103	8727	27.2	38.9	98	5530	26.7	24.6	96
MKDAY 7:30 PM - 8:00 PM	31795	26250	38.9	82.6	99	5753	39.2	18.1	100	12596	39.3	39.6	100	7901	38.2	24.8	97
MKDAY 11:00 PM - 11:30 PM	23977	20152	29.9	84.0	101	4440	30.2	18.5	102	9823	30.7	41.0	104	5888	28.5	24.6	96
MKDAY 11:30 PM - 1:00 AM	7703	6500	9.6	84.4	101	1544	10.5	20.0	111	3075	9.6	39.9	101	1881	9.1	24.4	96
M-SAT 8-11 PM-SUN 7-11 PM	33800	28255	41.9	83.6	100	6154	41.9	18.2	100	13650	42.6	40.4	102	8450	40.9	25.0	98
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5285	7.8	80.8	97	1427	9.7	21.8	120	2508	7.8	38.4	97	1349	6.5	20.6	81
ANOTHER WORLD	N 4620	3714	5.5	80.4	97	902	6.1	19.5	108	1785	5.6	38.6	98	1027	5.0	22.2	87
AS THE WORLD TURNS	C 5614	4646	6.9	82.8	99	1099	7.5	19.6	108	2231	7.0	39.7	100	1315	6.4	23.4	92
CAPITOL	C 3396	2742	4.1	80.7	97	546	3.7	16.1	89	1425	4.4	42.0	106	771	3.7	22.7	89
CBS MORN. NEWS 1	C 1446	1082	1.6	74.8	90	185	1.3	12.8	71	569	1.8	39.3	99	328	1.6	22.7	89
CBS MORN. NEWS 2	C 1207	906	1.3	75.1	90	143	1.0	11.8	65	487	1.5	40.3	102	276	1.3	22.9	90
DAYS OF OUR LIVES	N 5877	4862	7.2	82.7	99	1191	8.1	20.3	112	2284	7.1	38.9	98	1387	6.7	23.6	92
FACTS OF LIFE - DAYTIME	N 2290	1687	2.5	73.7	89	441	3.0	19.3	106	803	2.5	35.1	89	443	2.1	19.3	76
FAMILY FEUD	A 3023	2419	3.6	80.0	96	651	4.4	21.5	119	1149	3.6	38.0	96	619	3.0	20.5	80
GENERAL HOSPITAL	A 6097	4995	7.4	81.9	98	1346	9.2	22.1	122	2370	7.4	38.9	98	1279	6.2	21.0	82
GOOD MORNING, AMERICA-730A	A 3515	3010	4.5	85.6	103	660	4.5	18.8	104	1444	4.5	41.1	104	907	4.4	25.8	101
GOOD MORNING, AMERICA-830A	A 2818	2365	3.5	83.9	101	526	3.6	18.7	103	1165	3.6	41.3	104	674	3.3	23.9	94
GUIDING LIGHT	C 5339	4413	6.5	82.7	99	886	6.0	16.6	92	2239	7.0	41.9	106	1288	6.2	24.1	94
ONE LIFE TO LIVE	A 4478	3697	5.5	82.6	99	1022	7.0	22.8	126	1744	5.4	38.9	98	931	4.5	20.8	81
PRESS YOUR LUCK	C 2244	1837	2.7	81.9	98	474	3.2	21.1	116	872	2.7	38.9	98	491	2.4	21.9	

CANNED SOUP: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	67408	100.0	83.2	100	14685	100.0	18.1	100	32039	100.0	39.6	100	20684	100.0	25.5	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	21459	31.8	82.3	99	4615	31.4	17.7	98	10427	32.5	40.0	101	6418	31.0	24.6	96
NETWORK AFFILIATES - LATE	20261	16996	25.2	83.9	101	3709	25.3	18.3	101	8302	25.9	41.0	104	4985	24.1	24.6	96
INDEPENDENTS - LATE	2076	1696	2.5	81.7	98	323	2.2	15.6	86	731	2.3	35.2	89	642	3.1	30.9	121
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	8779	13.0	84.0	101	1979	13.5	18.9	104	3919	12.2	37.5	95	2881	13.9	27.6	108
ABC MONDAY NIGHT MOVIE	A 6412	5490	8.1	85.6	103	992	6.8	15.5	85	2741	8.6	42.7	108	1757	8.5	27.4	107
ABC SUNDAY NIGHT MOVIE	A 12407	10220	15.2	82.4	99	2032	13.8	16.4	90	5107	15.9	41.2	104	3081	14.9	24.8	97
ABC WORLD NEWS TONIGHT	A 6176	5194	7.7	84.1	101	1166	7.9	18.9	104	2556	8.0	41.4	105	1472	7.1	23.8	93
AFTERMASH	C 5863	4871	7.2	83.1	100	943	6.4	16.1	89	2577	8.0	44.0	111	1351	6.5	23.0	90
ALICE	C 9594	7857	11.7	81.9	98	1534	10.4	16.0	88	4067	12.7	42.4	107	2256	10.9	23.5	92
AMERICAN PARADE	C 6622	5332	7.9	80.5	97	1102	7.5	16.6	92	2657	8.3	40.1	101	1573	7.6	23.8	93
BENSON	C 10886	8992	13.3	82.6	99	1893	12.9	17.4	96	4306	13.4	39.6	100	2793	13.5	25.7	100
BLUE THUNDER	C 5036	4295	6.4	85.3	102	939	6.4	18.6	103	2073	6.5	41.2	104	1284	6.2	25.5	100
CAGNEY & LACEY	C 9965	8543	12.7	85.7	103	1860	12.7	18.7	103	4274	13.3	42.9	108	2410	11.7	24.2	95
CBS EVENING NEWS-DEAN	C 3491	2786	4.1	79.8	96	531	3.6	15.2	84	1518	4.7	43.5	110	737	3.6	21.1	83
CBS EVENING NEWS-RATHER	C 7123	5966	8.9	83.8	101	1327	9.0	18.6	103	2862	8.9	40.2	102	1778	8.6	25.0	98
CBS SAT. NEWS-SCHIEFFER	C 3621	2965	4.4	81.9	98	567	3.9	15.7	86	1548	4.8	42.8	108	850	4.1	23.5	92
CBS SATURDAY NIGHT MOVIE	C 5436	4725	7.0	86.9	104	1113	7.6	20.5	113	2224	6.9	40.9	103	1389	6.7	25.6	100
CBS WEDNESDAY NIGHT MOVIE	C 6100	5115	7.6	83.9	101	1135	7.7	18.6	103	2517	7.9	41.3	104	1464	7.1	24.0	94
CHEERS	N 8889	7605	11.3	85.6	103	1589	10.8	17.9	99	3770	11.8	42.4	107	2246	10.9	25.3	99
DALLAS	C 22109	18508	27.5	83.7	101	3992	27.2	18.1	100	9106	28.4	41.2	104	5409	26.2	24.5	96
DIFF'RENT STROKES	N 6940	5638	8.4	81.2	98	1217	8.3	17.5	97	2752	8.6	39.7	100	1669	8.1	24.0	94
DOUBLE TROUBLE	N 7223	6074	9.0	84.1	101	1178	8.0	16.3	90	2952	9.2	40.9	103	1943	9.4	26.9	105
DUCK FACTORY	N 5595	4663	6.9	83.3	100	1022	7.0	18.3	101	2231	7.0	39.9	101	1410	6.8	25.2	99
DUKES OF HAZZARD	C 5768	4596	6.8	79.7	96	1164	7.9	20.2	111	2225	6.9	38.6	98	1207	5.8	20.9	82
DYNASTY	A 20053	16636	24.7	83.0	100	3562	24.3	17.8	98	8100	25.3	40.4	102	4974	24.0	24.8	97
FACTS OF LIFE	N 8087	6681	9.9	82.6	99	1350	9.2	16.7	92	3258	10.2	40.3	102	2073	10.0	25.6	100
FALCON CREST	C 20046	16857	25.0	84.1	101	3731	25.4	18.6	103	8083	25.2	40.3	102	5043	24.4	25.2	99
FALL GUY	A 9084	7527	11.2	82.9	100	1560	10.6	17.2	95	3485	10.9	38.4	97	2481	12.0	27.3	107
FAMILY TIES	N 7964	6702	9.9	84.2	101	1473	10.0	18.5	102	3185	9.9	40.0	101	2044	9.9	25.7	100
FANTASY ISLAND	A 7687	6143	9.1	79.9	96	1263	8.6	16.4	91	3079	9.6	40.1	101	1801	8.7	23.4	92
FOULUPS, BLEEPES & BLUNDERS	A 8861	7437	11.0	83.9	101	1567	10.7	17.7	98	3946	12.3	44.5	113	1924	9.3	21.7	85
FOUR SEASONS	C 5095	4271	6.3	83.8	101	897	6.1	17.6	97	2212	6.9	43.4	110	1162	5.6	22.8	89
GIMME A BREAK	N 8838	7185	10.7	81.3	98	1665	11.3	18.8	104	3378	10.5	38.2	97	2142	10.4	24.2	95
HART TO HART	A 8978	7442	11.0	82.9	100	1588	10.8	17.7	98	3645	11.4	40.6	103	2208	10.7	24.6	96
HILL STREET BLUES	N 8590	7197	10.7	83.8	101	1738	11.8	20.2	112	3447	10.8	40.1	101	2012	9.7	23.4	92
HOTEL	A 14085	11919	17.7	84.6	102	2479	16.9	17.6	97	5949	18.6	42.2	107	3490	16.9	24.8	97
JEFFERSONS	C 9360	7721	11.5	82.5	99	1633	11.1	17.4	96	3976	12.4	42.5	107	2113	10.2	22.6	88
JENNIFER SLEPT HERE	N 5841	4735	7.0	81.1	97	1060	7.2	18.1	100	2278	7.1	39.0	99	1397	6.8	23.9	94
KATE & ALLIE	C 9206	7791	11.6	84.6	102	1676	11.4	18.2	100	3735	11.7	40.6	103	2379	11.5	25.8	101
KNIGHT RIDER	N 7076	5861	8.7	82.8	100	1164	7.9	16.4	91	2750	8.6	38.9	98	1947	9.4	27.5	108
LOVE BOAT	A 12219	10077	14.9	82.5	99	2096	14.3	17.2	95	4910	15.3	40.2	102	3072	14.9	25.1	98
MAGNUM PI	C 11199	9308	13.8	83.1	100	2154	14.7	19.2	106	4456	13.9	39.8	101	2698	13.0	24.1	94
MAMA'S FAMILY	N 6057	4940	7.3	81.6	98	1238	8.4	20.4	113	2499	7.8	41.3	104	1203	5.8	19.9	78
MASTER, THE	N 3598	2992	4.4	83.2	100	761	5.2	21.2	117	1393	4.3	38.7	98	838	4.1	23.3	91
MATT HOUSTON	A 6344	5270	7.8	83.1	100	1009	6.9	15.9	88	2639	8.2	41.6	105	1622	7.8	25.6	100
NBC MONDAY NIGHT MOVIE	N 11994	10065	14.9	83.9	101	2479	16.9	20.7	114	4639	14.5	38.7	98	2947	14.2	24.6	96
NBC NIGHTLY NEWS	N 5132	4153	6.2	80.9	97	927	6.3	18.1	100	2056	6.4	40.1	101	1170	5.7	22.8	89
NBC NIGHTLY NEWS-SAT	N 3375	2780	4.1	82.4	99	591	4.0	17.5	97	1399	4.4	41.5	105	791	3.8	23.4	92
NBC NIGHTLY NEWS-SUN	N 3130	2563	3.8	81.9	98	593	4.0	18.9	104	1164	3.6	37.2	94	807	3.9	25.8	101
NBC SUNDAY NIGHT MOVIE	N 8284	6911	10.3	83.4	100	1530	10.4	18.5	102	3163	9.9	38.2	97	2217	10.7	26.8	105
NEWHART	C 9240	7813	11.6	84.6	102	1674	11.4	18.1	100	3754	11.7	40.6	103	2385	11.5	25.8	101
ONE DAY AT A TIME	C 7288	6009	8.9	82.5	99	1159	7.9	15.9	88	3117	9.7	42.8	108	1733	8.4	23.8	93
PEOPLE ARE FUNNY	N 4855	4052	6.0	83.5	100	918	6.3	18.9	104	2098	6.5	43.2	109	1037	5.0	21.4	84
REAL PEOPLE	N 8869	7276	10.8	82.0	99	1580	10.8	17.8	98	3687	11.5	41.6	105	2010	9.7	22.7	89
REMINGTON STEELE	N 7743	6409	9.5	82.8	99	1420	9.7	18.3	101	2898	9.0	37.4	95	2091	10.1	27.0	106
RIPLEY'S BELIEVE IT - NOT	A 5345	4577	6.8	85.6	103	1069	7.3	20.0	110	2193	6.8	41.0	104	1315	6.4	24.6	96
RIP TIDE	N 6988	5963	8.8	85.3	103	1272	8.7	18.2	100	2741	8.6	39.2	99	1950	9.4	27.9	109
SCARECROW & MRS. KING	C 10002	8298	12.3	83.0	100	1792	12.2	17.9	99	3824	11.9	38.2	97	2682	13.0	26.8	105
SIMON & SIMON	C 10638	9105	13.5	85.6	103	2033	13.8	19.1	105	4369	13.6	41.1	104	2703	13.1	25.4	99
60 MINUTES	C 13293	11127	16.5	83.7	101	2143	14.6	16.1	89	5490	17.1	41.3	104	3494	16.9	26.3	103
ST. ELSEWHERE	N 7017	6063	9.0	86.4	104	1383	9.4	19.7	109	3043	9.5	43.4	110	1638	7.9	23.3	91
THREE'S COMPANY	A 10917	9025	13.4	82.7	99	2017	13.7	18.5	102	4521	14.1	41					

	TOTAL U.S. '000	CAMPBELL'S CHUNKY				CAMPBELL'S SOUP FOR ONE				OTHER CAMPBELL'S				PROGRESSO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	18870	100.0	23.3	100	10712	100.0	13.2	100	52946	100.0	65.4	100	5979	100.0	7.4	100
18 - 24	9282	2031	10.8	22.0	94	1662	15.5	17.9	135	5505	10.4	59.3	91	*531	8.9	5.7	77
25 - 34	19072	4679	24.8	24.5	105	2004	18.7	10.5	79	13795	26.1	72.3	111	1526	25.5	8.0	108
35 - 44	14591	3422	18.1	23.5	101	1920	17.9	13.2	99	10274	19.4	70.4	108	932	15.6	6.4	87
45 - 54	11345	2840	15.3	25.5	109	1457	13.6	12.8	97	7363	13.9	64.9	99	945	15.8	8.3	113
55 - 64	11635	2767	14.7	23.8	102	1281	12.0	11.0	83	7636	14.4	65.6	100	1021	17.1	8.8	119
65 OR OLDER	15061	3074	16.3	20.4	88	2388	22.3	15.9	120	8374	15.8	55.6	85	1024	17.1	6.8	92
18 - 34	28354	6717	35.6	23.7	102	3666	34.2	12.9	98	19300	36.5	68.1	104	2057	34.4	7.3	98
18 - 49	48339	11813	62.6	24.4	105	6386	59.6	13.2	100	33289	62.9	68.9	105	3410	57.0	7.1	96
25 - 54	45008	10991	58.2	24.4	105	5381	50.2	12.0	90	31432	59.4	69.8	107	3403	56.9	7.6	102
35 - 49	19985	5096	27.0	25.5	109	2720	25.4	13.6	103	13989	26.4	70.0	107	1353	22.6	6.8	92
50 OR OLDER	32647	7057	37.4	21.6	93	4327	40.4	13.3	100	19657	37.1	60.2	92	2569	43.0	7.9	107
GRADUATED COLLEGE	11155	2496	13.2	22.4	96	1218	11.4	10.9	83	7740	14.6	69.4	106	1092	18.3	9.8	133
ATTENDED COLLEGE	13682	3421	18.1	25.0	107	1555	14.5	11.4	86	9849	18.6	72.0	110	1333	22.3	9.7	132
GRADUATED HIGH SCHOOL	33880	8619	45.7	25.4	109	4391	41.0	13.0	98	23514	44.4	69.4	106	2305	38.6	6.8	92
DID NOT GRADUATE HIGH SCHOOL	22270	4334	23.0	19.5	84	3547	33.1	15.9	120	11843	22.4	53.2	81	1249	20.9	5.6	78
EMPLOYED	40306	10191	54.0	25.3	109	4882	45.6	12.1	92	27950	52.8	69.3	106	3416	57.1	8.5	115
EMPLOYED FULL-TIME	32850	8431	44.7	25.7	110	4029	37.6	12.3	93	22557	42.6	68.7	105	2626	43.9	8.0	108
EMPLOYED PART-TIME	7456	1759	9.8	23.6	101	853	8.0	11.4	86	5392	10.2	72.3	111	790	13.2	10.6	144
NOT EMPLOYED	40680	8679	46.0	21.3	92	5830	54.4	14.3	108	24996	47.2	61.4	94	2563	42.9	6.3	85
PROFESSIONAL/MANAGER	10392	2471	13.1	23.8	102	1112	10.4	10.7	81	7491	14.1	72.1	110	1025	17.1	9.9	134
TECH/CLERICAL/SALES	17574	4784	25.4	27.2	117	1870	17.5	10.6	80	12804	24.2	72.9	111	1670	27.9	9.5	129
PRECISION/CRAFT	985	**254	1.3	25.8	111	**99	0.9	10.1	76	628	1.2	63.8	98	**57	1.0	5.8	78
OTHER EMPLOYED	11354	2682	14.2	23.6	101	1802	16.8	15.9	120	7027	13.3	61.9	95	665	11.1	5.9	79
SINGLE	9863	2316	12.3	23.5	101	1645	15.4	16.7	126	5726	10.8	58.1	89	850	14.2	8.6	117
MARRIED	51375	11981	63.5	23.3	100	5774	53.9	11.2	85	36025	68.0	70.1	107	3772	63.1	7.3	99
DIVORCED/SEPARATED/WIDOWED	19748	4573	24.2	23.2	99	3233	30.7	16.7	126	11195	21.1	56.7	87	1357	22.7	6.9	93
PARENTS	32590	7776	41.2	23.9	102	4189	39.1	12.9	97	22781	43.0	69.9	107	1916	32.0	5.9	80
WHITE	70416	16615	88.0	23.6	101	8547	79.8	12.1	92	47906	90.5	68.0	104	5480	91.7	7.8	105
BLACK	8778	1843	9.8	21.0	90	1830	17.1	20.8	158	4016	7.6	45.8	70	*209	3.5	2.4	32
OTHER	1791	**412	2.2	23.0	99	**336	3.1	18.8	142	1024	1.9	57.2	87	**290	4.9	16.2	219
NORTHEAST-CENSUS	17786	3542	18.8	19.9	85	1981	18.5	11.1	84	11616	21.9	65.3	100	3427	57.3	19.3	261
NORTH CENTRAL	20741	5311	28.1	25.6	110	2410	22.5	11.6	88	15000	28.3	72.3	111	*397	6.6	1.9	26
SOUTH	27775	6549	34.7	23.6	101	4633	43.3	16.7	126	16447	31.1	59.2	91	599	10.0	2.2	29
WEST	14683	3467	18.4	23.6	101	1689	15.8	11.5	87	9882	18.7	67.3	103	1556	26.0	10.6	144
NORTHEAST-MKTG.	17961	3500	18.5	19.5	84	2168	20.2	12.1	91	11387	21.5	63.4	97	3347	56.0	18.6	252
EAST CENTRAL	11885	2778	14.7	23.4	100	1339	12.5	11.3	85	8298	15.7	69.8	107	*375	6.3	3.2	43
WEST CENTRAL	14090	3694	19.6	26.2	113	1737	16.2	12.3	93	10326	19.5	73.3	112	*301	5.0	2.1	29
SOUTH	24081	5338	30.9	24.2	104	4023	37.6	16.7	126	14345	27.1	59.6	91	*426	7.1	1.8	24
PACIFIC	12969	3059	16.2	23.6	101	1445	13.5	11.1	84	8591	16.2	66.2	101	1529	25.6	11.8	160
COUNTY SIZE A	32439	7411	39.3	22.8	98	3877	36.2	12.0	90	20343	38.4	62.7	96	3519	58.9	10.8	147
COUNTY SIZE B	24915	5663	30.0	22.7	98	3538	33.0	14.2	107	16966	32.0	68.1	104	1803	30.2	7.2	98
COUNTY SIZE C	12930	3325	17.6	25.7	110	1700	15.9	13.1	99	8796	16.6	68.0	104	*634	10.6	4.9	66
COUNTY SIZE D	10703	2471	13.1	23.1	99	1597	14.9	14.9	113	6842	12.9	63.9	98	**24	0.4	0.2	3
METRO CENTRAL CITY	24518	5648	29.9	23.0	99	3189	29.8	13.0	98	15053	28.4	61.4	94	1842	30.8	7.5	102
METRO SUBURBAN	35919	8354	44.3	23.3	100	4461	41.6	12.4	94	24693	46.6	68.7	105	3593	60.1	10.0	135
NON METRO	20549	4068	25.8	23.7	102	3062	28.6	14.9	113	13201	24.9	64.2	98	*545	9.1	2.7	36
TOP 5 ADI'S	18341	*2783	22.7	23.4	100	2179	20.3	11.9	90	11335	21.4	61.8	95	2733	45.7	14.9	202
TOP 10 ADI'S	25378	5566	29.5	21.9	94	3143	29.3	12.4	94	15624	29.5	61.6	94	3287	55.0	13.0	175
TOP 20 ADI'S	36488	8199	43.4	22.5	96	4534	42.3	12.4	94	23183	43.8	63.5	97	3993	66.8	10.9	148
HSGLD INC. \$50,000 OR MORE	6612	1871	9.9	28.3	121	678	6.3	10.3	78	5010	9.5	75.8	116	654	10.9	9.9	134
\$40,000 OR MORE	12659	3489	18.5	27.6	118	1365	12.7	10.8	82	9480	17.9	74.9	115	1430	23.9	11.3	153
\$30,000 OR MORE	24698	6173	32.7	25.0	107	2568	24.0	10.4	79	18132	34.2	73.4	112	2451	41.0	9.9	134
\$25,000 OR MORE	32077	7889	41.8	24.6	106	3366	31.4	10.5	79	23736	44.8	74.0	113	3031	50.7	9.4	128
\$20,000 - \$24,999	9144	2278	12.1	24.9	107	1148	10.7	12.6	95	6371	12.0	69.7	107	874	14.6	9.6	129
\$15,000 - \$19,999	8728	2198	11.6	25.2	108	1153	10.8	13.2	100	5526	10.4	63.3	97	661	11.1	7.6	103
\$10,000 - \$14,999	12562	2806	14.9	22.3	96	1790	16.7	14.2	108	7752	14.6	61.7	94	593	9.9	4.7	64
UNDER \$10,000	18475	3698	19.6	20.0	86	3256	30.4	17.6	133	9561	18.1	51.8	79	820	13.7	4.4	60
HOUSEHOLD OF 1 PERSON	11987	2547	13.5	21.2	91	2199	20.5	18.3	139	6614	12.5	55.2	84	968	16.2	8.1	109
2 PEOPLE	26577	6108	32.4	23.0	99	3054	28.5	11.5	87	17087	32.3	64.3	98	2260	37.8	8.5	115
3 OR 4 PEOPLE	30617	7455	39.5	24.3	105	3584	33.5	11.7	89	21254	40.1	69.4	106	1895	31.7	6.2	84
5 OR MORE PEOPLE	11804	2759	14.6	23.4	100	1875	17.5	15.9	120	7991	15.1	67.7	104	*856	14.3	7.3	98
NO CHILD IN HSHLD	46165	10618	56.3	23.0	99	6123	57.2	13.3	100	28683	54.2	62.1	95	3900	65.2	8.4	114
CHILD(REN) UNDER 2 YRS	5325	1271	6.7	23.9	102	746	7.0	14.0	106	3490	6.6	65.5	100	**200	3.3	3.8	51
2 - 5 YEARS	14221	3129	16.6	22.0	94	1835	17.1	12.9	98	9544	18.0	67.1	103	591	9.9	4.2	56
6 - 11 YEARS	15117	3347	17.7	22.1	95	1935	18.1	12.8	97	10417	19.7	68.9	105	1008	16.9	6.7	90
12 - 17 YEARS	16611	4095	21.7	24.7	106	2226	20.8	13.4	101	11889	22.5	71.6	109	1129	18.9	6.8	92
RESIDENCE OWNED	55884	12744	67.5	22.8	98	6980	65.2	12.5	94	38270	72.3	68.5	105	3875	64.8	6.9	94
VALUE: \$50,000 OR MORE	31744	7290	38.6	23.0	99	3440	32.1	10.8	82	22721	42.9	71.6	109	3014	50.4	9.5	129
VALUE: UNDER \$50,000	24140	5454	28.9	22.6	97	3540	33.0	14.7	111	15550	29.4	64.4	99	860	14.4	3.6	48

		TOTAL U.S. '000	CAMPBELL'S CHUNKY				CAMPBELL'S SOUP FOR ONE				OTHER CAMPBELL'S				PROGRESSO			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	18870	100.0	23.3	100	10712	100.0	13.2	100	52946	100.0	65.4	100	5979	100.0	7.4	100
MAGAZINES	QUINTILE 1	15799	4345	23.0	27.5	118	2240	20.9	14.2	107	11327	21.4	71.7	110	1521	25.4	9.6	130
	QUINTILE 2	17259	4389	23.3	25.4	109	2151	20.1	12.5	94	11955	22.6	69.3	106	1548	25.9	9.0	121
	QUINTILE 3	13545	2974	15.8	22.0	94	1449	13.5	10.7	81	9294	17.6	68.6	105	1143	19.1	8.4	114
	QUINTILE 4	15133	3571	18.9	23.6	101	1994	18.6	13.2	100	9764	18.4	64.5	99	757	12.7	5.0	68
	QUINTILE 5	19250	3590	19.0	18.6	80	2878	26.9	15.0	113	10607	20.0	55.1	84	1009	16.9	5.2	71
NEWSPAPERS	QUINTILE 1	12413	3133	16.6	25.2	108	1546	14.4	12.5	94	8640	16.3	69.6	106	1372	22.9	11.1	150
	QUINTILE 2	24116	5810	30.8	24.1	103	3009	28.1	12.5	94	16668	31.5	69.1	106	2026	33.9	8.4	114
	QUINTILE 3	11261	2610	13.8	23.2	99	1398	13.1	12.4	94	7538	14.2	66.9	102	763	12.8	6.8	92
	QUINTILE 4	20255	4801	25.4	23.7	102	2588	24.2	12.8	97	13066	24.7	64.5	99	1150	19.2	5.7	77
	QUINTILE 5	12940	2516	13.3	19.4	83	2172	20.3	16.8	127	7034	13.3	54.4	83	668	11.2	5.2	70
OUTDOOR	QUINTILE 1	14852	3562	18.9	24.0	103	1455	13.6	9.8	74	10353	19.6	69.7	107	1196	20.0	8.1	109
	QUINTILE 2	15725	3701	19.6	23.5	101	1805	16.9	11.5	87	10762	20.3	68.4	105	1178	19.7	7.5	101
	QUINTILE 3	16330	3949	20.9	24.2	104	2723	25.4	16.7	126	10462	19.8	64.1	98	1209	20.2	7.4	100
	QUINTILE 4	16744	3841	20.4	22.9	98	2176	20.3	13.0	98	10680	20.2	63.8	98	1290	21.6	7.7	104
	QUINTILE 5	17334	3817	20.2	22.0	95	2553	23.8	14.7	111	10689	20.2	61.7	94	1105	18.5	6.4	86
RADIO-DRIVE TIME	QUINTILE 1	15911	4325	22.9	27.2	117	2216	20.7	13.9	105	11089	20.9	69.7	107	1248	20.9	7.8	106
	QUINTILE 2	14837	3505	18.6	23.6	101	2033	19.0	13.7	104	10113	19.1	68.2	104	1052	17.6	7.1	96
	QUINTILE 3	15339	3113	16.5	20.3	87	1735	16.2	11.3	86	9918	18.7	64.7	99	1233	20.6	8.0	109
	QUINTILE 4	16723	4063	21.5	24.3	104	2171	20.3	13.0	98	11039	20.8	66.0	101	1052	17.6	6.3	85
	QUINTILE 5	18176	3865	20.5	21.3	91	2557	23.9	14.1	106	10787	20.4	59.3	91	1394	23.3	7.7	104
RADIO-MID- DAY	QUINTILE 1	21020	5148	27.3	24.5	105	2859	26.7	13.6	103	14453	27.3	68.8	105	1496	25.0	7.1	96
	QUINTILE 2	21610	4901	26.0	22.7	97	2854	26.6	13.2	100	14423	27.2	66.7	102	1415	23.7	6.5	89
	QUINTILE 3	38355	8820	46.7	23.0	99	4999	46.7	13.0	99	24070	45.5	62.8	96	3068	51.3	8.0	108
	QUINTILE 4	15988	4253	22.5	26.6	114	2256	21.1	14.1	107	11014	20.8	68.9	105	1184	19.8	7.4	100
	QUINTILE 5	15626	3488	18.5	22.3	96	2073	19.4	13.3	100	10558	19.9	67.6	103	1061	17.7	6.8	92
RADIO-TOTAL	QUINTILE 1	16723	3995	21.2	23.9	103	2014	18.8	12.0	91	11338	21.4	67.8	104	1498	25.1	9.0	121
	QUINTILE 2	16342	3597	19.1	22.0	94	2026	18.9	12.4	94	10638	20.1	65.1	100	1145	19.2	7.0	95
	QUINTILE 3	16306	3536	18.7	21.7	93	2344	21.9	14.4	109	9398	17.8	57.6	88	1091	18.2	6.7	91
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15953	3465	18.4	21.7	93	2305	21.5	14.4	109	10474	19.8	65.7	100	1170	19.6	7.3	99
	QUINTILE 2	16137	3771	20.0	23.4	100	2082	19.4	12.9	98	10925	20.6	67.7	104	1380	23.1	8.6	116
	QUINTILE 3	16420	3982	21.1	24.3	104	2076	19.4	12.6	96	11048	20.9	67.3	103	1187	19.9	7.2	98
	QUINTILE 4	16687	3675	19.5	22.0	95	2111	19.7	12.7	96	10523	19.9	63.1	96	1253	21.0	7.5	102
	QUINTILE 5	15789	3976	21.1	25.2	108	2139	20.0	13.5	102	9976	18.8	63.2	97	989	16.5	6.3	85
TV-DAYTIME	QUINTILE 1	27736	6241	33.1	22.5	97	4178	39.0	15.1	114	17206	32.5	62.0	95	1519	25.4	5.5	74
	QUINTILE 2	26489	6443	34.1	24.3	104	3315	30.9	12.5	95	17640	33.3	66.6	102	2137	35.7	8.1	109
	QUINTILE 3	26761	6186	32.8	23.1	99	3220	30.1	12.0	91	18100	34.2	67.6	103	2322	38.8	8.7	118
	QUINTILE 4	16345	3572	18.9	21.9	94	2412	22.5	14.8	112	10081	19.0	61.7	94	868	14.5	5.3	72
	QUINTILE 5	16447	3793	20.1	23.1	99	2116	19.8	12.9	97	10782	20.4	65.6	100	1276	21.3	7.8	105
TV-TOTAL	QUINTILE 1	15980	3874	20.5	24.2	104	2323	21.7	14.5	110	10731	20.3	67.2	103	1344	22.5	8.4	114
	QUINTILE 2	15887	3730	19.8	23.5	101	1784	16.7	11.2	85	10543	19.9	66.4	102	1270	21.2	8.0	108
	QUINTILE 3	16326	3901	20.7	23.9	103	2078	19.4	12.7	96	10809	20.4	66.2	101	1222	20.4	7.5	101
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 1	20721	5226	27.7	25.2	108	2442	22.8	11.8	89	14767	27.9	71.3	109	2087	34.9	10.1	136
	QUINTILE 2	19186	4940	26.2	25.7	111	2642	24.7	13.8	104	13169	24.9	68.6	105	1468	24.6	7.7	104
	QUINTILE 3	21899	4954	26.3	22.6	97	2820	26.3	12.9	97	14406	27.2	65.8	101	1664	27.8	7.6	103
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	15451	4083	21.6	26.4	113	1592	14.9	10.3	78	11453	21.6	74.1	113	1374	23.0	8.9	120
	QUINTILE 2	25953	6450	34.2	24.9	107	3805	35.5	14.7	111	17350	32.8	66.9	102	2303	38.5	8.9	120
	QUINTILE 3	24400	5208	27.6	21.3	92	3086	28.8	12.6	96	15363	29.0	63.0	96	1529	25.6	6.3	85
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	18049	4931	26.1	27.3	117	2349	21.9	13.0	98	12920	24.4	71.6	109	1560	26.1	8.6	117
	QUINTILE 2	23571	5737	30.4	24.3	104	2914	27.2	12.4	93	16243	30.7	68.9	105	2192	36.7	9.3	126
	QUINTILE 3	23278	4958	26.3	21.3	91	3092	28.9	13.3	100	15105	28.5	64.9	99	1382	23.1	5.9	80
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	15459	3793	20.1	24.5	105	2105	19.7	13.6	103	10640	20.1	68.8	105	1281	21.4	8.3	112
	QUINTILE 2	25829	6794	36.0	26.3	113	3125	29.2	12.1	91	18385	34.7	71.2	109	2541	42.5	9.8	133
	QUINTILE 3	26039	5315	28.2	20.4	88	3628	33.9	13.9	105	15684	29.6	60.2	92	1333	22.3	5.1	69
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	16605	4055	21.5	24.4	105	1751	16.3	10.5	80	11826	22.3	71.2	109	1522	25.5	9.2	124
	QUINTILE 2	26834	6451	34.2	24.0	103	3748	35.0	14.0	106	17836	33.7	66.5	102	2327	38.9	8.7	117
	QUINTILE 3	23346	5487	29.1	23.5	101	3224	30.1	13.8	104	14895	28.1	63.8	98	1399	23.4	6.0	81
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	17133	4386	23.2	25.6	110	2107	19.7	12.3	93	11819	22.3	69.0	106	1531	25.6	8.9	121
	QUINTILE 2	25892	6029	32.0	23.3	100	3191	29.8	12.3	93	17696	33.4	68.3	105	2427	40.6	9.4	127
	QUINTILE 3	23167	5440	28.8	23.5	101	3256	30.4	14.1	106	15342	29.0	66.2	101	1288	21.5	5.6	75
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	17159	4287	22.7	25.0	107	2365	22.1	13.8	104	11445	21.6	66.7	102	1437	24.0	8.4	113
	QUINTILE 2	26214	6358	33.7	24.3	104	3049	28.5	11.6	88	18417	34.8	70.3	107	2463	41.2	9.4	127
	QUINTILE 3	23412	4844	25.7	20.7	89	3467	32.										

	TOTAL U.S. '000	CAMPBELLS CHUNCKY				CAMPBELLS SOUP FOR ONE				OTHER CAMPBELLS				PROGRESSO			
		A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	18870	100.0	23.3	100	10712	100.0	13.2	100	52946	100.0	65.4	100	5979	100.0	7.4	100
ATLANTIC MONTHLY	415	**90	0.5	21.7	93	**60	0.6	14.5	109	272	0.5	65.5	100	**54	0.9	13.0	176
BARRON'S	453	**115	0.6	25.4	109	**23	0.2	5.1	38	339	0.6	74.8	111	**113	1.9	24.9	338
BETTER HOMES & GARDENS	16256	3940	20.9	24.2	104	2300	21.5	14.1	107	11806	22.3	72.6	111	1449	24.2	8.9	121
BON APPETIT	2535	529	2.8	20.9	90	240	2.2	9.5	72	1793	3.4	70.7	108	442	7.4	17.4	236
BUSINESS WEEK	1278	236	1.3	18.5	79	*204	1.9	16.0	121	790	1.5	61.8	95	*132	2.2	10.3	140
CAR AND DRIVER	378	**89	0.5	23.5	101	**64	0.6	16.9	128	*263	0.5	69.6	106	**51	0.9	13.5	183
CBS MAGAZINE NETWORK (GROSS)	1498	441	2.3	29.4	126	*181	1.7	12.1	91	1106	2.1	73.8	113	**51	0.9	3.4	46
CHANGING TIMES	1505	518	2.7	34.4	148	*209	2.0	13.9	105	1018	1.9	67.6	103	*143	2.4	9.5	129
COLONIAL HOMES	1231	327	1.7	26.6	114	*150	1.4	12.2	92	855	1.6	69.5	106	**61	1.0	5.0	67
CONDE NAST MAG. PKG. (GROSS)	14146	4181	22.2	29.6	127	2233	20.8	15.8	119	9722	18.4	68.7	105	1712	28.6	12.1	164
CONSUMERS DIGEST	1323	*254	1.3	19.2	82	*210	2.0	15.9	120	861	1.6	65.1	100	**85	1.4	6.4	87
COSMOPOLITAN	7102	1936	10.3	27.3	117	1075	10.0	15.1	114	4839	9.1	68.1	104	807	13.5	11.4	154
COUNTRY LIVING	2481	600	3.2	24.2	104	271	2.5	10.9	83	1778	3.4	71.7	110	*174	2.9	7.0	95
CUISINE	1472	259	1.4	17.6	76	*198	1.8	13.5	102	1127	2.1	76.6	117	*207	3.5	14.1	190
CYCLE WORLD	425	**115	0.6	27.1	116	**42	0.4	9.9	75	321	0.6	75.5	111	**4	0.1	0.9	13
DCI:CREATIVE IDEAS FOR LIV	2510	674	3.6	26.9	115	316	2.9	12.6	95	1815	3.4	72.3	111	**139	2.3	5.5	75
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1921	10.2	26.7	123	971	9.1	14.5	110	4757	9.0	71.1	109	*262	4.4	3.9	53
DISCOVER	894	294	1.6	32.9	141	**111	1.0	12.4	94	673	1.3	75.3	115	**72	1.2	8.1	109
EBONY	3507	880	4.7	25.1	108	691	6.5	19.7	149	1799	3.4	75.3	78	**82	1.4	2.3	32
ESQUIRE	1083	273	1.4	25.2	108	*178	1.7	16.4	124	605	1.1	55.9	85	**112	1.9	10.3	140
ESSENCE	1830	410	2.2	22.4	96	388	3.6	21.2	160	990	1.9	54.1	83	**43	0.7	2.3	32
FAMILY CIRCLE	15930	3796	20.1	23.8	102	1848	17.3	11.6	88	11519	21.8	72.3	111	1344	22.5	8.4	114
THE FAMILY HANDYMAN	1126	243	1.3	21.6	93	**70	0.7	6.2	47	919	1.7	81.6	125	**65	1.1	5.8	78
FAMILY WEEKLY	11468	2823	15.0	24.6	106	1441	13.5	12.6	95	8031	15.2	70.0	107	538	9.0	4.7	64
FIELD & STREAM	2234	548	2.9	24.5	105	*283	2.6	12.7	96	1763	3.3	78.9	121	**111	1.9	5.0	67
FOOD & WINE	579	*163	0.9	28.2	121	**73	0.7	12.6	95	419	0.8	72.4	111	**86	1.4	14.9	201
FORBES	728	*202	1.1	27.7	119	**66	0.6	9.1	69	492	0.9	67.6	103	**81	1.4	11.1	151
FORTUNE	906	*217	1.1	24.0	103	**77	0.7	8.5	64	671	1.3	74.1	113	**112	1.9	12.4	167
GENTLEMEN'S QUARTERLY	791	305	1.6	38.6	165	**76	0.7	9.6	73	464	0.9	58.7	90	**175	2.9	22.1	300
GLAMOUR	5265	1434	7.6	27.2	117	838	7.8	15.9	120	3760	7.1	71.4	109	650	10.9	12.3	167
GOLF DIGEST	636	*135	0.7	21.2	91	**44	0.4	6.9	52	528	1.0	83.0	127	**32	0.5	5.0	68
GOLF DIGEST/TENNIS (GROSS)	1186	330	1.7	27.8	119	**117	1.1	9.9	75	873	1.6	73.6	113	**123	2.1	10.4	140
GOLF MAGAZINE	441	**92	0.5	20.9	90	**24	0.2	5.4	41	376	0.7	85.3	130	**45	0.8	10.2	138
GOLF MAGAZINE/SKI (GROSS)	922	*162	0.9	17.6	75	**90	0.8	9.8	74	645	1.2	70.0	107	**130	2.2	14.1	191
GOOD HOUSEKEEPING	16487	4068	21.6	24.7	106	2047	19.1	12.4	94	11871	22.4	72.0	110	1311	21.9	8.0	108
HARPER'S BAZAAR	2423	731	3.9	30.2	129	368	3.4	15.2	115	1581	3.0	65.2	100	350	5.9	14.4	196
HEALTH	1994	528	2.8	26.5	114	336	3.1	16.9	127	1410	2.7	70.7	108	*250	4.2	12.5	170
HEARST MAG CORP. BUY (GROSS)	44101	11726	62.1	26.6	114	5869	54.8	13.3	101	31146	58.8	70.6	108	3753	62.8	8.5	115
HEARST MAN POWER (GROSS)	1993	435	2.3	21.8	94	*161	1.5	8.1	61	1504	2.8	75.5	115	**90	1.5	4.5	61
HEARST WOMAN POWER (GROSS)	31274	8292	43.9	26.5	114	4285	40.0	13.7	104	22285	42.1	71.3	109	2659	44.5	8.5	115
HOUSE BEAUTIFUL	3623	1008	5.3	27.8	119	482	4.5	13.3	101	2388	4.5	65.9	101	301	5.0	8.3	113
INC.	283	**132	0.7	46.6	200	*37	0.3	13.1	99	*189	0.4	66.8	102	**57	1.0	20.1	273
JET	2928	707	3.7	24.1	104	554	5.2	18.9	143	1466	2.8	50.1	77	**75	1.3	2.6	35
LADIES' HOME JOURNAL	11918	3164	16.8	26.5	114	1521	14.2	12.8	96	8810	16.6	73.9	113	931	15.6	7.8	106
LHJ FAMILY GRP COMBO(GROSS)	16764	4446	23.6	26.5	114	2161	20.2	12.9	97	12309	23.2	73.4	112	1381	23.1	8.2	112
LIFE	4254	1041	5.5	24.5	105	549	5.1	12.9	98	2804	5.3	65.9	101	461	7.7	10.8	147
L.A. TIMES HOME MAGAZINE	1145	380	2.0	33.2	142	**76	0.7	6.6	50	717	1.4	62.6	96	*187	3.1	16.3	221
MADEMOISELLE	2884	843	4.5	29.2	125	473	4.4	16.4	124	1989	3.8	69.0	105	337	5.6	11.7	158
MC CALL'S	13460	3609	19.1	26.8	115	1822	17.0	13.5	102	9510	18.0	70.7	108	1078	18.0	8.0	108
MC CALL'S/HRK MOTHER (GROSS)	14606	3903	20.7	26.7	115	2015	18.8	13.8	104	10299	19.5	70.5	108	1155	19.3	7.9	107
MECHANIX ILLUSTRATED	772	*234	1.2	30.3	130	**75	0.7	9.7	73	566	1.1	73.3	112	**109	1.8	14.1	191
METROPOLITAN HOME	967	356	1.9	36.8	158	*133	1.2	13.8	104	594	1.1	61.4	94	**122	2.0	12.6	171
MONEY	1588	545	2.9	34.3	147	*210	2.0	13.2	100	1028	1.9	64.7	99	*171	2.9	10.8	146
MOTHER EARTH NEWS	1002	309	1.6	30.8	132	**80	0.7	8.0	60	775	1.5	77.3	118	**64	1.1	6.4	87
MS.	825	175	0.9	21.2	91	**80	0.7	9.7	73	529	1.0	64.1	98	**58	1.0	7.0	95
NATIONAL ENQUIRER	10336	2673	14.2	25.9	111	1655	15.4	16.0	121	6602	12.5	63.9	98	654	10.9	6.3	86
NATIONAL GEOGRAPHIC	9597	2319	12.3	24.2	104	1045	9.8	10.9	82	6839	12.9	71.3	109	806	13.5	8.4	114
NATIONAL SUNDAY MAGAZINE PKG	49558	12008	63.6	24.2	104	6234	58.2	12.6	95	33948	64.1	68.5	105	4016	67.2	8.1	110
NATURAL HISTORY	573	**108	0.6	18.8	81	**74	0.7	12.9	98	429	0.8	74.9	115	**59	1.0	10.3	139
NEW WOMAN	1699	511	2.7	30.1	129	*199	1.9	11.7	89	1133	2.1	66.7	102	*178	3.0	10.5	142
NEW YORK INCLUDING CUE	443	*106	0.6	23.9	103	**38	0.4	8.6	65	291	0.5	65.7	100	*97	1.6	21.9	297
THE NEW YORKER	1270	234	1.2	18.4	79	*91	0.8	7.2	54	854	1.6	67.2	103	*205	3.4	16.1	219
NEWSWEEK	6277	1698	9.0	27.1	116	1050	9.8	16.7	126	4312	8.1	68.7	105	604	10.1	9.6	130
THE N.Y. TIMES DAILY EDITION	1205	*254	1.3	21.1	90	*68	0.6	5.6	43	780	1.5	64.7	99	361	6.0	30.0	406
THE N.Y. TIMES MAGAZINE	2081	415	2.2	19.9	86	119	1.1	5.7	43	1378	2.6	66.2	101	532	8.9	25.6	346
OMNI	788	*223	1.2	28.3	121	**85	0.8	10.8	82	562	1.1	71.3	109	**80	1.3	10.2	138
ON CABLE	1158	*262	1.4	22.6	97	**115	1.1	9.9	75	837	1.6	72.3	111	*34	0.6	2.9	40
1001 HOME IDEAS	2852	754	4.0	26.4	113	304	2.8	10.7	81	2089	3.9	73.2	112	*201	3.4	7.0	95
ORGANIC GARDENING	1658	425	2.3	25.6	110	*209	2.0	12.6	95	1215	2.3	73.3	112	**202	3.4	12.2	165
OUTDOOR LIFE	896	*255	1.4	28.5	122	**98	0.9	10.9	83	614	1.2	68.5	105	**21	0.4	2.3	32
PARADE MAGAZINE	24275	5614	29.8	23.1	99	3104	29.0	12.8	97	16557	31.3	68.2	104	2415	40.4	9.9	135

	TOTAL U.S. '000	CAMPBELLS CHUNKY				CAMPBELLS SOUP FOR ONE				OTHER CAMPBELLS				PROGRESSO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	10984	18870	100.0	23.3	100	10712	100.0	13.2	100	52946	100.0	65.4	100	5979	100.0	7.4	100
PARENTS	3845	962	5.1	25.0	107	474	4.4	12.3	93	2748	5.2	71.5	109	*194	3.2	5.0	68
PENTHOUSE	831	*132	0.7	15.9	68	**105	1.0	12.6	96	519	1.0	62.5	96	**449	0.8	5.9	80
PEOPLE	11645	3021	16.0	25.9	111	1652	15.4	14.2	107	8038	15.2	69.0	106	1112	18.6	9.5	129
PLAYBOY	2006	441	2.3	22.0	94	241	2.2	12.0	91	1381	2.6	68.8	105	*162	2.7	8.1	109
POPULAR HOT RODDING	297	**75	0.4	25.3	108	**94	0.9	31.6	239	*212	0.4	71.4	109	**3	0.1	1.0	14
POPULAR MECHANICS	1018	*194	1.0	19.1	82	**97	0.9	9.5	72	771	1.5	75.7	116	**67	1.1	6.6	89
POPULAR SCIENCE	878	*141	0.7	16.1	69	**55	0.5	6.3	47	707	1.3	80.5	123	**34	0.6	3.9	52
PREVENTION	3913	1000	5.3	25.6	110	539	5.0	13.8	104	2690	5.1	68.7	105	355	5.9	9.1	123
PSYCHOLOGY TODAY	1710	333	1.8	19.5	84	*216	2.0	12.6	95	1180	2.2	69.0	106	*199	3.3	11.6	158
READER'S DIGEST	22204	5782	30.6	26.0	112	2787	26.0	12.6	95	15545	29.4	70.0	107	1635	27.3	7.4	100
REDBOOK	7684	2288	12.1	29.8	128	1163	10.9	15.1	114	5575	10.5	72.6	111	541	9.0	7.0	95
ROAD & TRACK	410	**89	0.5	21.7	93	**35	0.3	8.5	65	339	0.6	82.7	126	**22	0.4	5.4	73
ROLLING STONE	969	283	1.5	29.2	125	*178	1.7	18.4	139	711	1.3	73.4	112	*113	1.9	11.7	158
RUNNER'S WORLD	298	**87	0.5	29.2	125	**68	0.6	22.8	173	*227	0.4	76.2	117	**46	0.8	15.4	209
SATURDAY EVENING POST	1169	196	1.0	16.8	72	*131	1.2	11.2	85	872	1.6	74.6	114	**69	1.2	5.9	80
SCIENCE 84	587	*176	0.9	30.0	129	**45	0.4	7.7	58	437	0.8	74.4	114	**40	0.7	6.8	92
SCIENCE DIGEST	482	*132	0.7	27.4	118	**38	0.4	7.9	60	362	0.7	75.1	115	**5	0.1	1.0	14
SCIENTIFIC AMERICAN	594	**157	0.8	26.4	113	**45	0.4	7.6	57	402	0.8	67.7	104	**39	0.7	6.6	89
SELF	2089	805	4.3	38.5	165	395	3.7	18.9	143	1459	2.8	69.8	107	*249	4.2	11.9	161
SEVENTEEN	2411	586	3.1	24.3	104	336	3.1	13.9	105	1486	2.8	61.6	94	*251	4.2	10.4	141
SKI	480	**69	0.4	14.4	62	**66	0.6	13.8	104	269	0.5	56.0	86	**85	1.4	17.7	240
SMITHSONIAN	2760	775	4.1	28.1	121	304	2.8	11.0	83	1901	3.6	68.9	105	339	5.7	12.3	166
SOAP OPERA DIGEST	3013	847	4.5	28.1	121	427	4.0	14.2	107	2011	3.8	66.7	102	*146	2.4	4.8	66
SOUTHERN LIVING	4184	1247	6.6	29.8	128	655	6.1	15.7	118	2943	5.6	70.3	108	**123	2.1	2.9	40
SPORT	559	**83	0.4	14.8	64	**55	0.5	9.8	74	383	0.7	68.5	105	**20	0.3	3.6	48
THE SPORTING NEWS	436	**58	0.3	13.3	57	**67	0.6	15.4	116	*360	0.7	82.6	126	**14	0.2	3.2	43
SPORTS AFIELD	493	**108	0.6	21.9	94	**25	0.2	5.1	38	372	0.7	75.5	115	**17	0.3	3.4	47
SPORTS ILLUSTRATED	2758	720	3.8	26.1	112	406	3.8	14.7	111	1958	3.7	71.0	109	318	5.3	11.5	156
STAR	7456	2042	10.8	27.4	118	1094	10.2	14.7	111	4739	9.0	63.6	97	645	10.8	8.7	117
SUNDAY	24936	6030	32.0	24.2	104	3158	29.5	12.7	96	16854	31.8	67.6	103	2268	37.9	9.1	123
SUNSET	2124	540	2.9	25.4	109	*155	1.4	7.3	55	1577	3.0	74.2	114	*259	4.3	12.2	165
TV GUIDE	21661	5413	28.7	25.0	107	2957	27.6	13.7	103	14701	27.8	67.9	104	1792	30.0	8.3	112
TENNIS	550	*196	1.0	35.6	153	**73	0.7	13.3	100	346	0.7	62.9	96	*91	1.5	16.5	224
TIME	8880	2300	12.2	25.9	111	1115	10.4	12.6	95	6309	11.9	71.0	109	1024	17.1	11.5	156
TOWN & COUNTRY	917	305	1.6	33.3	143	*107	1.0	11.7	88	650	1.2	70.9	108	*114	1.9	12.4	168
TRAVEL & LEISURE	972	*216	1.1	22.2	95	**103	1.0	10.6	80	785	1.5	80.8	124	*104	1.7	10.7	145
TRUE STORY	3356	877	4.6	26.1	112	669	6.2	19.9	151	2170	4.1	64.7	99	*166	2.8	4.9	67
U.S. NEWS & WORLD REPORT	3410	857	4.5	25.1	108	551	5.1	16.2	122	2343	4.4	68.7	105	237	4.0	7.0	94
USA TODAY	1759	499	2.6	28.4	122	*176	1.6	10.0	76	1202	2.3	68.3	105	*152	2.5	8.6	117
VE	1873	625	3.3	33.4	143	333	3.1	17.8	134	1386	2.6	74.0	113	*165	2.8	8.8	119
VOGUE	3909	1099	5.8	28.1	121	527	4.9	13.5	102	2513	4.7	64.3	98	477	8.0	12.2	165
WALL STREET JOURNAL	1886	354	1.9	18.8	81	*154	1.4	8.2	62	1356	2.6	71.9	110	*212	3.5	11.2	152
WEIGHT WATCHERS	2120	578	3.1	27.3	117	318	3.0	15.0	113	1461	2.8	68.9	105	*126	2.1	5.9	81
WOMAN'S DAY	14172	3538	18.7	25.0	107	1674	15.6	11.8	89	10398	19.6	73.4	112	1317	22.0	9.3	126
WORKING MOTHER	1146	294	1.6	25.7	110	*192	1.8	16.8	127	789	1.5	68.8	105	**78	1.3	6.8	92
WORKING WOMAN	1322	446	2.4	33.7	145	*164	1.5	12.4	94	880	1.7	66.6	102	**127	2.1	9.6	130
WORLD TENNIS	*163	**37	0.2	22.7	97	**26	0.2	16.0	121	*112	0.2	68.7	105	**2	0.0	1.2	17
ZIFF-DAVIS MAG NETWK (GROSS)	2532	650	3.4	25.7	110	346	3.2	13.7	103	1870	3.5	73.9	113	*229	3.8	9.0	123
BLAIR INSERTS	43657	10508	55.7	24.1	103	5374	50.2	12.3	93	29821	56.3	68.3	104	4071	68.1	9.3	126
DAILY NEWSPAPERS																	
READ ANY	51633	12459	66.0	24.1	104	6565	61.3	12.7	96	35011	66.1	67.8	104	4256	71.2	8.2	112
READ ONE	43463	10381	55.0	23.9	103	5552	51.8	12.8	97	29424	55.6	67.7	104	3375	56.4	7.8	105
READ TWO OR MORE	8170	2078	11.0	25.4	109	1012	9.4	12.4	94	5587	10.6	68.4	105	882	14.8	10.8	146
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12653	67.1	24.0	103	6502	60.7	12.3	93	36251	68.5	68.8	105	4459	74.6	8.5	115
READ ONE	46126	10983	58.2	23.8	102	5789	54.0	12.6	95	31532	59.6	68.4	105	3752	62.8	8.1	110
READ TWO OR MORE	6552	1670	8.9	25.5	109	713	6.7	10.9	82	4719	8.9	72.0	110	707	11.8	10.8	146
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.49				23.00				28.81				29.09			
30 DAY REACH	71455	16943	89.8	23.7	102	9370	87.5	13.1	99	46965	88.7	65.7	101	5371	89.8	7.5	102
50 SHWG - 30 DAY AV FREQ	14.56	14.96				12.23				15.13				15.26			
30 DAY REACH	67742	16162	85.6	23.9	102	8837	82.5	13.0	99	44828	84.7	66.2	101	5112	85.5	7.5	102
25 SHWG - 30 DAY AV FREQ	7.94	8.23				6.76				8.20				8.16			
30 DAY REACH	62117	14690	77.8	23.6	101	7940	74.1	12.8	97	41339	78.1	66.6	102	4782	80.0	7.7	104
CABLE TV: HOME WIRED	32077	7877	41.7	24.6	105	4139	38.6	12.9	98	22581	42.6	70.4	108	2675	44.7	8.3	113
HOME NOT WIRED	48909	10992	58.3	22.5	96	6573	61.4	13.4	102	30366	57.4	62.1	95	3304	55.3	6.8	92
HAVE PAY CABLE	15935	3994	21.2	25.1	108	1885	17.6	11.8	89	11875	22.4	74.5	114	1362	22.8	8.5	116

	TOTAL U.S. '000	CAMPBELL'S CHUNKY				CAMPBELL'S SOUP FOR ONE				OTHER CAMPBELL'S				PROGRESSO				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEMAKERS	80986	18870	100.0	23.3	100	10712	100.0	13.2	100	52946	100.0	65.4	100	5979	100.0	7.4	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	10751	57.0	24.5	105	5007	52.3	12.8	96	29945	56.6	68.2	104	2368	56.3	7.7	104	
10:00 AM - 3:00 PM	30659	7341	38.9	23.9	103	4012	37.5	13.1	99	20726	39.1	67.6	103	2139	35.8	7.0	95	
3:00 PM - 7:00 PM	31045	7659	40.6	24.7	106	*018	37.5	12.9	98	21482	40.6	69.2	106	2284	38.2	7.4	100	
7:00 PM - MIDNIGHT	15767	3726	19.7	23.6	101	2108	19.7	13.4	101	10770	20.3	68.3	104	1227	20.5	7.8	105	
MIDNIGHT - 6:00 AM	9120	2460	13.0	27.0	116	1224	11.4	13.4	101	6385	12.1	70.0	107	716	12.0	7.9	106	
6:00 AM - MIDNIGHT	58527	14056	74.5	24.0	103	7618	71.1	13.0	98	39687	75.0	67.8	104	4451	74.4	7.6	103	
ENTIRE DAY	59311	14248	75.5	24.0	103	7686	71.8	13.0	98	40202	75.9	67.8	104	4521	75.6	7.6	103	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	3923	20.8	24.3	104	1977	18.5	12.2	92	11642	22.0	72.0	110	1192	19.9	7.4	100	
ALL NEWS	2256	517	2.7	22.9	98	231	2.2	10.2	77	1442	2.7	63.9	98	396	6.6	17.6	238	
ADP/PROGRESSIVE	3874	1023	5.4	26.4	113	462	4.3	11.9	90	2734	5.2	70.6	108	419	7.0	10.8	146	
BEAUTIFUL MUSIC	5660	1262	6.7	22.3	96	764	7.1	13.5	102	4017	7.6	71.0	109	364	6.1	6.4	87	
BLACK	2204	502	2.7	22.8	98	377	3.5	17.1	129	1299	2.5	58.9	90	**64	1.1	2.9	39	
CLASSICAL	1418	277	1.5	19.5	84	**91	0.8	6.4	49	827	1.6	58.3	89	*238	4.0	16.8	227	
CHR/ROCK	9538	2528	13.4	26.5	114	1233	11.5	12.9	98	6691	12.6	70.2	107	865	14.5	9.1	123	
COUNTRY	12648	3234	17.1	25.6	110	1753	16.4	13.9	105	8571	16.2	67.8	104	563	9.4	4.5	60	
GOLDEN OLDIES	1191	*308	1.6	25.9	111	*172	1.6	14.4	109	*92	1.3	58.1	89	**59	1.0	5.0	67	
MOR/NOSTALGIA	4757	1091	5.8	22.9	98	594	5.5	12.5	94	3345	6.3	70.3	108	544	9.1	11.4	155	
NEWS/TALK	3863	824	4.4	21.4	92	466	4.4	12.1	91	2503	4.7	64.8	99	500	8.4	12.9	175	
RELIGIOUS	3084	714	3.8	23.2	99	472	4.4	15.3	116	2057	3.9	66.7	102	**137	2.3	4.4	60	
SOFT ROCK	521	**84	0.4	16.1	69	**89	0.8	17.1	129	349	0.7	70.8	108	**19	0.3	3.6	49	
URBAN CONTEMPORARY	1585	390	2.1	24.6	106	313	2.9	19.7	149	749	1.4	47.3	72	*134	2.2	8.5	115	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	724	3.8	22.2	95	460	4.3	14.1	107	2152	4.1	66.0	101	*204	3.4	6.3	85	
ABC DIRECTION	2316	642	3.4	27.7	119	386	3.6	16.7	126	1539	2.9	66.5	102	*224	3.7	9.7	131	
ABC ENTERTAINMENT	4834	1111	5.9	23.0	99	568	5.3	11.8	89	3290	6.2	68.1	104	359	6.0	7.4	101	
ABC FM	2202	577	3.1	26.2	112	280	2.6	12.7	96	1550	2.9	70.4	108	**110	1.8	5.0	68	
ABC INFORMATION	5425	1249	6.6	23.0	99	681	6.4	12.6	95	3760	7.1	69.3	106	484	8.1	8.9	121	
ABC ROCK	1677	556	2.9	33.2	142	*193	1.8	11.5	87	1194	2.3	71.2	109	*179	3.0	10.7	145	
WABC	4430	1001	5.3	22.6	97	553	5.2	12.5	94	3025	5.7	68.3	104	434	7.3	9.8	133	
MUTUAL	4992	1280	6.8	25.6	110	711	6.6	14.2	108	3395	6.4	68.0	104	403	6.7	8.1	109	
WFC	4679	1023	5.4	21.9	94	466	4.4	10.0	75	3368	6.4	72.0	110	364	6.1	7.8	105	
RADIORADIO	1994	504	2.7	25.3	108	*297	2.8	14.9	113	1335	2.5	67.0	102	*157	2.6	7.9	107	
RKO ONE	2298	589	3.1	25.6	110	412	3.8	17.9	136	1467	2.8	63.8	98	*143	2.4	6.2	84	
RKO TWO	3311	731	3.9	22.1	95	471	4.4	14.2	108	2146	4.1	64.8	99	254	4.2	7.7	104	
THE SOURCE	2114	606	3.2	28.7	123	*229	2.1	10.8	82	1420	2.7	67.2	103	*200	3.3	9.5	128	
NON-WIRED: BLAIR	8654	2100	11.1	24.3	104	1141	10.7	13.2	100	6153	11.6	71.1	109	617	10.3	7.1	97	
INTERNET	12025	3123	16.6	26.0	111	1754	16.4	14.6	110	8112	15.3	67.5	103	1150	19.2	9.6	130	
KATZ RADIO GROUP	15359	3577	19.0	23.3	100	1929	18.0	12.6	95	10729	20.3	69.9	107	1400	23.4	9.1	123	
SUPERNET	10628	2515	13.3	23.7	102	1251	11.7	11.8	89	7441	14.1	70.0	107	681	11.4	6.4	87	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	2024	10.7	23.4	100	1069	10.0	12.3	93	5493	10.4	63.4	97	585	9.8	6.8	92	
WKDAY 9:00 AM - 1:00 PM	12163	2683	14.2	22.1	95	1697	15.8	14.0	105	7549	14.3	62.1	95	678	11.3	5.6	76	
WKDAY 1:00 PM - 4:30 PM	16150	3714	19.7	23.0	99	2425	22.6	15.0	114	10029	18.9	62.1	95	829	13.9	5.1	70	
WKDAY 4:30 PM - 7:30 PM	22463	4986	26.4	22.2	95	3042	28.4	13.5	102	14174	26.8	63.1	97	1624	27.2	7.2	98	
WKDAY 7:30 PM - 8:00 PM	31795	7051	37.4	22.2	95	4249	39.7	13.4	101	20416	38.6	64.2	98	2197	36.7	6.9	94	
WKDAY 11:00 PM - 11:30 PM	23977	5545	29.4	23.1	99	3357	31.3	14.0	106	15949	30.1	66.5	102	1635	27.3	6.8	92	
WKDAY 11:30 PM - 1:00 AM	7703	1864	9.9	24.2	104	1143	10.7	14.8	112	5085	9.6	66.0	101	566	9.5	7.3	100	
M-SAT 8-11 PM-SUN 7-11 PM	33800	7683	40.7	22.7	98	4501	42.0	13.3	101	22368	42.2	66.2	101	2582	43.2	7.6	103	
WKDAY DAYTIME NTKW 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	1646	8.7	25.2	108	1106	10.3	16.9	128	3911	7.4	59.8	91	503	8.4	7.7	104
ANOTHER WORLD	N	4620	897	4.8	19.4	83	721	6.7	15.6	118	2695	5.1	58.3	89	201	3.4	4.4	59
AS THE WORLD TURNS	C	5614	1374	7.3	24.5	105	794	7.4	14.1	107	3544	6.7	63.1	97	145	2.4	2.6	35
CAPITOL	C	3396	831	4.4	24.5	105	506	4.7	14.9	113	2015	3.8	59.9	92	*112	1.9	3.3	45
CBS MORN. NEWS 1	C	1446	392	2.1	27.1	116	119	1.1	8.2	62	850	1.6	58.8	90	*39	0.7	2.7	37
CBS MORN. NEWS 2	C	1207	292	1.5	24.2	104	115	1.1	9.5	72	735	1.4	60.9	93	*53	0.9	4.4	59
DAYS OF OUR LIVES	N	5877	1121	5.9	19.1	82	805	7.5	13.7	104	3715	7.0	63.2	97	299	5.0	5.1	69
FACTS OF LIFE - DAYTIME	N	2290	516	2.7	22.5	97	322	3.0	14.1	106	1231	2.3	53.8	82	100	1.7	4.4	59
FAMILY FEUD	A	3023	595	3.2	19.7	84	445	4.2	14.7	111	1857	3.5	61.4	94	197	3.3	6.5	88
GENERAL HOSPITAL	A	6097	1497	7.9	24.6	105	937	8.7	15.4	116	3792	7.2	62.2	95	405	6.8	6.6	90
GOOD MORNING, AMERICA-730A	A	3515	906	4.8	25.8	111	444	4.1	12.6	95	2441	4.6	69.4	106	242	4.0	6.9	93
GOOD MORNING, AMERICA-830A	A	2818	667	3.5	23.7	102	313	2.9	11.1	84	1929	3.6	68.5	105	205	3.4	7.3	99
GUIDING LIGHT	C	5339	1242	6.6	23.3	100	723	6.7	13.5	102	3397	6.4	63.6	97	247	4.1	4.6	63
ONE LIFE TO LIVE	A	4478	1113	5.9	24.9	107	689	6.4	15.4	116	2750	5.2	61.4	94	213	3.6	4.8	64
PRESS YOUR LUCK	C	2244	498	2.6	22.2	95	298	2.8	13.3	100	1498	2.8	66.8	102	*92	1.5	4.1	56
PRICE IS RIGHT 1	C	4348	1042	5.5	24.0	103	583	5.4	13.4	101	2706	5.1	62.2	95	185	3.1	4.3	58
PRICE IS RIGHT 2	C	5014	1141	6.0	22.8	98	886	6.4	13.7	103	3071	5.8	61.2	94	233	3.9	4.6	63
RYAN'S HOPE	A	3150	811	4.3	25.7	110	501	4.7	15.9	120	1897	3.6	60.2	92	259	4.3	8.2	111
SALE OF THE CENTURY	N	2695	567	3.0	21.0	90	388	3.6	14.4	109	1442	2.7	53.5	82	168	2.8	6.2	84
SEARCH FOR TOMORROW	N	2319	438	2.3	18.9	81	322	3.0	13.9	105	1391	2.6	60.0	92	*129	2.2	5.6	75
TODAY SHOW 1	N	2693	521	2.8	19.3	83	347	3.2	12.9	97	1594	3.0	59.2	91	242	4.0	9.0	122
TODAY SHOW 2	N	2498	444	2.4	17.8	76	274	2.6	11.0	83	1479	2.8	59.2	91	187	3.1	7.5	101
\$25,000 PYRAMID	C	2753	553	2.9	20.1	86	409	3.8	14.9	112	1731	3.3	62.9	96	121	2.0	4.4	60
WHEEL OF FORTUNE	N	4388	1011	5.4	23.0	99	737	6.9	16.8	127	2605	4						

	TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	18870	100.0	23.3	100	10712	100.0	13.2	100	52946	100.0	65.4	100	5979	100.0	7.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	5799	30.7	22.2	95	3508	32.7	13.5	102	16484	31.1	63.2	97	1803	30.2	6.9	94
NETWORK AFFILIATES - LATE	20261	4660	24.7	23.0	99	2830	26.4	14.0	106	13427	25.4	66.3	101	1401	23.4	6.9	94
INDEPENDENTS - LATE	2076	468	2.5	22.5	97	237	2.2	11.4	86	1354	2.6	65.2	100	313	5.2	15.1	204
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 10453	2450	13.0	23.4	101	1467	13.7	14.0	106	6846	12.9	65.5	100	597	10.0	5.7	77
ABC MONDAY NIGHT MOVIE	A 6412	1545	8.2	24.1	103	859	8.0	13.4	101	4497	8.5	70.1	107	454	7.6	7.1	96
ABC SUNDAY NIGHT MOVIE	A 12407	2765	14.7	22.3	96	1668	15.6	13.4	102	8144	15.4	65.6	100	969	16.2	7.8	106
ABC WORLD NEWS TONIGHT	A 6176	1326	7.0	21.5	92	875	8.2	14.2	107	3947	7.5	63.9	98	398	6.7	6.4	87
AFTERMASH	C 5863	1474	7.8	25.1	108	694	6.5	11.8	89	3827	7.2	65.3	100	378	6.3	6.4	87
ALICE	C 9594	2205	11.7	23.0	99	1214	11.3	12.7	96	6174	11.7	64.4	98	591	9.9	6.2	83
AMERICAN PARADE	C 6622	1351	7.2	20.4	88	806	7.5	12.2	92	4319	8.2	65.2	100	496	8.3	7.5	101
BENSON	A 10886	2376	12.6	21.8	94	1565	14.6	14.4	109	6934	13.1	63.7	97	717	12.0	6.6	89
BLUE THUNDER	A 5036	1195	6.3	23.7	102	779	7.3	15.5	117	3298	6.2	65.5	100	318	5.3	6.3	86
CAGNEY & LACEY	C 9965	2260	12.0	22.7	97	1343	12.5	13.5	102	6892	13.0	69.2	106	680	11.4	6.8	92
CBS EVENING NEWS-DEAN	C 3491	824	4.4	23.6	101	388	3.6	11.1	84	2165	4.1	62.0	95	376	6.3	10.8	146
CBS EVENING NEWS-RATHER	C 7123	1787	9.5	25.1	108	919	8.6	12.9	98	4755	9.0	66.8	102	651	10.9	9.1	124
CBS SAT. NEWS-SCHIEFFER	C 3621	795	4.2	22.0	94	476	4.4	13.1	99	2358	4.5	65.1	100	283	4.7	7.8	106
CBS SATURDAY NIGHT MOVIE	C 5436	1201	6.4	22.1	95	760	7.1	14.0	106	3771	7.1	69.4	106	479	8.0	8.8	119
CBS WEDNESDAY NIGHT MOVIE	C 6100	1390	7.4	22.8	98	804	7.5	13.2	100	4165	7.9	68.3	104	322	5.4	5.3	72
CHEERS	N 8889	2084	11.0	23.4	101	1119	10.4	12.6	95	6139	11.6	69.1	106	827	13.8	9.3	126
DALLAS	C 22109	5492	29.1	24.8	107	2865	26.7	13.0	98	15042	28.4	68.0	104	1598	26.7	7.2	98
DIFF'RENT STROKES	N 6940	1679	8.9	24.2	104	1027	9.6	14.8	112	4300	8.1	62.0	95	389	6.5	5.6	76
DOUBLE TROUBLE	N 7223	1675	8.9	23.2	100	969	9.0	13.4	101	4871	9.2	67.4	103	357	6.0	4.9	67
DUCK FACTORY	N 5595	1184	6.3	21.2	91	720	6.7	12.9	97	3795	7.2	67.8	104	450	7.5	8.0	109
DUKES OF HAZZARD	C 5768	1296	6.9	22.5	96	735	6.9	12.7	96	3581	6.8	62.1	95	302	5.1	5.2	71
DYNASTY	A 20053	4458	23.6	22.2	95	2836	26.5	14.1	107	12840	24.3	64.0	98	1432	24.0	7.1	97
FACTS OF LIFE	N 8087	1912	10.1	23.6	101	1147	10.7	14.2	107	5206	9.8	64.4	98	378	6.3	4.7	63
FALCON CREST	C 20046	4798	25.4	23.9	103	2442	22.8	12.2	92	13718	25.9	68.4	105	1445	24.2	7.2	98
FALL GUY	A 9084	2113	11.2	23.3	100	1391	13.0	15.3	116	5845	11.0	64.3	98	570	9.5	6.3	85
FAMILY TIES	N 7964	1558	8.3	19.6	84	1141	10.7	14.3	108	5227	9.9	65.6	100	575	9.6	7.2	98
FANTASY ISLAND	A 7687	1594	8.4	20.7	89	927	8.7	12.1	91	4832	9.1	62.9	96	487	8.1	6.3	86
FOULUPS, BLEEPES & BLUNDERS	A 8861	1905	10.1	21.5	92	1280	11.9	14.4	109	5780	10.9	65.2	100	553	9.2	6.2	85
FOUR SEASONS	C 5095	1245	6.6	24.4	105	501	4.7	9.8	74	3419	6.5	67.1	103	393	6.6	7.7	104
GIMME A BREAK	N 8838	1571	8.3	17.8	76	1342	12.5	15.2	115	5422	10.2	61.3	94	561	9.4	6.3	86
HART TO HART	A 8978	1922	10.2	21.4	92	1389	13.0	15.5	117	5839	11.0	65.0	99	504	8.4	5.6	76
HILL STREET BLUES	N 8590	2076	11.0	24.2	104	1014	9.5	11.8	89	5878	11.1	68.4	105	701	11.7	8.2	111
HOTEL	A 14085	3119	16.5	22.1	95	1832	17.1	13.0	98	9325	17.6	66.2	101	923	15.4	6.6	89
JEFFERSONS	C 9360	2232	11.8	23.8	102	1273	11.9	13.6	103	5930	11.2	63.4	97	575	9.6	6.1	83
JENNIFER SLEPT HERE	N 5841	1485	7.9	25.4	109	875	8.2	15.0	113	3654	6.9	62.6	96	328	5.5	5.6	76
KATE & ALLIE	C 9206	2246	11.9	24.4	105	1300	12.1	14.1	107	6146	11.6	66.8	102	680	11.4	7.4	100
KNIGHT RIDER	N 7076	1515	8.0	21.4	92	920	8.6	13.0	98	4526	8.5	64.0	98	475	7.9	6.7	91
LOVE BOAT	A 12219	2591	13.7	21.2	91	1750	16.3	14.3	108	7731	14.6	63.3	97	720	12.0	5.9	80
MAGNUM PI	C 11199	2772	14.7	24.8	106	1559	14.6	13.9	105	7407	14.0	66.1	101	636	10.6	5.7	77
MAMA'S FAMILY	N 6057	1392	7.4	23.0	99	857	8.0	14.1	107	3835	7.2	63.3	97	387	6.5	6.4	87
MASTER, THE	N 3598	705	3.7	19.6	84	536	5.0	14.9	113	2366	4.5	65.8	101	314	5.3	8.7	118
MATT HOUSTON	A 6344	1454	7.7	22.9	98	807	7.5	12.7	96	4250	8.0	67.0	102	492	8.2	7.8	105
NBC MONDAY NIGHT MOVIE	N 11994	2675	14.2	22.3	96	1488	13.9	12.4	94	8153	15.4	68.0	104	832	13.9	6.9	94
NBC NIGHTLY NEWS	N 5132	989	5.2	19.3	83	685	6.4	13.3	101	3126	5.9	60.9	93	300	5.0	5.8	79
NBC NIGHTLY NEWS-SAT	N 3375	706	3.7	20.9	90	520	4.9	15.4	116	2048	3.9	60.7	93	205	3.4	6.1	82
NBC NIGHTLY NEWS-SUN	N 3130	551	2.9	17.6	76	461	4.3	14.7	111	1902	3.6	60.8	93	222	3.7	7.1	96
NBC SUNDAY NIGHT MOVIE	N 8284	1760	9.3	21.2	91	1177	11.0	14.2	107	5420	10.2	65.4	100	641	10.7	7.7	105
NEWMART	C 9240	2073	11.0	22.4	96	1175	11.0	12.7	96	6268	11.8	67.8	104	653	10.9	7.1	96
ONE DAY AT A TIME	C 7288	1671	8.9	22.9	98	807	7.5	11.1	84	4876	9.2	66.9	102	361	6.0	5.0	67
PEOPLE ARE FUNNY	N 4855	1174	6.2	24.2	104	743	6.9	15.3	116	3154	6.0	65.0	99	280	4.7	5.8	78
REAL PEOPLE	N 8869	1921	10.2	21.7	93	1175	11.0	13.2	100	5553	10.5	62.6	96	420	7.0	4.7	64
REMINGTON STEELE	N 7743	1750	9.3	22.6	97	1097	10.2	14.2	107	4910	9.3	63.4	97	669	11.2	8.6	117
RIPLEY'S BELIEVE IT - NOT A	5345	1329	7.0	24.9	107	745	7.0	13.9	105	3608	6.8	67.5	103	376	6.3	7.0	95
RIPTIDE	N 6988	1707	9.0	24.4	105	886	8.3	12.7	96	4722	8.9	67.6	103	542	9.1	7.8	105
SCARECROW & MRS. KING	C 10002	2280	12.1	22.8	98	1452	13.6	14.5	110	6639	12.5	66.4	102	609	10.2	6.1	82
SIMON & SIMON	C 10638	2563	13.6	24.1	103	1652	15.4	15.5	117	7118	13.4	66.9	102	520	8.7	4.9	66
60 MINUTES	C 13293	3044	16.1	22.9	98	1707	15.9	12.8	97	8714	16.5	65.6	100	1083	18.1	8.1	110
ST. ELSEWHERE	N 7017	1653	8.8	23.6	101	966	9.0	13.8	104	4899	9.3	69.8	107	633	10.6	9.0	122
THREE'S COMPANY	A 10917	2576	13.7	23.6	101	1601	14.9	14.7	111	6981	13.2	63.9	98	538	9.0	4.9	67
T.J. HOOKER	A 9204	1877	9.9	20.4	88	1296	12.1	14.1	106	5820	11.0	63.2	97	548	9.2	6.0	81
TONIGHT SHOW	N 23																

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3603	100.0	4.4	100												
18 - 24	9282	**190	5.3	2.0	46												
25 - 34	19072	988	27.4	5.2	116												
35 - 44	14591	651	18.1	4.5	100												
45 - 54	11345	596	16.5	5.3	118												
55 - 64	11635	735	20.4	6.3	142												
65 OR OLDER	15061	444	12.3	2.9	66												
18 - 34	28354	1178	32.7	4.2	93												
18 - 49	48339	2176	60.4	4.5	101												
25 - 54	45008	2234	62.0	5.0	112												
35 - 49	19985	999	27.7	5.0	112												
50 OR OLDER	32647	1426	39.6	4.4	98												
GRADUATED COLLEGE	11155	952	26.4	8.5	192												
ATTENDED COLLEGE	13682	954	26.5	7.0	157												
GRADUATED HIGH SCHOOL	33880	1174	32.6	3.5	78												
DID NOT GRADUATE HIGH SCHOOL	22270	*524	14.5	2.4	53												
EMPLOYED	40306	2152	59.7	5.3	120												
EMPLOYED FULL-TIME	32850	1652	45.9	5.0	113												
EMPLOYED PART-TIME	7456	*500	13.9	6.7	151												
NOT EMPLOYED	40680	1451	40.3	3.6	80												
PROFESSIONAL/MANAGER	10392	*674	18.7	6.5	146												
TECH/CLERICAL/SALES	17574	1057	29.3	6.0	135												
PRECISION/CRAFT	985	**111	3.1	11.3	253												
OTHER EMPLOYED	11354	*310	8.6	2.7	61												
SINGLE	9863	481	13.3	4.9	110												
MARRIED	51375	2622	72.8	5.1	115												
DIVORCED/SEPARATED/WIDOWED	19748	500	13.9	2.5	57												
PARENTS	32590	1421	39.4	4.4	98												
WHITE	70416	3316	92.0	4.7	106												
BLACK	8778	**145	4.0	1.7	37												
OTHER	1791	**142	3.9	7.9	178												
NORTHEAST-CENSUS	17786	1417	39.3	8.0	179												
NORTH CENTRAL	20741	**152	4.2	0.7	16												
SOUTH	27775	*402	11.2	1.4	33												
WEST	14683	1632	45.3	11.1	250												
NORTHEAST-MKTG.	17961	1411	39.2	7.9	177												
EAST CENTRAL	11885	**100	2.8	0.8	19												
WEST CENTRAL	14090	**129	3.6	0.9	21												
SOUTH	24081	*362	10.0	1.5	34												
PACIFIC	12969	1600	44.4	12.3	277												
COUNTY SIZE A	32439	1519	42.2	4.7	105												
COUNTY SIZE B	24915	1230	34.1	4.9	111												
COUNTY SIZE C	12930	788	21.9	6.1	137												
COUNTY SIZE D	10703	**66	1.8	0.6	14												
METRO CENTRAL CITY	24518	1073	29.8	4.4	98												
METRO SUBURBAN	35919	1836	51.0	5.1	115												
NON METRO	20549	*694	19.3	3.4	76												
TOP 5 ADI'S	18341	1043	28.9	5.7	128												
TOP 10 ADI'S	25378	1506	41.8	5.9	133												
TOP 20 ADI'S	36488	1974	54.8	5.4	122												
HSHLD INC. \$50,000 OR MORE	6612	*488	13.5	7.4	166												
\$40,000 OR MORE	12659	1019	28.3	8.0	181												
\$30,000 OR MORE	24698	1922	53.3	7.8	175												
\$25,000 OR MORE	32077	2201	61.1	6.9	154												
\$20,000 - \$24,999	9144	*304	8.4	3.3	75												
\$15,000 - \$19,999	8728	*286	7.9	3.3	74												
\$10,000 - \$14,999	12562	*450	12.5	3.6	81												
UNDER \$10,000	18475	363	10.1	2.0	44												
HOUSEHOLD OF 1 PERSON	11987	386	10.7	3.2	72												
2 PEOPLE	26577	1489	41.3	5.6	126												
3 OR 4 PEOPLE	30617	1263	35.1	4.1	93												
5 OR MORE PEOPLE	11804	*465	12.9	3.9	89												
NO CHILD IN HSHLD	46165	2123	58.9	4.6	103												
CHILD(REN) UNDER 2 YRS	5325	**210	5.8	3.9	89												
2 - 5 YEARS	14221	*450	12.5	3.2	71												
6 - 11 YEARS	15117	662	18.4	4.4	98												
12 - 17 YEARS	16611	775	21.5	4.7	105												
RESIDENCE OWNED	55884	2776	77.0	5.0	112												
VALUE: \$50,000 OR MORE	31744	2099	58.3	6.6	149												
VALUE: UNDER \$50,000	24140	*677	18.8	2.8	63												

		TOTAL U.S. '000	SHOWS																			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	3603	100.0	4.4	100																
MAGAZINES	QUINTILE 1	15799	1031	28.6	6.5	147																
	QUINTILE 2	17259	819	22.7	4.7	107																
	QUINTILE 3	13545	725	20.1	5.4	120																
	QUINTILE 4	15133	622	17.3	4.1	92																
	QUINTILE 5	19250	*406	11.3	2.1	47																
NEWSPAPERS	QUINTILE 1	12413	702	19.5	5.7	127																
	QUINTILE 2	24116	1121	31.1	4.6	104																
	QUINTILE 3	11261	587	16.3	5.2	117																
	QUINTILE 4	20255	910	25.3	4.5	101																
	QUINTILE 5	12940	*283	7.9	2.2	49																
OUTDOOR	QUINTILE 1	14852	*603	16.7	4.1	91																
	QUINTILE 2	15725	904	25.1	5.7	129																
	QUINTILE 3	16330	818	22.7	5.0	113																
	QUINTILE 4	16744	617	17.1	3.7	83																
	QUINTILE 5	17334	661	18.3	3.8	86																
RADIO-DRIVE TIME	QUINTILE 1	15911	718	19.9	4.5	101																
	QUINTILE 2	14837	644	17.9	4.3	98																
	QUINTILE 3	15339	808	22.4	5.3	118																
	QUINTILE 4	16723	778	21.6	4.7	105																
	QUINTILE 5	18176	656	18.2	3.6	81																
RADIO-MID- DAY	TERCILE 1	21020	861	23.9	4.1	92																
	TERCILE 2	21610	1022	28.4	4.7	106																
	TERCILE 3	38355	1719	47.7	4.5	101																
RADIO-TOTAL	QUINTILE 1	15988	666	18.5	4.2	94																
	QUINTILE 2	15626	602	16.7	3.9	87																
	QUINTILE 3	16723	974	27.0	5.8	131																
	QUINTILE 4	16342	776	21.5	4.7	107																
	QUINTILE 5	16306	585	16.2	3.6	81																
TV-PRIME TIME	QUINTILE 1	15953	603	16.7	3.8	85																
	QUINTILE 2	16137	882	24.5	5.5	123																
	QUINTILE 3	16420	815	22.6	5.0	112																
	QUINTILE 4	16687	753	20.9	4.5	101																
	QUINTILE 5	15789	*550	15.3	3.5	78																
TV-DAYTIME	TERCILE 1	27736	1123	31.2	4.0	91																
	TERCILE 2	26489	1342	37.2	5.1	114																
	TERCILE 3	26761	1138	31.6	4.3	96																
TV-TOTAL	QUINTILE 1	16345	582	16.2	3.6	80																
	QUINTILE 2	16447	728	20.2	4.4	99																
	QUINTILE 3	15980	855	23.7	5.4	120																
	QUINTILE 4	15887	714	19.8	4.5	101																
	QUINTILE 5	16326	724	20.1	4.4	100																
MAGAZINES-NEWSPAPERS: DUAL		20721	1216	33.7	5.9	132																
MAGAZINE IMPERATIVE		19186	1103	30.6	5.7	129																
NEWSPAPER IMPERATIVE		21899	869	24.1	4.0	89																
MAGAZINES-OUTDOOR: DUAL		15451	944	26.2	6.1	137																
MAGAZINE IMPERATIVE		25953	1313	36.4	5.1	114																
OUTDOOR IMPERATIVE		24400	935	26.0	3.8	86																
MAGAZINES-RADIO: DUAL		18049	857	23.8	4.7	107																
MAGAZINE IMPERATIVE		23571	1471	40.8	6.2	140																
RADIO IMPERATIVE		23278	928	25.8	4.0	90																
MAGAZINES-TELEVISION: DUAL		15459	891	24.7	5.8	130																
MAGAZINE IMPERATIVE		25829	1510	41.9	5.8	131																
TELEVISION IMPERATIVE		26039	710	19.7	2.7	61																
NEWSPAPERS-OUTDOOR: DUAL		16605	957	26.6	5.8	130																
NEWSPAPER IMPERATIVE		26834	1246	34.6	4.6	104																
OUTDOOR IMPERATIVE		23346	951	26.4	4.1	92																
NEWSPAPERS-RADIO: DUAL		17133	783	21.7	4.6	103																
NEWSPAPER IMPERATIVE		25892	1470	40.8	5.7	128																
RADIO IMPERATIVE		23167	926	25.7	4.0	90																
NEWSPAPERS-TELEVISION: DUAL		17159	851	23.6	5.0	111																
NEWSPAPER IMPERATIVE		26214	1394	38.7	5.3	120																
TELEVISION IMPERATIVE		23412	837	23.2	3.6	80																
OUTDOOR-RADIO: DUAL		15303	726	20.1	4.7	107																
OUTDOOR IMPERATIVE		24901	1325	36.8	5.3	120																
RADIO IMPERATIVE		26492	1115	30.9	4.2	95																
OUTDOOR-TELEVISION: DUAL		14794	841	23.3	5.7	128																
OUTDOOR IMPERATIVE		25437	1210	33.6	4.8	107																
TELEVISION IMPERATIVE		27877	1019	28.3	3.7	82																
RADIO-TELEVISION: DUAL		15996	650	18.0	4.1	91																
RADIO IMPERATIVE		25478	1270	35.2	5.0	112																
TELEVISION IMPERATIVE		26573	1193	33.1	4.5	101																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	SNOWS B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3603	100.0	4.4	100												
ATLANTIC MONTHLY	415	**47	1.3	11.3	255												
BARRON'S	453	**58	1.6	12.8	288												
BETTER HOMES & GARDENS	16256	920	25.5	5.7	127												
BON APPETIT	2535	*220	6.1	8.7	195												
BUSINESS WEEK	1278	**52	1.4	4.1	91												
CAR AND DRIVER	378	**6	0.2	1.6	36												
CBS MAGAZINE NETWORK (GROSS)	1498	**54	1.5	3.6	81												
CHANGING TIMES	1505	**68	1.9	4.5	102												
COLONIAL HOMES	1231	**73	2.0	5.9	133												
CONDE NAST MAG. PKG. (GROSS)	14146	915	25.4	6.5	145												
CONSUMERS DIGEST	1323	**112	3.1	8.5	190												
COSMOPOLITAN	7102	353	9.8	5.0	112												
COUNTRY LIVING	2481	*146	4.1	5.9	132												
CUISINE	1472	**61	1.7	4.1	93												
CYCLE WORLD	425	**23	0.6	5.4	122												
DCI:CREATIVE IDEAS FOR LIV	2510	**119	3.3	4.7	107												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*259	7.2	3.9	87												
DISCOVER	894	**52	1.4	5.8	131												
EDMUND	3507	**79	2.2	2.3	51												
ESQUIRE	1083	**64	1.8	5.9	133												
ESSENCE	1830	**30	0.8	1.6	37												
FAMILY CIRCLE	15930	939	26.1	5.9	132												
THE FAMILY HANDYMAN	1126	**71	2.0	6.3	142												
FAMILY WEEKLY	11468	629	17.5	5.5	123												
FIELD & STREAM	2234	**97	2.7	4.3	98												
FOOD & WINE	579	**29	0.8	5.0	113												
FORBES	728	**80	2.2	11.0	247												
FORTUNE	906	**81	2.2	8.9	201												
GENTLEMEN'S QUARTERLY	791	**23	0.6	2.9	65												
GLAMOUR	5265	*284	7.9	5.4	121												
GOLF DIGEST	636	**58	1.6	9.1	205												
GOLF DIGEST/TENNIS (GROSS)	1186	**126	3.5	10.6	239												
GOLF MAGAZINE	441	**12	0.3	2.7	61												
GOLF MAGAZINE/SKI (GROSS)	922	**67	1.9	7.3	163												
GOOD HOUSEKEEPING	16487	878	24.4	5.3	120												
HARPER'S BAZAAR	2423	**195	5.4	8.0	181												
HEALTH	1994	**148	4.1	7.4	167												
HEARST MAG CORP. BUY (GROSS)	44101	2439	57.7	5.5	124												
HEARST MAN POWER (GROSS)	1993	**122	3.4	6.1	138												
HEARST WOMAN POWER (GROSS)	31274	1593	44.2	5.1	114												
HOUSE BEAUTIFUL	3623	*255	7.1	7.0	158												
INC.	283	**46	1.3	16.3	365												
JET	2928	**60	1.7	2.0	46												
LADIES' HOME JOURNAL	11918	559	15.5	4.7	105												
LHJ FAMILY GRP COMBO(GROSS)	16764	852	23.6	5.1	114												
LIFE	4254	*244	6.8	5.7	129												
L.A. TIMES HOME MAGAZINE	1145	**115	3.2	10.0	226												
MADEMOISELLE	2884	*206	5.7	7.1	161												
MC CALL'S	13460	652	18.1	4.8	109												
MC CALL'S/WRK MOTHER (GROSS)	14606	743	20.6	5.1	114												
MECHANIX ILLUSTRATED	772	**20	0.6	2.6	58												
METROPOLITAN HOME	967	**48	1.3	5.0	112												
MONEY	1588	**85	2.4	5.4	120												
MOTHER EARTH NEWS	1002	**80	2.2	8.0	179												
MS.	825	**65	1.8	7.9	177												
NATIONAL ENQUIRER	10336	356	9.9	3.4	77												
NATIONAL GEOGRAPHIC	9597	777	21.6	8.1	182												
NATIONAL SUNDAY MAGAZINE PKG	49558	2457	68.2	5.0	111												
NATURAL HISTORY	573	**42	1.2	7.3	165												
NEW WOMAN	1699	**46	1.3	2.7	61												
NEW YORK INCLUDING CUE	443	**31	0.9	7.0	157												
THE NEW YORKER	1270	**81	2.2	6.4	143												
NEWSWEEK	6277	434	12.0	6.9	155												
THE N.Y. TIMES DAILY EDITION	1205	**97	2.7	8.0	181												
THE N.Y. TIMES MAGAZINE	2081	*168	4.7	8.1	181												
OMNI	788	**29	0.8	3.7	83												
ON CABLE	1158	**58	1.6	5.0	113												
1001 HOME IDEAS	2852	**144	4.0	5.0	113												
ORGANIC GARDENING	1658	**75	2.1	4.5	102												
OUTDOOR LIFE	896	**14	0.4	1.6	35												
PARADE MAGAZINE	24275	1301	36.1	5.4	120												

	TOTAL U.S. '000	SHOWS				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D																
TOTAL FEMALE HOMEMAKERS	80986	3603	100.0	4.4	100																
PARENTS	3845	*254	7.0	6.6	148																
PENTHOUSE	831	**70	1.9	8.4	189																
PEOPLE	11645	649	18.0	5.6	125																
PLAYBOY	2006	**116	3.2	5.8	130																
POPULAR HOT RODDING	297	**26	0.7	8.8	197																
POPULAR MECHANICS	1018	**74	2.1	7.3	163																
POPULAR SCIENCE	878	**80	2.2	9.1	205																
PREVENTION	3913	*184	5.1	4.7	106																
PSYCHOLOGY TODAY	1710	**123	3.4	7.2	162																
READER'S DIGEST	22204	1170	32.5	5.3	118																
REDBOOK	7684	362	10.0	4.7	106																
ROAD & TRACK	410	**15	0.4	3.7	82																
ROLLING STONE	969	**79	2.2	8.2	183																
RUNNER'S WORLD	298	**14	0.4	4.7	106																
SATURDAY EVENING POST	1169	**49	1.4	4.2	94																
SCIENCE 84	587	**85	2.4	14.5	325																
SCIENCE DIGEST	482	**45	1.2	9.3	210																
SCIENTIFIC AMERICAN	594	**10	0.3	1.7	38																
SELF	2089	**120	3.3	5.7	129																
SEVENTEEN	2411	**90	2.5	3.7	84																
SKI	480	**55	1.5	11.5	258																
SMITHSONIAN	2760	*202	5.6	7.3	165																
SOAP OPERA DIGEST	3013	**60	1.7	2.0	45																
SOUTHERN LIVING	4184	**140	3.9	3.3	75																
SPORT	559	**28	0.8	5.0	113																
THE SPORTING NEWS	436	**28	0.8	6.4	144																
SPORTS AFIELD	493	**4	0.1	0.8	18																
SPORTS ILLUSTRATED	2758	*150	4.2	5.4	122																
STAR	7456	274	7.6	3.7	83																
SUNDAY	24936	1154	32.0	4.6	104																
SUNSET	2124	468	13.0	22.0	495																
TV GUIDE	21661	1108	30.8	5.1	115																
TENNIS	550	**69	1.9	12.5	282																
TIME	8880	625	17.3	7.0	158																
TOWN & COUNTRY	917	**55	1.5	6.0	135																
TRAVEL & LEISURE	972	**94	2.6	9.7	217																
TRUE STORY	3356	**67	1.9	2.0	45																
U.S. NEWS & WORLD REPORT	3410	*209	5.8	6.1	138																
USA TODAY	1759	**99	2.7	5.6	127																
US	1873	**83	2.3	4.4	100																
VOGUE	3909	*305	8.5	7.8	175																
MALL STREET JOURNAL	1886	**128	3.6	6.8	153																
HEIGHT WATCHERS	2120	**114	3.2	5.4	121																
HOMAN'S DAY	14172	745	20.7	5.3	118																
WORKING MOTHER	1146	**91	2.5	7.9	178																
WORKING WOMAN	1322	**94	2.6	7.1	160																
WORLD TENNIS	*163	**5	0.1	3.1	69																
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*204	5.7	8.1	181																
BLAIR INSERTS	43657	2175	60.4	5.0	112																
DAILY NEWSPAPERS																					
READ ANY	51633	2590	71.9	5.0	113																
READ ONE	43463	2110	58.6	4.9	109																
READ TWO OR MORE	8170	480	13.3	5.9	132																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	52678	2546	70.7	4.8	109																
READ ONE	46126	2099	58.3	4.6	102																
READ TWO OR MORE	6552	447	12.4	6.8	153																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	27.55	27.22																			
30 DAY REACH	71455	3194	88.6	4.5	100																
50 SHWG - 30 DAY AV FREQ	14.56	14.32																			
30 DAY REACH	67742	3030	84.1	4.5	101																
25 SHWG - 30 DAY AV FREQ	7.94	7.53																			
30 DAY REACH	62117	2880	79.9	4.6	104																
CABLE TV: HOME WIRED	32077	1853	51.4	5.8	130																
HOME NOT WIRED	48909	1750	48.6	3.6	80																
HAVE PAY CABLE	15935	812	22.5	5.1	115																

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	3603	100.0	4.4	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2245	62.3	5.1	115												
10:00 AM - 3:00 PM	30659	1334	37.0	4.4	98												
3:00 PM - 7:00 PM	31045	1351	37.5	4.4	98												
7:00 PM - MIDNIGHT	15767	795	22.1	5.0	113												
MIDNIGHT - 6:00 AM	9120	385	10.7	4.2	95												
6:00 AM - MIDNIGHT	58527	2798	77.7	4.8	107												
ENTIRE DAY	59311	2814	78.1	4.7	107												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	822	22.8	5.1	114												
ALL NEWS	2256	*219	6.1	9.7	218												
AOR/PROGRESSIVE	3874	*176	4.9	4.5	102												
BEAUTIFUL MUSIC	5660	*270	7.5	4.8	107												
BLACK	2204	**58	1.6	2.6	59												
CLASSICAL	1418	**127	3.5	9.0	201												
CHR/ROCK	9538	498	13.8	5.2	117												
COUNTRY	12648	370	10.3	2.9	66												
GOLDEN OLDIES	1191	**26	0.7	2.2	49												
MOR/NOTALGIA	4757	376	10.4	7.9	178												
NEWS/TALK	3863	*207	5.7	5.4	120												
RELIGIOUS	3084	**98	2.7	3.2	71												
SOFT ROCK	521	**5	0.1	1.0	22												
URBAN CONTEMPORARY	1585	**34	0.9	2.1	48												
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**94	2.6	2.9	65												
ABC DIRECTION	2316	**155	4.3	6.7	150												
ABC ENTERTAINMENT	4834	*182	5.1	3.8	85												
ABC FM	2202	**65	1.8	3.0	66												
ABC INFORMATION	5425	361	10.0	6.7	150												
ABC ROCK	1677	**39	1.1	2.3	52												
CBS	4430	*235	6.5	5.3	119												
MUTUAL	4992	*189	5.2	3.8	85												
NBC	4679	*286	7.9	6.1	137												
RADIORADIO	1994	**32	0.9	1.6	36												
RKO ONE	2298	**48	1.3	2.1	47												
RKO TWO	3311	**97	2.7	2.9	66												
THE SOURCE	2114	**58	1.6	2.7	62												
NON-WIRED: BLAIR	8654	481	13.3	5.6	125												
INTERNET	12025	804	22.3	6.7	150												
KATZ RADIO GROUP	15359	951	26.4	6.2	139												
SUPERNET	10628	332	9.2	3.1	70												
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	362	10.0	4.2	94												
MKDAY 9:00 AM - 1:00 PM	12163	471	13.1	3.9	87												
MKDAY 1:00 PM - 4:30 PM	16150	566	15.7	3.5	79												
MKDAY 4:30 PM - 7:30 PM	22463	983	27.3	4.4	98												
MKDAY 7:30 PM - 8:00 PM	31795	1227	34.1	3.9	87												
MKDAY 11:00 PM - 11:30 PM	23977	917	25.5	3.8	86												
MKDAY 11:30 PM - 1:00 AM	7703	262	7.3	3.4	76												
M-SAT 8-11 PM+SUN 7-11 PM	33800	1521	42.2	4.5	101												
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	367	10.2	5.6	126												
ANOTHER WORLD	N 4620	*154	4.3	3.3	75												
AS THE WORLD TURNS	C 5614	*115	3.2	2.0	46												
CAPITOL	C 3396	**51	1.4	1.5	34												
CBS MORN. NEWS 1	C 1446	*51	1.4	3.5	79												
CBS MORN. NEWS 2	C 1207	*66	1.8	5.5	123												
DAYS OF OUR LIVES	N 5877	233	6.5	4.0	89												
FACTS OF LIFE - DAYTIME	N 2290	*78	2.2	3.4	77												
FAMILY FEUD	A 3023	*105	2.9	3.5	78												
GENERAL HOSPITAL	A 6097	215	6.0	3.5	79												
GOOD MORNING, AMERICA-730	A 3515	153	4.2	4.4	98												
GOOD MORNING, AMERICA-830	A 2818	145	4.0	5.1	116												
GUIDING LIGHT	C 5339	*155	4.3	2.9	65												
ONE LIFE TO LIVE	A 4478	161	4.5	3.6	81												
PRESS YOUR LUCK	C 2244	*82	2.3	3.7	82												
PRICE IS RIGHT 1	C 4348	*103	2.9	2.4	53												
PRICE IS RIGHT 2	C 5014	133	3.7	2.7	60												
RYAN'S HOPE	A 3150	*148	4.1	4.7	106												
SALE OF THE CENTURY	N 2695	*74	2.1	2.7	62												
SEARCH FOR TOMORROW	N 2319	**98	2.7	4.2	95												
TODAY SHOW 1	N 2693	*114	3.2	4.2	95												
TODAY SHOW 2	N 2498	*77	2.1	3.1	69												
\$25,000 PYRAMID	C 2753	*112	3.1	4.1	91												
WHEEL OF FORTUNE	N 4388	157	4.4	3.6	80												
YOUNG AND THE RESTLESS	C 5695	127	3.5	2.2	50												
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	**56	1.6	3.2	72												
NBA PLAYOFF GAME -1	C 1136	**71	2.0	6.3	140												
NBC MAJOR LEAGUE PRE-GAME	N 953	**16	0.4	1.7	38												
SPORTSWORLD - SUN	N 1233	**43	1.2	3.5	78												
SUNDAY MORNING	C 1611	**76	2.1	4.7	106												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	SHOWS				A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX	A '000	B %	C ACROSS %	D INDX
		A	B	C	D																
		'000	%	DOWN	%																
TOTAL FEMALE HOMEMAKERS	80986	3603	100.0	4.4	100																
MKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY	26063	1078	29.9	4.1	93																
NETWORK AFFILIATES - LATE	20261	806	22.4	4.0	89																
INDEPENDENTS - LATE	2076	165	4.6	7.9	179																
TV EVENING NTWK 6 PM - 2 AM																					
A TEAM	N 10453	303	8.4	2.9	65																
ABC MONDAY NIGHT MOVIE	A 6412	297	8.2	4.6	104																
ABC SUNDAY NIGHT MOVIE	A 12407	565	15.7	4.6	102																
ABC WORLD NEWS TONIGHT	A 6176	194	5.4	3.1	71																
AFTERMASH	C 5863	*203	5.6	3.5	78																
ALICE	C 9594	349	9.7	3.6	82																
AMERICAN PARADE	C 6622	352	9.8	5.3	119																
BENSON	A 10886	417	11.6	3.8	86																
BLUE THUNDER	A 5036	*204	5.7	4.1	91																
CAGNEY & LACEY	C 9965	331	9.2	3.3	75																
CBS EVENING NEWS-DEAN	C 3491	*279	7.7	8.0	180																
CBS EVENING NEWS-RATHER	C 7123	412	11.4	5.8	130																
CBS SAT. NEWS-SCHIEFFER	C 3621	213	5.9	5.9	132																
CBS SATURDAY NIGHT MOVIE	C 5436	252	7.0	4.6	104																
CBS WEDNESDAY NIGHT MOVIE	C 6100	267	7.4	4.4	98																
CHEERS	N 8889	497	13.8	5.6	126																
DALLAS	C 22109	983	27.3	4.4	100																
DIFF'RENT STROKES	N 6940	*221	6.1	3.2	72																
DOUBLE TROUBLE	N 7223	303	8.4	4.2	94																
DUCK FACTORY	N 5595	*222	6.2	4.0	89																
DUKES OF HAZZARD	C 5768	*205	5.7	3.6	80																
DYNASTY	A 20053	854	23.7	4.3	96																
FACTS OF LIFE	N 8087	328	9.1	4.1	91																
FALCON CREST	C 20046	869	24.1	4.3	97																
FALL GUY	A 9084	344	9.5	3.8	85																
FAMILY TIES	N 7964	*278	7.7	3.5	78																
FANTASY ISLAND	A 7687	293	8.1	3.8	86																
FOULUPS, BLEEPs & BLUNDERS	A 8861	362	10.0	4.1	92																
FOUR SEASONS	C 5095	*213	5.9	4.2	94																
GIMME A BREAK	N 8838	302	8.4	3.4	77																
HART TO HART	A 8978	257	7.1	2.9	64																
HILL STREET BLUES	N 8590	484	13.4	5.6	127																
HOTEL	A 14085	534	14.8	3.8	85																
JEFFERSONS	C 9360	358	9.9	3.8	86																
JENNIFER SLEPT HERE	N 5841	*199	5.5	3.4	77																
KATE & ALLIE	C 9206	434	12.0	4.7	106																
KNIGHT RIDER	N 7076	444	12.3	6.3	141																
LOVE BOAT	A 12219	448	12.4	3.7	82																
MAGNUM PI	C 11199	385	10.7	3.4	77																
MAMA'S FAMILY	N 6057	343	9.5	5.7	127																
MASTER, THE	N 3598	*176	4.9	4.9	110																
MATT HOUSTON	A 6344	268	7.4	4.2	95																
NBC MONDAY NIGHT MOVIE	N 11994	518	14.4	4.3	97																
NBC NIGHTLY NEWS	N 5132	189	5.2	3.7	83																
NBC NIGHTLY NEWS-SAT	N 3375	*132	3.7	3.9	88																
NBC NIGHTLY NEWS-SUN	N 3130	*139	3.9	4.4	100																
NBC SUNDAY NIGHT MOVIE	N 8284	*380	10.5	4.6	103																
NEWMART	C 9240	425	11.8	4.6	103																
ONE DAY AT A TIME	C 7288	*221	6.1	3.0	68																
PEOPLE ARE FUNNY	N 4855	*274	7.6	5.6	127																
REAL PEOPLE	N 8869	433	12.0	4.9	110																
REMINGTON STEELE	N 7743	369	10.2	4.8	107																
RIPLEY'S BELIEVE IT - NOT	A 5345	286	7.9	5.4	120																
RIPTIDE	N 6988	300	8.3	4.3	96																
SCARECROW & MRS. KING	C 10002	448	12.4	4.5	101																
SIMON & SIMON	C 10638	305	8.5	2.9	64																
60 MINUTES	C 13293	703	19.5	5.3	119																
ST. ELSEWHERE	N 7017	314	8.7	4.5	101																
THREE'S COMPANY	A 10917	396	11.0	3.6	82																
T. J. HOOKER	A 9204	418	11.6	4.5	102																
TONIGHT SHOW	N 2372	84	2.3	3.5	80																
TRAPPER JOHN, M.D.	C 9846	316	8.8	3.2	72																
TV BLOOPERS & PRAC. JOKES	N 9105	465	12.9	5.1	115																
20/20	A 9387	459	12.7	4.9	110																
WEBSTER	A 11067	461	12.8	4.2	94																
WORLD NEWS - SUN	A 3062	*156	4.3	5.1	115																
YELLOW ROSE	N 4978	*166	4.6	3.3	75																
TV VIEWING SPORTS EVENTS																					
BASEBALL	8878	*524	14.5	5.9	133																
BASKETBALL - COLLEGE GAMES	4080	*117	3.2	2.9	64																
BASKETBALL - PRO GAMES	3607	*160	4.4	4.4	100																
BOWLING	3883	*206	5.7	5.3	119																
BOXING	3928	*152	4.2	3.9	87																
FOOTBALL - COLLEGE GAMES	6366	*305	8.5	4.8	108																
FOOTBALL - PRO GAMES	11300	*632	17.5	5.6	126																
GOLF	3378	*251	7.0	7.4	167																
POST-SEASON COLL. FOOTBALL	4906	*167	4.6	3.4	77																
POST-SEASON PRO FOOTBALL	6120	*440	12.2	7.2	162																
TENNIS	3033	*246	6.8	8.1	182																
WRESTLING - PROFESSIONAL	3344	*61	1.7	1.8	41																

DRY SOUP/LUNCH MIX & DRY BOUILLON

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-4

		'000	%	UNWEIGHTED					
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?	YES	41697	51.5	4805					
	NO	39289	48.5	4630					
		ALL		SOLE		PRIMARY		SECONDARY	
		'000	%	'000	%	'000	%	'000	%

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	10096	41697	100.0	51.5	100	10009	100.0	12.4	100	19660	100.0	24.3	100	12028	100.0	14.9	100
18 - 24	9282	1004	9.1	41.0	80	917	9.2	9.9	80	1836	9.3	19.8	81	1051	8.7	11.3	76
25 - 34	19072	10477	25.1	54.9	107	2130	21.3	11.2	90	4563	23.2	23.9	99	3784	31.5	19.8	134
35 - 44	14591	8215	19.7	56.3	109	2031	20.3	13.9	113	3817	19.4	26.2	108	2366	19.7	16.2	109
45 - 54	11345	6471	15.5	57.0	111	1799	18.0	15.9	128	2961	15.1	26.1	108	1711	14.2	15.1	102
55 - 64	11635	6265	15.0	53.8	105	1496	14.9	12.9	104	3146	16.0	27.0	111	1623	13.5	13.9	94
65 OR OLDER	15061	6465	15.5	42.9	83	1635	16.3	10.9	88	3338	17.0	22.2	91	1492	12.4	9.9	67
18 - 34	28354	14281	34.2	50.4	98	3048	30.5	10.7	87	6399	32.5	22.6	93	4835	40.2	17.1	115
18 - 49	48339	25641	61.5	53.0	103	5923	59.2	12.3	99	11600	59.0	24.0	99	8118	67.5	16.8	113
25 - 54	45008	25163	60.3	55.9	109	5961	59.6	13.2	107	11341	57.7	25.2	104	7862	65.4	17.5	118
35 - 49	19985	11360	27.2	56.8	110	2876	28.7	14.4	116	5202	26.5	26.0	107	3282	27.3	16.4	111
50 OR OLDER	32647	16055	38.5	49.2	96	4085	40.8	12.5	101	8059	41.0	24.7	102	3911	32.5	12.0	81
GRADUATED COLLEGE	11155	6853	16.4	61.4	119	1552	15.5	13.9	113	3127	15.9	28.0	115	2174	18.1	19.5	131
ATTENDED COLLEGE	13682	8343	20.0	61.0	118	2068	20.7	15.1	122	3805	19.4	27.8	115	2470	20.5	18.1	122
GRADUATED HIGH SCHOOL	33880	17969	43.1	53.0	103	3986	39.8	11.8	95	8702	44.3	25.7	106	5281	43.9	15.6	105
DID NOT GRADUATE HIGH SCHOOL	22270	8532	20.5	38.3	74	2403	24.0	10.8	87	4026	20.5	18.1	74	2103	17.5	9.4	64
EMPLOYED	40304	22271	53.4	55.3	107	5109	51.0	12.7	103	10448	53.1	25.9	107	6714	55.8	16.7	112
EMPLOYED FULL-TIME	32850	17811	42.7	54.2	105	3944	39.4	12.0	97	8485	43.2	25.8	106	5382	44.7	16.4	110
EMPLOYED PART-TIME	7456	4460	10.7	59.8	116	1165	11.6	15.6	126	1963	10.0	26.3	108	1332	11.1	17.9	120
NOT EMPLOYED	40680	19426	46.6	47.8	93	4900	49.0	12.0	97	9212	46.9	22.6	93	5314	44.2	13.1	88
PROFESSIONAL/MANAGER	10392	6263	15.0	60.3	117	1365	13.6	13.1	106	2933	14.9	28.2	116	1965	16.3	18.9	127
TECH/CLERICAL/SALES	17574	10113	24.3	57.5	112	2382	23.8	13.6	110	4734	24.1	26.9	111	2998	24.9	17.1	115
PRECISION/CRAFT	985	516	1.2	52.4	102	**90	0.9	9.1	74	*268	1.4	27.2	112	**158	1.3	16.0	108
OTHER EMPLOYED	11354	5379	12.9	47.4	92	1272	12.7	11.2	91	2513	12.8	22.1	91	1593	13.2	14.0	94
SINGLE	9863	4496	10.8	45.6	89	1009	10.1	10.2	83	1980	10.1	20.1	83	1507	12.5	15.3	103
MARRIED	51375	28130	67.5	54.8	106	6791	67.8	13.2	107	13343	67.9	26.0	107	7996	66.5	15.6	105
DIVORCED/SEPARATED/WIDOWED	19748	9071	21.8	45.9	89	2209	22.1	11.2	91	4337	22.1	22.0	90	2526	21.0	12.8	86
PARENTS	32590	17277	41.4	53.0	103	4412	44.1	13.5	110	7760	39.5	23.8	98	5105	42.4	15.7	105
WHITE	70416	37927	91.0	53.9	105	9058	90.5	12.9	104	17976	91.4	25.5	105	10893	90.6	15.5	104
BLACK	8778	3038	7.3	34.6	67	766	7.7	8.7	71	1430	7.3	16.3	67	842	7.0	9.6	65
OTHER	1791	*731	1.8	40.8	79	**184	1.8	10.3	83	**253	1.3	14.1	58	**293	2.4	16.4	110
NORTHEAST-CENSUS	17786	10282	24.7	57.8	112	3160	31.6	17.8	144	4619	23.5	26.0	107	2503	20.8	14.1	95
NORTH CENTRAL	20741	11922	28.6	57.5	112	2531	25.3	12.2	99	5773	29.4	27.8	115	3618	30.1	17.4	117
SOUTH	27775	10863	26.1	39.1	76	2000	20.0	7.2	58	5144	26.2	18.5	76	3719	30.9	13.4	90
WEST	14683	8631	20.7	58.8	114	2317	23.1	15.8	128	4124	21.0	28.1	116	2189	18.2	14.9	100
NORTHEAST-MKTG.	17961	10196	24.5	56.8	110	3121	31.2	17.4	141	4570	23.2	25.4	105	2505	20.8	13.9	94
EAST CENTRAL	11885	8388	15.3	53.7	104	1439	14.4	12.1	98	3007	15.3	25.3	104	1942	16.1	16.3	110
WEST CENTRAL	14090	8404	20.2	59.6	116	1749	17.5	12.4	100	4192	21.3	29.8	123	2464	20.5	17.5	118
SOUTH	24081	9132	21.9	37.9	74	1580	15.6	6.5	52	4335	22.0	18.0	74	3237	26.9	13.4	91
PACIFIC	12969	7576	18.2	58.4	113	2140	21.4	16.5	134	3555	18.1	27.4	113	1882	15.6	14.5	98
COUNTY SIZE A	32439	17573	42.1	54.2	105	4630	46.3	14.3	115	8401	42.7	25.9	107	4542	37.8	14.0	94
COUNTY SIZE B	24915	12811	30.7	51.4	100	2890	28.9	11.6	94	5868	29.8	23.6	97	4054	33.7	16.3	110
COUNTY SIZE C	12930	6402	15.4	49.5	96	1565	15.6	12.1	98	2773	15.1	23.0	95	1864	15.5	14.4	97
COUNTY SIZE D	10703	4910	11.8	45.9	89	925	9.2	8.6	70	2418	12.3	22.6	93	1568	13.0	14.7	99
METRO CENTRAL CITY	24518	11855	28.4	48.4	94	3011	30.1	12.3	99	5299	27.0	21.6	89	3545	29.5	14.5	97
METRO SUBURBAN	35919	19921	47.8	55.5	108	4910	49.1	13.7	111	9636	49.0	26.8	111	5375	44.7	15.0	101
NON METRO	20549	9921	23.8	48.3	94	2087	20.9	10.2	82	4725	24.0	23.0	95	3109	25.8	15.1	102
TOP 5 ADI'S	18341	10669	25.6	58.2	113	3192	31.9	17.4	141	4840	24.6	26.4	109	2637	21.9	14.4	97
TOP 10 ADI'S	25378	13902	33.3	54.8	106	3973	39.7	15.7	127	6400	32.6	25.2	104	3529	29.3	13.9	94
TOP 20 ADI'S	36488	19817	47.5	54.3	105	5152	51.5	14.1	114	9273	47.2	25.4	105	5392	44.8	14.8	99
HSHLD INC. \$50,000 OR MORE	6612	4327	10.4	65.4	127	1016	10.2	15.4	124	1983	10.1	30.0	124	1329	11.0	20.1	135
\$40,000 OR MORE	12659	8311	19.9	65.7	128	1999	20.0	15.8	128	3949	20.1	31.2	129	2363	19.6	18.7	126
\$30,000 OR MORE	24698	15257	36.6	61.8	120	3815	38.2	15.5	125	7071	36.0	28.6	118	4361	36.3	17.7	119
\$25,000 OR MORE	32077	19776	47.4	61.7	120	4915	49.1	15.3	124	8871	45.1	27.7	114	5989	49.8	18.7	126
\$20,000 - \$24,999	9144	4900	11.8	53.6	104	1036	10.4	11.3	92	2376	12.1	26.0	107	1488	12.4	16.3	110
\$15,000 - \$19,999	8728	4324	10.4	49.5	96	903	9.0	10.3	84	2128	10.8	24.4	100	1293	10.7	14.8	100
\$10,000 - \$14,999	12562	5755	13.8	45.8	89	1277	12.8	10.2	82	2921	14.9	23.3	96	1557	12.9	12.4	83
UNDER \$10,000	18475	6943	16.7	37.6	73	1878	18.8	10.2	82	3364	17.1	18.2	75	1701	14.1	9.2	62
HOUSEHOLD OF 1 PERSON	11987	5442	13.1	45.4	88	1075	10.7	9.0	73	2717	13.8	22.7	93	1650	13.7	13.8	93
2 PEOPLE	26577	13592	32.6	51.1	99	2910	29.1	10.9	89	6726	34.2	25.3	104	3956	32.9	14.9	100
3 OR 4 PEOPLE	30617	16459	39.5	53.8	104	4379	43.8	14.3	116	7407	37.7	24.2	100	4672	38.8	15.3	103
5 OR MORE PEOPLE	11804	6204	14.9	52.6	102	1644	16.4	13.9	113	2809	14.3	23.8	98	1751	14.6	14.8	100
NO CHILD IN HSHLD	46165	23465	56.3	50.8	99	5411	54.1	11.7	95	11402	58.0	24.7	102	6653	55.3	14.4	97
CHILD(REN) UNDER 2 YRS	5325	2514	6.0	47.2	92	*618	6.2	11.6	94	825	4.2	15.5	64	1071	8.9	20.1	135
2 - 5 YEARS	14221	7006	16.8	49.3	96	1749	17.5	12.3	100	2835	14.4	19.9	82	2422	20.1	17.0	115
6 - 11 YEARS	15117	7776	18.6	51.4	100	1926	19.2	12.7	103	3588	18.3	23.7	98	2261	18.8	15.0	101
12 - 17 YEARS	16611	9209	22.1	55.4	108	2510	25.1	15.1	122	4415	22.5	26.6	109	2284	19.0	13.7	93
RESIDENCE OWNED	55884	30691	73.6	54.9	107	7341	73.3	13.1	116	14484	73.7	25.9	107	8867	73.7	15.9	107
VALUE: \$50,000 OR MORE	31744	19313	46.3	60.8	118	4647	46.4	14.6	118	9231	47.0	29.1	120	5435	45.2	17.1	115
VALUE: UNDER \$50,000	24140	11378	27.3	47.1	92	2694	26.9	11.2	90	5252	26.7	21.8	90	3432	28.5	14.2	96

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	41697	100.0	51.5	100	10009	100.0	12.4	100	19660	100.0	24.3	100	12028	100.0	14.9	100
ATLANTIC MONTHLY	415	246	0.6	59.3	115	**38	0.4	9.2	74	*136	0.7	32.8	135	**73	0.6	17.6	118
BARRON'S	453	354	0.8	78.1	152	**79	0.8	17.4	141	**203	1.0	44.8	185	**72	0.6	15.9	107
BETTER HOMES & GARDENS	16256	9843	23.6	60.5	118	2559	25.6	15.7	127	4665	23.7	28.7	118	2619	21.8	16.1	108
BON APPETIT	2535	1787	4.3	70.5	137	535	5.3	21.1	171	822	4.2	32.4	134	431	3.6	17.0	114
BUSINESS WEEK	1278	682	1.6	53.4	104	*131	1.3	10.3	83	353	1.8	27.6	114	*198	1.6	15.5	104
CAR AND DRIVER	378	*197	0.5	52.1	101	**53	0.5	14.0	113	**89	0.5	23.5	97	**55	0.5	14.6	98
CBS MAGAZINE NETWORK (GROSS)	1498	943	2.3	63.0	122	272	2.7	18.2	147	463	2.4	30.9	127	*208	1.7	13.9	93
CHANGING TIMES	1505	851	2.0	56.5	110	*185	1.8	12.3	99	364	1.9	24.2	100	302	2.5	20.1	135
COLONIAL HOMES	1231	795	1.9	64.6	125	*176	1.8	14.3	116	327	1.7	26.6	109	292	2.4	23.7	160
CONDE NAST MAG. PKG. (GROSS)	14146	8049	19.3	56.9	111	1948	19.5	13.8	111	3651	18.6	25.8	106	2450	20.4	17.3	117
CONSUMERS DIGEST	1323	838	2.0	63.3	123	*204	2.0	15.4	125	396	2.0	29.9	123	*238	2.0	18.0	121
COSMOPOLITAN	7102	3972	9.5	55.9	109	1033	10.3	14.5	118	1875	9.5	26.4	109	1065	8.9	15.0	101
COUNTRY LIVING	2481	1635	3.9	65.9	128	280	2.8	11.3	91	781	4.0	31.5	130	574	4.8	23.1	156
CUISINE	1472	1094	2.6	74.3	144	326	3.3	22.1	179	479	2.4	32.5	134	*289	2.4	19.6	132
CYCLE WORLD	425	324	0.8	76.2	148	**128	1.3	30.1	244	*150	0.8	35.3	145	**47	0.4	11.1	74
DCI:CREATIVE IDEAS FOR LIV	2510	1602	3.8	63.8	124	447	4.5	17.8	144	788	4.0	31.4	129	367	3.1	14.6	98
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4017	9.6	60.0	117	867	8.7	13.0	105	1929	9.8	28.8	119	1221	10.2	18.2	123
DISCOVER	894	523	1.3	58.5	114	*140	1.4	15.7	127	*205	1.0	22.9	94	*178	1.5	19.9	134
EBONY	3507	1356	3.3	38.7	75	310	3.1	8.8	72	709	3.6	20.2	83	338	2.8	9.6	65
ESQUIRE	1083	532	1.3	49.1	95	*205	2.0	18.9	153	*214	1.1	19.8	81	*113	0.9	10.4	70
ESSENCE	1830	701	1.7	38.3	74	*158	1.6	8.6	70	307	1.6	16.8	69	236	2.0	12.9	87
FAMILY CIRCLE	15930	9380	22.5	58.9	114	2425	24.2	15.2	123	4532	23.1	28.4	117	2423	20.1	15.2	102
THE FAMILY HANDYMAN	1126	781	1.9	69.4	135	*199	2.0	17.7	143	393	2.0	34.9	144	*189	1.6	16.8	113
FAMILY WEEKLY	11468	6205	14.9	54.1	105	1451	14.5	12.7	102	3125	15.9	27.2	112	1629	13.5	14.2	96
FIELD & STREAM	2234	1332	3.2	59.6	116	*280	2.8	12.5	101	611	3.1	27.4	113	440	3.7	19.7	133
FOOD & WINE	579	354	0.8	61.1	119	**44	0.4	7.6	61	*161	0.8	27.8	115	*149	1.2	25.7	173
FORBES	728	487	1.2	66.9	130	**99	1.0	13.6	110	*253	1.3	34.8	143	*135	1.1	18.5	125
FORTUNE	906	622	1.5	68.7	133	**134	1.3	14.8	120	*280	1.4	30.9	127	*208	1.7	23.0	155
GENTLEMEN'S QUARTERLY	791	469	1.1	59.3	115	*108	1.1	13.7	110	*227	1.2	28.7	118	*134	1.1	16.9	114
GLAMOUR	5265	3114	7.5	59.1	115	733	7.3	13.9	113	1534	7.8	29.1	120	847	7.0	16.1	108
GOLF DIGEST	636	436	1.0	68.6	133	**142	1.4	22.3	181	*192	1.0	30.2	124	**103	0.9	16.2	109
GOLF DIGEST/TENNIS (GROSS)	1186	712	1.7	60.0	117	**225	2.2	19.0	154	275	1.4	23.2	96	*212	1.8	17.9	120
GOLF MAGAZINE	441	*307	0.7	69.6	135	**139	1.4	31.5	255	**84	0.4	19.0	78	*284	0.7	19.0	128
GOLF MAGAZINE/SKI (GROSS)	922	591	1.4	64.1	124	*244	2.4	26.5	214	*168	0.9	18.2	75	*178	1.5	19.3	130
GOOD HOUSEKEEPING	16487	9765	23.4	59.2	115	2276	22.7	13.8	112	4788	24.4	29.0	120	2701	22.5	16.4	110
HARPER'S BAZAAR	2423	1437	3.4	59.3	115	306	3.1	12.6	102	689	3.5	28.4	117	441	3.7	18.2	123
HEALTH	1994	1170	2.8	58.7	114	421	4.2	21.1	171	473	2.4	23.7	98	276	2.3	13.8	93
HEARST MAG CORP. BUY (GROSS)	44101	26254	63.0	59.5	116	6207	62.0	14.1	114	12641	64.3	28.7	118	7406	61.6	16.8	113
HEARST MAN POWER (GROSS)	1993	1306	3.1	65.5	127	293	2.9	14.7	119	760	3.9	38.1	157	*254	2.1	12.7	86
HEARST WOMAN POWER (GROSS)	31274	18241	43.7	58.3	113	4455	44.5	14.2	115	8803	44.8	28.1	116	4983	41.4	15.9	107
HOUSE BEAUTIFUL	3623	2143	5.1	59.1	115	513	5.1	14.2	115	1021	5.2	28.2	116	609	5.1	16.8	113
INC.	283	*195	0.5	68.9	134	*38	0.4	13.4	109	**106	0.5	37.5	154	**50	0.4	17.7	119
JET	2928	1153	2.8	39.4	76	328	3.3	11.2	91	558	2.8	19.1	79	268	2.2	9.2	62
LADIES' HOME JOURNAL	11918	6886	16.5	57.8	112	1670	16.7	14.0	113	3344	17.0	28.1	116	1872	15.6	15.7	106
LHJ FAMILY GRP COMBO(GROSS)	16764	9834	23.6	58.7	114	2520	25.2	15.0	122	4563	23.2	27.2	112	2752	22.9	16.4	111
LIFE	4254	2200	5.3	51.7	100	605	6.0	14.2	115	1069	5.4	25.1	104	527	4.4	12.4	83
L.A. TIMES HOME MAGAZINE	1145	750	1.8	65.5	127	*208	2.1	18.2	147	341	1.7	29.8	123	*200	1.7	17.5	118
MADAMEISSELLE	2884	1661	4.0	57.6	112	351	3.5	12.2	98	801	4.1	27.8	114	509	4.2	17.6	119
MC CALL'S	13460	7871	18.9	58.5	114	1899	19.0	14.1	114	3771	19.2	28.0	115	2200	18.3	16.3	110
MC CALL'S/WRK MOTHER (GROSS)	14606	8588	20.6	58.8	114	2075	20.7	14.2	115	4090	20.8	28.0	115	2423	20.1	16.6	112
MECHANIX ILLUSTRATED	772	537	1.3	69.6	135	*181	1.8	23.4	190	*211	1.1	27.3	113	*144	1.2	18.7	126
METROPOLITAN HOME	967	581	1.4	60.1	117	*142	1.4	14.7	119	231	1.2	23.9	98	208	1.7	21.5	145
MONEY	1588	1042	2.5	65.6	127	*278	2.8	17.5	142	468	2.4	29.5	121	296	2.5	18.6	126
MOTHER EARTH NEWS	1002	722	1.7	72.1	140	*160	1.6	16.0	129	372	1.9	37.1	153	*191	1.6	19.1	128
MS.	825	484	1.2	58.7	114	**91	0.9	11.0	89	256	1.3	31.0	128	*138	1.1	16.7	113
NATIONAL ENQUIRER	10336	4881	11.7	47.2	92	1383	13.8	13.4	108	2226	11.3	21.5	89	1272	10.6	12.3	83
NATIONAL GEOGRAPHIC	9597	6237	15.0	65.0	126	1891	18.9	19.7	159	2868	14.6	29.9	123	1479	12.3	15.4	104
NATIONAL SUNDAY MAGAZINE PKG	49558	27625	66.3	55.7	108	6656	66.5	13.4	109	13514	68.7	27.3	112	7455	62.0	15.0	101
NATURAL HISTORY	573	345	0.8	60.2	117	*129	1.3	22.5	182	*127	0.6	22.2	91	**89	0.7	15.5	105
NEW WOMAN	1699	861	2.1	50.7	98	*173	1.7	10.2	82	398	2.0	23.4	96	290	2.4	17.1	115
NEW YORK INCLUDING CUE	443	276	0.7	62.3	121	**63	0.6	14.2	115	*106	0.5	23.9	99	**106	0.9	23.9	161
THE NEW YORKER	1270	803	1.9	63.2	123	258	2.6	20.3	164	362	1.8	28.5	117	*182	1.5	14.3	96
NEWSWEEK	6277	3942	9.5	62.8	122	977	9.8	15.6	126	1829	9.3	29.1	120	1135	9.4	18.1	122
THE N.Y. TIMES DAILY EDITION	1205	793	1.9	65.8	128	296	3.0	24.6	199	328	1.7	27.2	112	*168	1.4	13.9	94
THE N.Y. TIMES MAGAZINE	2081	1360	3.3	65.4	127	437	4.4	21.0	170	527	2.7	25.3	104	396	3.3	19.0	128
OMNI	788	439	1.1	55.7	108	*92	0.9	11.7	94	247	1.3	31.3	129	**99	0.8	12.6	85
ON CABLE	1158	599	1.4	51.7	100	**85	0.8	7.3	59	*287	1.5	24.8	102	**27	1.9	19.6	132
1001 HOME IDEAS	2852	1779	4.3	62.4	121	429	4.3	15.0	122	747	3.8	26.2	108	604	5.0	21.2	143
ORGANIC GARDENING	1658	1089	2.6	65.7	128	378	3.8	22.8	184	390	2.0	23.5	97	320	2.7	19.3	130
OUTDOOR LIFE	896	471	1.1	52.6	102	*72	0.7	8.0	65	273	1.4	30.5	126	**126	1.0	14.1	95
PARADE MAGAZINE	24275	13743	33.0	56.6	110	3518	35.1	14.5	117	6430	32.7	26.5	109	3795	31.6	15.6	105

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS HOWE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	41697	100.0	51.5	100	10009	100.0	12.4	100	19660	100.0	24.3	100	12028	100.0	14.9	100
PARENTS	3845	2167	5.2	56.4	109	551	5.5	14.3	116	821	4.2	21.4	88	795	6.6	20.7	139
PENTHOUSE	831	370	0.9	44.5	86	**109	1.1	13.1	106	*169	0.9	20.3	84	**92	0.8	11.1	75
PEOPLE	11645	6689	16.0	57.4	112	1451	14.5	12.5	101	3224	16.4	27.7	114	2015	16.8	17.3	117
PLAYBOY	2006	1085	2.6	54.1	105	296	3.0	14.8	119	439	2.2	21.9	90	350	2.9	17.4	117
POPULAR HOT RODDING	297	*187	0.4	63.0	122	**66	0.7	22.2	180	**53	0.3	17.8	74	**68	0.6	22.9	154
POPULAR MECHANICS	1018	729	1.7	71.6	139	*202	2.0	19.8	161	422	2.1	41.5	171	**106	0.9	10.4	70
POPULAR SCIENCE	878	587	1.4	66.9	130	**104	1.0	11.8	96	*303	1.5	34.5	142	*179	1.5	20.4	137
PREVENTION	3913	2611	6.3	66.7	130	829	8.3	21.2	171	993	5.1	25.4	105	788	6.6	20.1	136
PSYCHOLOGY TODAY	1710	994	2.4	58.1	113	300	3.0	17.5	142	356	1.8	20.8	86	339	2.8	19.8	133
READER'S DIGEST	22204	13238	31.7	59.6	116	3182	31.8	14.3	116	6126	31.2	27.6	114	3929	32.7	17.7	119
RED HOOK	7684	4504	10.8	58.6	114	1146	11.4	14.9	121	2141	10.9	27.9	115	1217	10.1	15.8	107
ROAD & TRACK	410	*249	0.6	60.7	118	**84	0.8	20.5	166	**104	0.5	25.4	104	**61	0.5	14.9	100
ROLLING STONE	969	580	1.4	59.9	116	*171	1.7	17.6	143	305	1.6	31.5	130	*103	0.9	10.6	72
RUNNER'S WORLD	298	*171	0.4	57.4	111	*232	0.3	10.7	87	**54	0.3	18.1	75	**85	0.7	28.5	192
SATURDAY EVENING POST	1169	777	1.9	66.5	129	**24	2.2	19.2	155	342	1.7	29.3	121	*212	1.8	18.1	122
SCIENCE 84	587	482	1.2	82.1	159	**120	1.2	20.4	165	*280	1.4	47.7	196	**82	0.7	14.0	94
SCIENCE DIGEST	482	312	0.7	64.7	126	**47	0.5	9.8	79	*161	0.8	33.4	138	**104	0.9	21.6	145
SCIENTIFIC AMERICAN	594	357	0.9	60.1	117	**126	1.3	21.2	172	*132	0.7	22.2	92	**99	0.8	16.7	112
SELF	2089	1165	2.8	55.8	108	*310	3.1	14.8	120	478	2.4	22.9	94	377	3.1	18.0	122
SEVENTEEN	2411	1278	3.1	53.0	103	382	3.8	15.8	128	590	3.0	24.5	101	307	2.6	12.7	86
SKI	480	284	0.7	59.2	115	**105	1.0	21.9	177	**84	0.4	17.5	72	**94	0.8	19.6	132
SMITHSONIAN	2760	1813	4.3	65.7	128	482	4.8	17.5	141	838	4.3	30.4	125	494	4.1	17.9	121
SOAP OPERA DIGEST	3013	1475	3.5	49.0	95	465	4.6	15.4	125	560	2.8	18.6	77	450	3.7	14.9	101
SOUTHERN LIVING	4184	2415	5.8	57.7	112	420	4.2	10.0	81	1141	5.8	27.3	112	854	7.1	20.4	137
SOUTH	559	*306	0.7	54.7	106	**82	0.8	14.7	119	**96	0.5	17.2	71	**128	1.1	22.9	154
THE SPORTING NEWS	436	*245	0.6	56.2	109	**92	0.9	21.1	171	**76	0.4	17.4	72	**77	0.6	17.7	119
SPORTS AFIELD	493	266	0.6	54.0	105	**44	0.4	8.9	72	*177	0.9	35.9	148	**44	0.4	8.9	60
SPORTS ILLUSTRATED	2758	1601	3.8	58.0	113	421	4.2	15.3	124	650	3.3	23.6	97	530	4.4	19.2	129
STAR	7456	3648	8.7	48.9	95	930	9.3	12.5	101	1754	8.9	23.5	97	964	8.0	12.9	87
SUNDAY	24936	14127	33.9	56.7	110	3632	36.3	14.6	118	6952	35.4	27.9	115	3542	29.4	14.2	96
SUNSET	2124	1508	3.6	71.0	138	*372	3.7	17.5	142	670	3.4	31.5	130	465	3.9	21.9	147
TV GUIDE	21661	11357	27.2	52.4	102	2663	26.6	12.3	99	5383	27.4	24.9	102	3310	27.5	15.3	103
TENNIS	550	276	0.7	50.2	97	**83	0.8	15.1	122	**84	0.4	15.3	63	**110	0.9	20.0	135
TIME	8880	5385	12.9	60.6	118	1474	14.7	16.6	134	2445	12.4	27.5	113	1466	12.2	16.5	111
TOWN & COUNTRY	917	566	1.4	61.7	120	**112	1.1	12.2	99	233	1.2	25.4	105	222	1.8	24.2	163
TRAVEL & LEISURE	972	676	1.6	69.5	135	*169	1.7	17.4	141	316	1.6	32.5	134	*192	1.6	19.8	133
TRUE STORY	3356	1484	3.6	44.2	86	411	4.1	12.2	99	590	3.0	17.6	72	483	4.0	14.4	97
U.S. NEWS & WORLD REPORT	3410	2052	4.9	60.2	117	544	5.4	16.0	129	996	5.1	29.2	120	512	4.3	15.0	101
USA TODAY	1759	1001	2.4	56.9	111	*216	2.2	12.3	99	495	2.5	28.1	116	290	2.4	16.5	111
US	1873	960	2.3	51.3	100	*168	1.7	9.0	73	452	2.3	24.1	99	340	2.8	18.2	122
VOGUE	3909	2108	5.1	53.9	105	554	5.5	14.2	115	838	4.3	21.4	88	716	6.0	18.3	123
WALL STREET JOURNAL	1886	1206	2.9	63.9	124	*267	2.7	14.2	115	558	2.8	29.6	122	381	3.2	20.2	136
WEIGHT WATCHERS	2120	1284	3.1	60.6	118	366	3.7	17.3	140	539	2.7	25.4	105	379	3.2	17.9	120
WOMAN'S DAY	14172	8496	20.4	59.9	116	2536	25.3	17.9	145	3959	20.1	27.9	115	2001	16.6	14.1	95
WORKING MOTHER	1146	718	1.7	62.7	122	*177	1.8	15.4	125	319	1.6	27.8	115	*223	1.9	19.5	131
WORKING WOMAN	1322	805	1.9	60.9	118	*188	1.9	14.2	115	333	1.7	25.2	104	284	2.4	21.5	145
WORLD TENNIS	*163	**68	0.2	41.7	81	*113	0.1	8.0	65	**24	0.1	14.7	61	*32	0.3	19.6	132
ZIFF-DAVIS MAG NETWK (GROSS)	*532	1526	3.7	60.3	117	509	5.1	20.1	163	616	3.1	24.3	100	401	3.3	15.8	107
BLAIR INSERTS	43657	24490	58.7	56.1	109	5885	58.8	13.5	109	11926	60.7	27.3	113	6679	55.5	15.3	103
DAILY NEWSPAPERS																	
READ ANY	51633	28320	67.9	54.8	107	6944	69.4	13.4	109	13496	68.6	26.1	108	7881	65.5	15.3	103
READ ONE	43463	23429	56.2	53.9	105	5737	57.3	13.2	107	11118	56.6	25.6	105	6573	54.6	15.1	102
READ TWO OR MORE	8170	4892	11.7	59.9	116	1207	12.1	14.8	120	2378	12.1	29.1	120	1307	10.9	16.0	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	29306	70.3	55.6	108	7077	70.7	13.4	109	14174	72.1	26.9	111	8055	67.0	15.3	103
READ ONE	46126	25102	60.2	54.4	106	5851	58.5	12.7	103	12245	62.3	26.5	109	7006	58.2	15.2	102
READ TWO OR MORE	6552	4204	10.1	64.2	125	1227	12.3	18.7	152	1929	9.8	29.4	121	1048	8.7	16.0	108
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.24				25.66				29.64				28.12			
30 DAY REACH	71455	36963	88.6	51.7	100	8934	89.3	12.5	101	17331	88.2	24.3	100	10698	88.9	15.0	101
50 SHWG - 30 DAY AV FREQ	14.56	14.87				13.48				15.59				14.86			
30 DAY REACH	67742	35189	84.4	51.9	101	8532	85.2	12.6	102	16523	84.0	24.4	100	10133	84.2	15.0	101
25 SHWG - 30 DAY AV FREQ	7.94	8.06				7.41				8.39				8.06			
30 DAY REACH	62117	32381	77.7	52.1	101	7742	77.4	12.5	101	15326	78.0	24.7	101	9313	77.4	15.0	101
CABLE TV: HOME WIRED	32077	17655	42.3	55.0	107	4258	42.5	13.3	107	7874	40.1	24.5	101	5523	45.9	17.2	116
HOME NOT WIRED	48909	24042	57.7	49.2	95	5751	57.5	11.8	95	11786	59.9	24.1	99	6505	54.1	13.3	90
HAVE PAY CABLE	15935	9277	22.2	58.2	113	2301	23.0	14.4	117	4116	20.9	25.8	106	2859	23.8	17.9	121

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS HOME			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	41697	100.0	51.5	100	10000	100.0	12.4	100	19660	100.0	24.3	100	12028	100.0	14.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	23949	57.4	54.5	106	5852	58.5	13.3	108	11060	56.3	25.2	104	7036	58.5	16.0	108
10:00 AM - 3:00 PM	30659	16663	40.0	54.3	106	4042	40.4	13.2	107	7920	40.3	25.8	106	4701	39.1	15.3	103
3:00 PM - 7:00 PM	31045	16815	40.3	54.2	105	4028	40.2	13.0	105	7807	39.7	25.1	104	4980	41.4	16.0	108
7:00 PM - MIDNIGHT	15767	8292	19.9	52.6	102	1929	19.3	12.2	99	3939	20.0	25.0	103	2424	20.2	15.4	104
MIDNIGHT - 6:00 AM	9120	5089	12.2	55.8	108	1217	12.2	13.3	108	2335	11.9	25.6	105	1537	12.8	16.9	113
6:00 AM - MIDNIGHT	58527	31540	75.6	53.9	105	7649	76.4	13.1	106	14731	74.9	25.2	104	9160	76.2	15.7	105
ENTIRE DAY	59311	31975	76.7	53.9	105	7758	77.5	13.1	106	14948	76.0	25.2	104	9269	77.1	15.6	105
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16172	9195	22.1	56.9	110	2313	23.1	14.3	116	4350	22.1	26.9	111	2533	21.1	15.7	105
ALL NEWS	2256	1398	3.4	62.0	120	507	5.1	22.5	182	649	3.3	28.8	119	242	2.0	10.7	72
AOR/PROGRESSIVE	3874	2245	5.4	58.0	113	445	4.7	12.1	98	1055	5.4	27.2	112	722	6.0	18.6	125
BEAUTIFUL MUSIC	5660	3341	8.0	59.0	115	902	9.0	15.9	129	1646	8.4	29.1	120	793	6.6	14.0	94
BLACK	2204	909	2.2	41.2	80	243	2.4	11.0	89	440	2.2	20.0	82	227	1.9	10.3	69
CLASSICAL	1418	779	1.9	54.9	107	180	1.8	12.7	103	405	2.1	28.6	118	193	1.6	13.6	92
CHR/ROCK	9538	5218	12.5	54.7	106	1278	12.8	13.4	108	2362	12.0	24.8	102	1579	13.1	16.6	111
COUNTRY	12648	6153	14.8	48.6	94	1366	13.6	10.8	87	2777	14.1	22.0	90	2010	16.7	15.9	107
GOLDEN OLDIES	1191	441	1.1	37.0	72	551	0.5	4.3	35	218	1.1	18.3	75	172	1.4	14.4	97
MOR/NOSTALGIA	4757	2806	6.7	59.0	115	641	6.4	13.5	109	1334	6.8	28.0	116	831	6.9	17.5	118
NEWS/TALK	3863	2384	5.7	61.7	120	619	6.2	16.0	130	1181	6.0	30.6	126	584	4.9	15.1	102
RELIGIOUS	3084	1450	3.5	47.0	91	356	3.6	11.5	93	613	3.1	19.9	82	481	4.0	15.6	105
SOFT ROCK	521	221	0.5	42.4	82	44	0.5	8.8	71	44	0.2	7.7	32	135	1.1	25.9	174
URBAN CONTEMPORARY	1585	644	1.5	40.6	79	242	2.4	15.3	124	245	1.2	15.5	64	157	1.3	9.9	67
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1581	3.8	48.5	94	404	4.0	12.4	100	679	3.5	20.8	86	498	4.1	15.3	103
ABC DIRECTION	2316	1415	3.4	61.1	119	315	3.1	13.6	110	623	3.2	26.9	111	476	4.0	20.6	138
ABC ENTERTAINMENT	4834	2513	6.0	52.0	101	548	5.5	11.3	92	1155	5.9	23.9	98	810	6.7	16.8	113
ABC FM	2202	955	2.3	43.4	84	171	1.7	7.8	63	382	1.9	17.3	71	402	3.3	18.3	123
ABC INFORMATION	5425	3232	7.8	59.6	116	838	8.4	15.4	125	1506	7.7	27.8	114	888	7.4	16.4	110
ABC ROCK	1677	933	2.2	55.6	108	192	1.9	11.4	93	468	2.4	27.9	115	273	2.3	16.3	110
CBS	4430	2660	6.4	60.0	117	693	6.9	15.6	127	1312	6.7	29.6	122	655	5.4	14.8	100
MUTUAL	4992	2940	7.1	58.9	114	742	7.4	14.9	120	1280	6.5	25.6	106	918	7.6	18.4	124
NBC	4679	2640	6.3	56.4	110	609	6.1	13.0	105	1292	6.6	27.6	114	739	6.1	15.8	106
RADIORADIO	1994	1073	2.6	53.8	105	257	2.6	12.9	104	526	2.7	26.4	109	291	2.4	14.6	98
RKO ONE	2298	1176	2.8	51.2	99	294	2.9	12.8	104	588	3.0	25.6	105	294	2.4	12.8	86
RKO TWO	3311	1635	3.9	49.4	96	381	3.8	11.5	93	787	4.0	23.8	98	467	3.9	14.1	95
THE SOURCE	2114	1157	2.8	54.7	106	316	3.2	14.9	121	526	2.7	24.9	102	316	2.6	14.9	101
NON-HIRED : BLAIR	8654	4756	11.4	55.0	107	1170	11.7	13.5	109	2064	10.5	23.9	98	1523	12.7	17.6	118
INTERNET	12025	6499	15.6	54.0	105	1434	14.3	11.9	96	2943	15.0	24.5	101	2121	17.6	17.6	119
KATZ RADIO GROUP	15359	8914	21.4	58.0	113	2305	23.0	15.0	121	4246	21.6	27.6	114	2363	19.6	15.4	104
SUPERNET	10628	5615	13.5	52.8	103	1584	15.8	14.9	121	2490	12.7	23.4	97	1541	12.8	14.5	98
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4149	10.0	47.9	93	1069	10.7	12.3	100	1861	9.5	21.5	89	1219	10.1	14.1	95
WKDAY 9:00 AM - 1:00 PM	12163	5920	14.2	48.7	95	1456	14.5	12.0	97	2706	13.8	22.2	92	1758	14.6	14.5	97
WKDAY 1:00 PM - 4:30 PM	16150	7728	18.5	47.9	93	1969	19.7	12.2	99	3392	17.3	21.0	87	2366	19.7	14.7	99
WKDAY 4:30 PM - 7:30 PM	22463	11315	27.1	50.4	98	2950	29.5	13.1	106	5273	26.8	23.5	97	3092	25.7	13.8	93
WKDAY 7:30 PM - 8:00 PM	31795	16236	38.9	51.1	99	4197	41.9	13.2	107	7564	38.5	23.8	98	4476	37.2	14.1	95
WKDAY 11:00 PM - 11:30 PM	23977	12731	30.5	53.1	103	3148	31.5	13.1	106	5984	30.4	25.0	103	3598	29.9	15.0	101
WKDAY 11:30 PM - 1:00 AM	7703	4171	10.0	54.1	105	1040	10.4	13.5	109	1935	9.8	25.1	103	1196	9.9	15.5	105
M-SAT 8-11 PM-SUN 7-11 PM	33800	17714	42.5	52.4	102	4464	44.6	13.2	107	8236	41.9	24.4	100	5014	41.7	14.8	100
WKDY DAYTIME NTKW 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	3158	7.6	48.3	94	806	8.1	12.3	100	1376	7.0	21.0	87	976	8.1	14.9	101
ANOTHER WORLD	N 4620	2243	5.4	48.5	94	601	6.0	13.0	105	909	4.6	19.7	81	734	6.1	15.9	107
AS THE WORLD TURNS	C 5614	2639	6.3	47.0	91	639	6.4	11.4	92	1192	6.1	21.2	87	808	6.7	14.4	97
CAPITOL	C 3396	1615	3.9	47.6	92	426	4.3	12.5	101	700	3.6	20.6	85	489	4.1	14.4	97
CBS MORN. NEWS 1	C 1446	632	1.5	43.7	85	162	1.6	11.2	91	240	1.2	16.6	68	230	1.9	15.9	107
CBS MORN. NEWS 2	C 1207	521	1.2	43.2	84	153	1.5	12.7	103	233	1.2	19.3	80	134	1.1	11.1	75
DAYS OF OUR LIVES	N 5877	3107	7.5	52.9	103	767	7.7	13.1	106	1378	7.0	23.4	97	961	8.0	16.4	110
FACTS OF LIFE - DAYTIME	N 2290	970	2.3	42.4	82	175	1.7	7.6	62	425	2.2	18.6	76	370	3.1	16.2	109
FAMILY FEUD	A 3023	1387	3.3	45.9	89	394	3.9	13.0	105	594	3.0	19.6	81	400	3.3	13.2	89
GENERAL HOSPITAL	A 6097	2819	6.8	46.2	90	735	7.3	12.1	98	1176	6.0	19.3	79	908	7.5	14.9	100
GOOD MORNING, AMERICA-730	A 3515	1719	4.1	48.9	95	421	4.2	12.0	97	809	4.1	23.0	95	488	4.1	13.9	93
GOOD MORNING, AMERICA-830	A 2818	1484	3.6	52.7	102	282	2.8	10.0	81	746	3.8	26.5	109	456	3.8	16.2	109
GUIDING LIGHT	C 5339	2575	6.2	48.2	94	593	5.9	11.1	90	1203	6.1	22.5	93	779	6.5	14.6	98
ONE LIFE TO LIVE	A 4478	1961	4.7	43.8	85	521	5.2	11.6	94	839	4.3	18.7	77	601	5.0	13.4	90
PRESS YOUR LUCK	C 2244	1093	2.6	48.7	95	316	3.2	14.1	114	451	2.3	20.1	83	326	2.7	14.5	98
PRICE IS RIGHT 1	C 4348	2006	4.8	46.1	90	513	5.1	11.8	95	959	4.9	2					

	TOTAL U.S. '000	ALL USERS				HEAVY USERS THREE OR MORE				MEDIUM USERS ONE-TWO				LIGHT USERS NONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	41697	100.0	51.5	100	10009	100.0	12.4	100	19660	100.0	24.3	100	12028	100.0	14.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	12879	30.9	49.4	96	3167	31.6	12.2	98	6075	30.9	23.3	96	3637	30.2	14.0	94
NETWORK AFFILIATES - LATE	20261	10719	25.7	52.9	103	2610	26.1	12.9	104	5090	25.9	25.1	103	3018	25.1	14.9	100
INDEPENDENTS - LATE	2076	1250	3.0	60.2	117	390	3.9	18.8	152	560	2.8	27.0	111	301	2.5	14.5	98
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	5347	12.8	51.2	99	1262	12.6	12.1	98	2525	12.8	24.2	100	1559	13.0	14.9	100
ABC MONDAY NIGHT MOVIE	A 6412	3452	8.3	53.8	105	706	7.1	11.0	89	1716	8.7	26.8	110	1031	8.6	16.1	108
ABC SUNDAY NIGHT MOVIE	A 12407	6558	15.7	52.9	103	1664	16.6	13.4	109	3029	15.4	24.4	101	1865	15.5	15.0	101
ABC WORLD NEWS TONIGHT	A 6176	3164	7.6	51.2	100	783	7.8	12.7	103	1519	7.7	24.6	101	863	7.2	14.0	99
AFTERMASH	C 5863	2818	6.8	48.1	93	647	6.5	11.0	89	1358	6.9	23.2	95	813	6.8	13.9	93
ALICE	C 9594	4748	11.4	49.5	96	1051	10.5	11.0	89	2330	11.9	24.3	100	1367	11.4	14.2	96
AMERICAN PARADE	C 6622	3336	8.0	50.4	98	865	8.6	13.1	106	1526	7.8	23.0	95	945	7.9	14.3	96
BENSON	A 10886	5656	13.6	52.0	101	1394	13.9	12.8	104	2828	14.4	26.0	107	1435	11.9	13.2	89
BLUE THUNDER	A 5036	2700	6.5	53.6	104	645	6.4	12.8	104	1389	7.1	27.6	114	665	5.5	13.2	89
CAGNEY & LACEY	C 9965	5446	13.1	54.7	106	1329	13.3	13.3	108	2610	13.3	26.2	108	1506	12.5	15.1	102
CBS EVENING NEWS-DEAN	C 3491	1833	4.4	52.5	102	559	5.6	16.0	130	834	4.2	23.9	98	440	3.7	12.6	85
CBS EVENING NEWS-RATHER	C 7123	3728	8.9	52.3	102	1003	10.0	14.1	114	1677	8.5	23.5	97	1048	8.7	14.7	99
CBS SAT. NEWS-SCHIEFFER	C 3621	1629	3.9	45.0	87	393	3.9	10.9	88	800	4.1	22.1	91	436	3.6	12.0	81
CBS SATURDAY NIGHT MOVIE	C 5436	2895	6.9	53.3	103	704	7.0	13.0	105	1367	7.0	25.1	104	825	6.9	15.2	102
CBS WEDNESDAY NIGHT MOVIE	C 6100	3285	7.9	53.9	105	766	7.7	12.6	102	1574	8.0	25.8	106	946	7.9	15.5	104
CHEERS	N 8889	5251	12.6	59.1	115	1451	14.5	16.3	132	2489	12.7	28.0	115	1311	10.9	14.7	99
DALLAS	N 22109	11546	27.7	52.2	101	2819	28.2	12.8	103	5190	26.4	23.5	97	3538	29.4	16.0	108
DIFF'RENT STROKES	N 6940	3323	8.0	47.9	93	744	7.4	10.7	87	1625	8.3	23.4	96	954	7.9	13.7	93
DOUBLE TROUBLE	N 7223	3553	8.5	49.2	96	696	7.0	9.6	78	1827	9.3	25.3	104	1030	8.6	14.3	96
DUCK FACTORY	N 5595	3189	7.6	57.0	111	893	8.9	16.0	129	1475	7.5	26.4	109	821	6.8	14.7	99
DUKES OF HAZZARD	C 5768	2768	6.6	48.0	93	671	6.7	11.6	94	1362	6.9	23.6	97	736	6.1	12.8	86
DYNASTY	A 20053	10410	25.0	51.9	101	2503	25.0	12.5	101	4792	24.4	23.9	98	3114	25.9	15.5	105
FACTS OF LIFE	N 8087	4125	9.9	51.0	99	956	9.6	11.8	96	2021	10.3	25.0	103	1148	9.5	14.2	96
FALCON CREST	C 20046	10446	25.1	52.1	101	2401	24.0	12.0	97	4734	24.1	23.6	97	3310	27.5	16.5	111
FALL GUY	A 9084	4615	11.1	50.8	99	970	9.7	10.7	86	2359	12.0	26.0	107	1285	10.7	14.1	95
FAMILY TIES	N 7964	4301	10.3	54.0	105	1009	10.1	12.7	103	2187	11.1	27.5	113	1105	9.2	13.9	93
FANTASY ISLAND	A 7687	3822	9.2	49.7	97	926	9.3	12.0	97	1717	8.7	22.3	92	1178	9.8	15.3	103
FOULUPS, BLEEPS & BLUNDERS	A 8861	4637	11.1	52.3	102	1106	11.1	12.5	101	2264	11.5	25.6	105	1267	10.5	14.3	96
FOUR SEASONS	C 5095	2582	6.2	50.7	98	647	6.5	12.7	103	1250	6.4	24.5	101	685	5.7	13.4	91
GIMME A BREAK	N 8838	4322	10.4	48.9	95	1101	11.0	12.5	101	2143	10.9	24.2	100	1078	9.0	12.2	82
HART TO HART	A 8978	4462	10.7	49.7	97	863	8.6	9.6	78	2210	11.2	24.6	101	1389	11.5	15.5	104
HILL STREET BLUES	N 8590	4886	11.7	56.9	110	1273	12.7	14.8	120	2368	12.0	27.6	114	1245	10.4	14.5	98
HOTEL	A 14085	7319	17.6	52.0	101	1826	18.2	13.0	105	3426	17.4	24.3	100	2067	17.2	14.7	99
JEFFERSONS	C 9360	4656	11.2	49.7	97	1151	11.5	12.3	99	2300	11.7	24.6	101	1205	10.0	12.9	87
JENNIFER SLEPT HERE	N 5841	2873	6.9	49.2	96	788	7.9	13.5	109	1321	6.7	22.6	93	764	6.4	13.1	88
KATE & ALLIE	C 9206	4938	11.8	53.6	104	1327	13.3	14.4	117	2353	12.0	25.6	105	1257	10.5	13.7	92
KNIGHT RIDER	N 7076	3668	8.8	51.8	101	773	7.7	10.9	88	1665	8.5	23.5	97	1230	10.2	17.4	117
LOVE BOAT	A 12219	5949	14.3	48.7	95	1489	14.9	12.2	99	2701	13.7	22.1	91	1760	14.6	14.4	97
MAGNUM PI	C 11199	5743	13.8	51.3	100	1315	13.1	11.7	95	2720	13.8	24.3	100	1708	14.2	15.3	103
MAMA'S FAMILY	N 6057	3129	7.5	51.7	100	849	8.5	14.0	113	1503	7.6	24.8	102	778	6.5	12.8	86
MASTER, THE	N 3598	1818	4.4	50.5	98	454	4.5	12.6	102	824	4.2	22.9	94	540	4.5	15.0	101
MATT HOUSTON	A 6344	3420	8.2	53.9	105	832	8.3	13.1	106	1600	8.1	25.2	104	987	8.2	15.6	105
NBC MONDAY NIGHT MOVIE	N 11994	6118	14.7	51.0	99	1552	15.5	12.9	105	2750	14.0	22.9	94	1817	15.1	15.1	102
NBC NIGHTLY NEWS	N 5132	2584	6.2	50.4	98	534	5.3	10.4	84	1279	6.5	24.9	103	772	6.4	15.0	101
NBC NIGHTLY NEWS-SAT	N 3375	1682	4.0	49.8	97	410	4.1	12.1	98	806	4.1	23.9	98	465	3.9	13.8	93
NBC NIGHTLY NEWS-SUN	N 3130	1693	4.1	54.1	105	431	4.3	13.8	111	827	4.2	26.4	109	435	3.6	13.9	94
NBC SUNDAY NIGHT MOVIE	N 8284	4071	9.8	49.1	95	1014	10.1	12.2	99	1941	9.9	23.4	97	1116	9.3	13.5	91
NEWHART	C 9240	5104	12.2	55.2	107	1265	12.6	13.7	111	2517	12.8	27.2	112	1322	11.0	14.3	96
ONE DAY AT A TIME	C 7288	3648	8.7	50.1	97	906	9.1	12.4	101	1677	8.5	23.0	95	1065	8.9	14.6	98
PEOPLE ARE FUNNY	N 4855	2668	6.4	55.0	107	706	7.1	14.5	118	1304	6.6	26.9	111	658	5.5	13.6	91
REAL PEOPLE	N 8869	4423	10.6	49.9	97	1079	10.8	12.2	98	2016	10.3	22.7	94	1329	11.0	15.0	101
REMINGTON STEELE	N 7743	4084	9.8	52.7	102	905	9.0	11.7	95	2093	10.6	27.0	111	1086	9.0	14.0	94
RIPLEY'S BELIEVE IT - NOT	A 5345	2886	6.9	54.0	105	783	7.8	14.6	119	1311	6.7	24.5	101	792	6.6	14.8	100
RIPTIDE	N 6988	3652	8.8	52.3	102	842	8.4	12.0	97	1848	9.4	26.4	109	963	8.0	13.8	93
SCARECROW & MRS. KING	C 10002	4997	12.0	50.0	97	1076	10.8	10.8	87	2298	11.7	23.0	95	1623	13.5	16.2	109
SIMON & SIMON	C 10638	5352	12.8	50.3	98	1423	14.2	13.4	108	2470	12.6	23.2	96	1459	12.1	13.7	92
60 MINUTES	C 13293	6867	16.5	51.7	100	1807	18.1	13.6	110	3168	16.1	23.8	98	1892	15.7	14.2	96
ST. ELSEWHERE	N 7017	3841	9.2	54.7	106	787	7.9	11.2	91	1950	9.9	27.8	114	1104	9.2	15.7	106
THREE'S COMPANY	A 10917	5640	13.5	51.7	100	1378	13.8	12.6	102	2627	13.4	24.1	99	1635	13.6	15.0	

	TOTAL U.S. '000	BOUILLON/BROTH CUBES OR POWDER (ADD BOILING WATER)				INSTANT SOUP MIX (ADD BOILING WATER)				SOUP MIX (REQUIRES COOKING)				INSTANT LUNCH MIX (ADD BOILING WATER)			
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	26725	100.0	33.0	100	19210	100.0	23.7	100	12487	100.0	15.4	100	5435	100.0	6.7	100
18 - 24	9282	2320	8.7	25.0	76	1865	9.7	20.1	85	1242	9.9	13.4	87	4471	8.7	5.1	76
25 - 34	19072	6862	25.7	36.0	109	5069	26.4	26.6	112	3422	27.4	17.9	116	1381	25.4	7.2	108
35 - 44	14591	5206	19.5	35.7	108	3878	20.2	26.6	112	2837	22.7	19.4	126	1169	21.5	8.0	119
45 - 54	11345	4188	15.7	36.9	112	2880	15.0	25.4	107	1772	14.2	15.6	101	943	17.4	8.3	124
55 - 64	11635	3919	14.7	33.7	102	2765	14.4	23.8	100	1885	15.1	16.2	105	754	13.9	6.5	97
65 OR OLDER	15061	4230	15.8	28.1	85	2753	14.3	18.3	77	1329	10.6	8.8	57	718	13.2	4.8	71
18 - 34	28354	9182	34.4	32.4	98	6934	36.1	24.5	103	4664	37.4	16.4	107	1852	34.1	6.5	97
18 - 49	48339	16444	61.5	34.0	103	12246	63.7	25.3	107	8276	66.3	17.1	111	3507	64.5	7.3	108
25 - 54	45008	16256	60.8	36.1	109	11828	61.6	26.3	111	8031	64.3	17.8	116	3493	64.3	7.8	116
35 - 49	19985	7263	27.2	36.3	110	5312	27.7	26.6	112	3612	28.9	18.1	117	1655	30.5	8.3	123
50 OR OLDER	32647	10281	38.5	31.5	95	6964	36.3	21.3	90	4211	33.7	12.9	84	1928	35.5	5.9	88
GRADUATED COLLEGE	11195	4683	17.5	42.0	127	3567	18.6	32.0	135	2235	17.9	20.0	130	700	12.9	6.3	94
ATTENDED COLLEGE	13682	5694	21.3	41.6	126	4065	21.2	29.7	125	2621	21.0	19.2	124	1270	23.4	9.3	138
GRADUATED HIGH SCHOOL	33880	11344	42.4	33.5	101	8303	43.2	24.5	103	5429	43.5	16.0	104	2515	46.3	7.4	111
DID NOT GRADUATE HIGH SCHOOL	22270	5003	18.7	22.5	68	3275	17.0	14.7	62	2202	17.6	9.9	64	949	17.5	4.3	63
EMPLOYED	40306	14173	53.0	35.2	107	11071	57.6	27.5	116	6620	53.0	16.4	107	3229	59.4	8.0	119
EMPLOYED FULL-TIME	32850	11205	41.9	34.1	103	9045	47.1	27.5	116	5100	40.8	15.5	101	2785	51.2	8.5	126
EMPLOYED PART-TIME	7456	2969	11.1	39.8	121	2026	10.5	27.2	115	1521	12.2	20.4	132	444	8.2	6.0	89
NOT EMPLOYED	40680	12552	47.0	30.9	94	8139	42.4	20.0	84	5867	47.0	14.4	94	2206	40.6	5.4	81
PROFESSIONAL/MANAGER	10392	4502	16.8	43.3	131	3224	16.8	31.0	131	1921	15.4	18.5	120	783	14.4	7.5	112
TECH/CLERICAL/SALES	17574	6054	22.7	34.4	104	5226	27.2	29.7	125	3000	24.0	17.1	111	1641	30.2	9.3	139
PRECISION/CRAFT	985	349	1.3	35.4	107	2254	1.3	25.8	109	194	1.6	19.7	128	75	1.4	7.6	113
OTHER EMPLOYED	11354	3269	12.2	28.8	87	2366	12.3	20.8	88	1506	12.1	13.3	86	730	13.4	6.4	96
SINGLE	9863	2630	9.8	26.7	81	2183	11.4	22.1	93	1248	10.0	12.7	82	695	12.8	7.0	105
MARRIED	51375	18521	69.3	36.1	109	12881	67.1	25.1	106	8788	70.4	17.1	111	3400	62.6	6.6	99
DIVORCED/SEPARATED/WIDOWED	19748	5574	20.9	28.2	86	4146	21.6	21.0	89	2452	19.6	12.4	81	1340	24.7	6.8	101
PARENTS	32590	11098	41.5	34.1	103	7961	41.4	24.4	103	5858	46.9	18.0	117	2146	39.5	6.6	98
WHITE	70416	24585	92.0	34.9	106	17569	91.5	25.0	105	11620	93.1	16.5	107	4786	88.1	6.8	101
BLACK	8778	1678	6.3	19.1	58	1151	6.0	13.1	55	712	5.7	8.1	53	484	8.9	5.5	82
OTHER	1791	462	1.7	25.8	78	491	2.6	27.4	116	155	1.2	8.7	56	165	3.0	9.2	137
NORTHEAST-CENSUS	17786	6889	25.8	38.7	117	5205	27.1	29.3	123	3332	26.7	18.7	122	1512	27.8	8.5	127
NORTH CENTRAL	20741	7668	28.7	37.0	112	5237	27.3	25.2	106	3347	26.8	16.1	105	1252	23.0	6.0	90
SOUTH	27775	6777	25.4	24.4	74	4576	23.8	16.5	69	2574	20.6	9.3	60	1264	23.3	4.6	68
WEST	14683	5391	20.2	36.7	111	4192	21.8	28.6	120	3235	25.9	22.0	143	1407	25.9	9.6	143
NORTHEAST-MKTG.	17961	6651	24.9	37.0	112	4972	25.9	27.7	117	3363	26.9	18.7	121	1504	27.7	8.4	125
EAST CENTRAL	11885	4066	15.2	34.2	104	2847	14.8	24.0	101	1841	14.7	15.5	100	814	15.0	6.8	102
WEST CENTRAL	14090	5494	20.6	39.0	118	3776	19.7	26.8	113	2266	18.1	16.1	104	767	14.1	5.4	81
SOUTH	24081	5755	21.5	23.9	72	3883	20.2	16.1	68	2110	16.9	8.8	57	1052	19.4	4.4	65
PACIFIC	12969	4760	17.8	36.7	111	3732	19.4	28.8	121	2909	23.3	22.4	145	1299	23.9	10.0	149
COUNTY SIZE A	32439	11009	41.2	33.9	103	8363	43.5	25.8	109	5520	44.2	17.0	110	2781	51.2	8.6	128
COUNTY SIZE B	24915	8092	30.3	32.5	98	6048	31.5	24.3	102	3819	30.6	15.3	99	1513	27.8	6.1	90
COUNTY SIZE C	12930	4446	16.6	34.4	104	2906	15.1	22.5	95	1976	15.8	15.3	99	717	13.2	5.5	83
COUNTY SIZE D	10703	3178	11.9	29.7	90	1893	9.9	17.7	75	1173	9.4	11.0	71	4423	7.8	4.0	59
METRO CENTRAL CITY	24518	7474	28.0	30.5	92	5556	28.9	22.7	96	3701	29.6	15.1	98	1541	28.4	6.3	94
METRO SUBURBAN	35919	12509	46.8	34.8	106	9718	50.6	27.1	114	6059	48.5	16.9	109	3016	55.5	8.4	125
NON METRO	20549	6742	25.2	32.8	99	3936	20.5	19.2	81	2727	21.8	13.3	86	878	16.2	4.3	64
TOP 5 ADI'S	18341	6734	25.2	36.7	111	5083	26.5	27.7	117	3345	26.8	18.2	118	1805	33.2	9.8	147
TOP 10 ADI'S	25378	8708	32.6	34.3	104	6492	33.8	25.6	108	4345	34.8	17.1	111	2223	40.9	8.8	131
TOP 20 ADI'S	36488	12549	47.0	34.4	104	9306	48.4	25.5	108	6188	49.6	17.0	110	2982	54.9	8.2	122
HSGLD INC. \$50,000 OR MORE	6612	2979	11.1	45.1	137	2206	11.5	33.4	141	1353	10.8	20.5	133	691	12.7	10.5	156
\$40,000 OR MORE	12659	5604	21.0	44.3	134	4330	22.5	34.2	144	2554	20.5	20.2	131	1230	22.6	9.7	145
\$30,000 OR MORE	24698	10227	38.3	41.4	125	7772	40.5	31.5	133	4924	39.4	19.9	129	2154	39.6	8.7	130
\$25,000 OR MORE	32077	13286	49.7	41.4	126	9818	51.1	30.6	129	6383	51.1	19.9	129	2623	48.3	8.2	122
\$20,000 - \$24,999	9144	3150	11.8	34.4	104	2198	11.4	24.0	101	1410	11.3	15.4	100	691	12.7	7.6	113
\$15,000 - \$19,999	8728	2514	9.4	28.8	87	1973	10.3	22.6	95	1248	10.0	14.3	93	572	10.5	6.6	98
\$10,000 - \$14,999	12562	3510	13.1	27.9	85	2328	12.1	18.5	78	1523	12.2	12.1	79	800	14.7	6.4	95
UNDER \$10,000	18475	4266	16.0	23.1	70	2892	15.1	15.7	66	1924	15.4	10.4	68	749	13.8	4.1	60
HOUSEHOLD OF 1 PERSON	11987	3349	12.5	27.9	85	2416	12.6	20.2	85	1254	10.0	10.5	68	696	12.8	5.8	87
2 PEOPLE	26577	8845	33.1	33.3	101	6079	31.6	22.9	96	3938	31.5	14.8	96	1712	31.5	6.4	96
3 OR 4 PEOPLE	30617	10449	39.1	34.1	103	7903	41.1	25.8	109	5144	41.2	16.8	109	2134	39.3	7.0	104
5 OR MORE PEOPLE	11804	4082	15.3	34.6	105	2812	14.6	23.8	100	2152	17.2	18.2	118	893	16.4	7.6	113
NO CHILD IN HSHLD	46165	15014	56.2	32.5	99	10750	56.0	23.3	98	6410	51.3	13.9	90	3131	57.6	6.8	101
CHILD(REN) UNDER 2 YRS	5325	1727	6.5	32.4	98	1111	5.8	20.9	88	761	6.1	14.3	93	242	4.5	4.5	68
2 - 5 YEARS	14221	4343	16.3	30.5	93	3224	16.8	22.7	96	2311	18.5	16.3	105	781	14.4	5.5	82
6 - 11 YEARS	15117	5017	18.8	33.2	101	3504	18.2	23.2	98	2572	20.6	17.0	110	1091	20.1	7.2	108
12 - 17 YEARS	16611	6007	22.5	36.2	110	4407	22.9	26.5	112	2999	24.0	18.1	117	1280	23.6	7.7	115
RESIDENCE OWNED	55884	20127	75.3	36.0	109	14042	73.1	25.1	106	9260	74.2	16.6	107	4071	74.9	7.3	109
VALUE: \$50,000 OR MORE	31744	12926	48.4	40.7	123	9232	48.1	29.1	123	6240	50.0	19.7	127	2478	45.6	7.8	116
VALUE: UNDER \$50,000	24140	7201	26.9	29.8	90	4810	25.0	19.9	84	3020	24.2	12.5	81	1593	29.3	6.6	98

DRY SOUP/LUNCH MIX & DRY BOUILLON - TYPES
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	BOUILLON/BROTH CUBES OR POWDER (ADD BOILING WATER)				INSTANT SOUP MIX (ADD BOILING WATER)				SOUP MIX (REQUIRES COOKING)				INSTANT LUNCH MIX (ADD BOILING WATER)			
			A '000	B DOWN	C ACROSS		A '000	B DOWN	C ACROSS		A '000	B DOWN	C ACROSS		A '000	B DOWN	C ACROSS	
					%	INDX			%	INDX			%	INDX			%	INDX
TOTAL FEMALE HOMEMAKERS		80986	26725	100.0	33.0	100	19210	100.0	23.7	100	12487	100.0	15.4	100	5435	100.0	6.7	100
MAGAZINES	QUINTILE 1	15799	6282	23.5	39.8	120	4568	23.8	28.9	122	3217	25.8	20.4	132	1374	25.3	8.7	130
	QUINTILE 2	17259	6486	24.3	37.6	114	4945	25.7	28.7	121	3330	26.7	19.3	125	1500	27.6	8.7	130
	QUINTILE 3	13545	4839	18.1	35.7	108	3159	16.4	23.3	98	2104	16.8	15.5	101	733	13.5	5.4	81
	QUINTILE 4	15133	4519	16.9	29.9	90	3360	17.5	22.2	94	1908	15.3	12.6	82	979	18.0	6.5	96
	QUINTILE 5	19250	4600	17.2	23.9	72	3177	16.5	16.5	70	1928	15.4	10.0	65	848	15.6	4.4	66
NEWSPAPERS	QUINTILE 1	12413	4968	18.6	40.0	121	3632	18.9	29.3	123	2242	18.0	18.1	117	891	16.4	7.2	107
	QUINTILE 2	24116	8463	31.7	35.1	106	6301	32.8	26.1	110	4044	32.4	16.8	109	1837	33.8	7.6	114
	QUINTILE 3	11261	3917	14.7	34.8	105	2608	13.6	23.2	98	1908	15.3	16.9	110	802	14.8	7.1	106
	QUINTILE 4	20255	6190	23.2	30.6	93	4545	23.7	22.4	95	2786	22.3	13.8	89	1373	25.3	6.8	101
	QUINTILE 5	12940	3185	11.9	24.6	75	2124	11.1	16.4	69	1508	12.1	11.7	76	531	9.8	4.1	61
OUTDOOR	QUINTILE 1	14852	5188	19.4	34.9	106	3893	20.3	26.2	111	2670	21.4	18.0	117	1227	22.6	8.3	123
	QUINTILE 2	15725	5028	18.8	32.0	97	3872	20.2	24.6	104	2405	19.3	15.3	99	1133	20.8	7.2	107
	QUINTILE 3	16330	5699	21.3	34.9	106	4028	21.0	24.7	104	2715	21.7	16.6	108	1103	20.3	6.8	101
	QUINTILE 4	16744	5533	20.7	33.0	100	3744	19.5	22.4	94	2379	19.1	14.2	92	949	17.5	5.7	84
	QUINTILE 5	17334	5277	19.7	30.4	92	3674	19.1	21.2	89	2319	18.6	13.4	87	1024	18.8	5.9	88
RADIO-DRIVE TIME	QUINTILE 1	15911	5585	20.9	35.1	106	4277	22.3	26.9	113	2751	22.0	17.3	112	1229	22.6	7.7	115
	QUINTILE 2	14837	5073	19.0	34.2	104	3650	19.0	24.6	104	2453	19.6	16.5	107	930	17.1	6.3	93
	QUINTILE 3	15339	4925	18.4	32.1	97	3782	19.7	24.7	104	2385	19.1	15.5	101	991	18.2	6.5	96
	QUINTILE 4	16723	5684	21.3	34.0	103	3832	19.9	22.9	97	2518	20.2	15.1	98	1073	19.7	6.4	96
	QUINTILE 5	18176	5459	20.4	30.0	91	3669	19.1	20.2	85	2381	19.1	13.1	85	1211	22.3	6.7	99
RADIO-MID- DAY	TERCILE 1	21020	7232	27.1	34.4	104	5332	27.8	25.4	107	3508	28.1	16.7	108	1522	28.0	7.2	108
	TERCILE 2	21610	7767	29.1	35.9	109	5345	27.8	24.7	104	3617	29.0	16.7	109	1477	27.2	6.8	102
	TERCILE 3	38355	11725	43.9	30.6	93	8533	44.4	22.2	94	5363	42.9	14.0	91	2436	44.8	6.4	95
RADIO-TOTAL	QUINTILE 1	15988	5379	20.1	33.6	102	4034	21.0	25.2	106	2671	21.4	16.7	108	1224	22.5	7.7	114
	QUINTILE 2	15626	5282	19.8	33.8	102	3914	20.4	25.0	106	2580	20.7	16.5	107	1123	20.7	7.2	107
	QUINTILE 3	16723	6037	22.6	36.1	109	4399	22.9	26.3	111	2838	22.7	17.0	110	1035	19.0	6.2	92
	QUINTILE 4	16342	5466	20.5	33.4	101	3792	19.7	23.2	98	2462	19.7	15.1	98	1171	21.5	7.2	107
	QUINTILE 5	16306	4561	17.1	28.0	85	3072	16.0	18.8	79	1936	15.5	11.9	77	882	16.2	5.4	81
TV-PRIME TIME	QUINTILE 1	15953	5767	21.6	36.1	110	3969	20.7	24.9	105	2426	19.4	15.2	99	1109	20.4	7.0	104
	QUINTILE 2	16137	5458	20.4	33.8	102	3881	20.2	24.1	101	2869	23.0	17.8	115	1260	23.2	7.8	116
	QUINTILE 3	16420	5452	20.4	33.2	101	4034	21.0	24.6	104	2516	20.1	15.3	99	1222	22.5	7.4	111
	QUINTILE 4	16687	5396	20.2	32.3	98	3762	19.6	22.5	95	2361	18.9	14.1	92	1105	20.3	6.6	99
	QUINTILE 5	15789	4653	17.4	29.5	89	3565	18.6	22.6	95	2315	18.5	14.7	95	739	13.6	4.7	70
TV-DAYTIME	TERCILE 1	27736	8814	33.0	31.8	96	5852	30.5	21.1	89	3904	31.3	14.1	91	1747	32.1	6.3	94
	TERCILE 2	26489	8865	33.2	33.5	101	6566	34.2	24.8	105	3939	31.5	14.9	96	1831	33.7	6.9	103
	TERCILE 3	26761	9046	33.8	33.8	102	6792	35.4	25.4	107	4645	37.2	17.4	113	1857	34.2	6.9	103
TV-TOTAL	QUINTILE 1	16345	5207	19.5	31.9	97	3459	18.0	21.2	89	2414	19.3	14.8	96	1122	20.6	6.9	102
	QUINTILE 2	16447	5792	21.7	35.2	107	3703	19.3	22.5	95	2336	18.7	14.2	92	1109	20.4	6.7	100
	QUINTILE 3	15980	5283	19.8	33.1	100	4279	22.3	26.8	113	2596	20.8	16.2	105	1075	19.8	6.7	100
	QUINTILE 4	15887	5390	20.2	33.9	103	3906	20.3	24.6	104	2717	21.8	17.1	111	1345	24.7	8.5	126
	QUINTILE 5	16326	5052	18.9	30.9	94	3862	20.1	23.7	100	2425	19.4	14.9	96	783	14.4	4.8	71
MAGAZINES-NEWSPAPERS: DUAL		20721	8310	31.1	40.1	122	6095	31.7	29.4	124	4084	32.7	19.7	128	1749	32.2	8.4	126
MAGAZINE IMPERATIVE		19186	6771	25.3	35.3	107	4899	25.5	25.5	108	3402	27.2	17.7	115	1489	27.4	7.8	116
NEWSPAPER IMPERATIVE		21899	7092	26.5	32.4	98	5105	26.6	23.3	98	3171	25.4	14.5	94	1389	25.6	6.3	95
MAGAZINES-OUTDOOR: DUAL		15451	6258	23.4	40.5	123	4895	25.5	31.7	134	3173	25.4	20.5	133	1247	22.9	8.1	120
MAGAZINE IMPERATIVE		25953	9547	35.7	36.8	111	6550	34.1	25.2	106	4619	37.0	17.8	115	2017	37.1	7.8	116
OUTDOOR IMPERATIVE		24400	6806	25.5	27.9	85	4945	25.7	20.3	85	3148	25.2	12.9	84	1560	28.7	6.4	95
MAGAZINES-RADIO: DUAL		18049	6815	25.5	37.8	114	5582	29.1	30.9	130	3563	28.5	19.7	128	1603	29.5	8.9	132
MAGAZINE IMPERATIVE		23571	9099	34.0	38.6	117	6005	31.3	25.5	107	4256	34.1	18.1	117	1734	31.9	7.4	110
RADIO IMPERATIVE		23278	7059	26.4	30.3	92	4722	24.6	20.3	86	3099	24.8	13.3	86	1266	23.3	5.4	81
MAGAZINES-TELEVISION: DUAL		15459	5836	21.8	37.8	114	4062	21.1	26.3	111	2944	23.6	19.0	124	1272	23.4	8.2	123
MAGAZINE IMPERATIVE		25829	9811	36.7	38.0	115	7260	37.8	28.1	118	4885	39.1	18.9	123	1973	36.3	7.6	114
TELEVISION IMPERATIVE		26039	7523	28.1	28.9	88	5070	26.4	19.5	82	2985	23.9	11.5	74	1355	24.9	5.2	78
NEWSPAPERS-OUTDOOR: DUAL		16605	6456	24.2	38.9	113	4726	24.6	28.5	120	3112	24.9	18.7	122	1299	23.9	7.8	117
NEWSPAPER IMPERATIVE		26834	9490	35.5	35.4	107	6622	34.5	24.7	104	4379	35.1	16.3	106	1827	33.6	6.8	101
OUTDOOR IMPERATIVE		23346	6914	25.9	29.6	90	5193	27.0	22.2	94	3428	27.5	14.7	95	1647	30.3	7.1	105
NEWSPAPERS-RADIO: DUAL		17133	6373	23.8	37.2	113	4637	24.1	27.1	114	2793	22.4	16.3	106	1295	23.8	7.6	113
NEWSPAPER IMPERATIVE		25892	9343	35.0	36.1	109	6684	34.8	25.8	109	4574	36.6	17.7	115	1876	34.5	7.2	108
RADIO IMPERATIVE		23167	7225	27.0	31.2	95	5400	28.1	23.3	98	3626	29.0	15.7	102	1526	28.1	6.6	98
NEWSPAPERS-TELEVISION: DUAL		17159	6280	23.5	36.6	111	4308	22.4	25.1	106	2869	23.0	16.7	108	1375	25.3	8.0	119
NEWSPAPER IMPERATIVE		26214	9493	35.5	36.2	110	7201	37.5	27.5	116	4605	36.9	17.6	114	1805	33.2	6.9	103
TELEVISION IMPERATIVE		23412	7094	26.5	30.3	92	4707	24.5	20.1	85	3061	24.5	13.1	85	1365	25.1	5.8	87
OUTDOOR-RADIO: DUAL		15303	5451	20.4	35.6	108	4218	22.0	27.6	116	2586	20.7	16.9	110	1063	19.6	6.9	104
OUTDOOR IMPERATIVE		24901	8156	30.5	32.8	99	5825	30.3	23.4	99	3908	31.3	15.7	102	1892	34.8	7.6	113
RADIO IMPERATIVE		26492	8983	33.6	33.9	103	6532	34.0	24.7	104	4396	35.2	16.6	108	1805	33.2	6.8	102

	TOTAL U.S. '000	BOUILLON/BROTH CUBES OR POWDER (ADD BOILING WATER)				INSTANT SOUP MIX (ADD BOILING WATER)				SOUP MIX (REQUIRES COOKING)				INSTANT LUNCH MIX (ADD BOILING WATER)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	26725	100.0	33.0	100	19210	100.0	23.7	100	12487	100.0	15.4	100	5435	100.0	6.7	100
ATLANTIC MONTHLY	415	*163	0.6	39.3	119	**123	0.6	29.6	125	**65	0.5	15.7	102	**13	0.2	3.1	47
BARRON'S	453	*290	1.1	64.0	194	*188	1.0	41.5	175	**130	1.0	28.7	186	**55	1.0	12.1	181
BETTER HOMES & GARDENS	16256	6524	24.4	40.1	122	4722	24.6	29.0	122	3170	25.4	19.5	126	1272	23.4	7.8	117
BON APPETIT	2535	1241	4.6	49.0	148	805	4.2	31.8	134	742	5.9	29.3	190	*291	5.4	11.5	171
BUSINESS WEEK	1278	473	1.8	37.0	112	283	1.5	22.1	93	261	2.1	20.4	132	**99	1.8	7.7	115
CAR AND DRIVER	378	*150	0.6	39.7	120	**100	0.5	26.5	112	**46	0.4	12.2	79	**63	1.2	16.7	248
CBS MAGAZINE NETWORK (GROSS)	1498	704	2.6	47.0	142	370	1.9	24.7	104	*271	2.2	18.1	117	*159	2.9	10.6	158
CHANGING TIMES	1505	666	2.5	44.3	134	351	1.8	23.3	98	209	1.7	13.9	90	**131	2.4	8.7	130
COLONIAL HOMES	1231	531	2.0	43.1	131	362	1.9	29.4	124	299	2.4	24.3	158	*116	2.1	9.4	140
CONDE NAST MAG. PKG. (GROSS)	14146	5306	19.9	37.5	114	4131	21.5	29.2	123	2251	18.0	15.9	103	1522	28.0	10.8	160
CONSUMERS DIGEST	1323	507	1.9	38.3	116	329	1.7	24.9	105	*202	1.6	15.3	99	**156	2.9	11.8	176
COSMOPOLITAN	7102	2358	8.8	33.2	101	2048	10.7	28.8	122	1240	9.9	17.5	113	774	14.2	10.9	162
COUNTRY LIVING	2481	1045	3.9	42.1	128	723	3.8	29.1	123	413	3.3	16.6	108	*200	3.7	8.1	120
CUISINE	1472	802	3.0	54.5	165	488	2.5	33.2	140	431	3.5	29.3	190	*163	3.0	11.1	165
CYCLE WORLD	425	*231	0.9	54.4	165	**123	0.6	28.9	122	**171	1.4	40.2	261	**41	0.8	9.6	144
DCI:CREATIVE IDEAS FOR LIV	2510	1022	3.8	40.7	123	810	4.2	32.3	136	433	3.5	17.3	112	*196	3.6	7.8	116
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2585	9.7	38.6	117	1844	9.6	27.5	116	965	7.7	14.4	93	441	8.1	6.6	98
DISCOVER	894	333	1.2	37.2	113	270	1.4	30.2	127	*161	1.3	18.0	117	**108	2.0	12.1	180
EBONY	3507	777	2.9	22.2	67	582	3.0	16.6	70	303	2.4	8.6	56	231	4.3	6.6	98
ESQUIRE	1083	326	1.2	30.1	91	296	1.5	27.3	115	*180	1.4	16.6	108	**85	1.6	7.8	117
ESSENCE	1830	393	1.5	21.5	65	307	1.6	16.8	71	161	1.3	8.8	57	*143	2.6	7.8	116
FAMILY CIRCLE	15930	6091	22.8	38.2	116	4268	22.2	26.8	113	3171	25.4	19.9	129	1271	23.4	8.0	119
THE FAMILY HANDYMAN	1126	511	1.9	45.4	138	378	2.0	33.6	142	318	2.5	28.2	183	**79	1.5	7.0	105
FAMILY WEEKLY	11468	3966	14.8	34.6	105	2855	14.9	24.9	105	1867	15.0	16.3	106	728	13.4	6.3	95
FIELD & STREAM	2234	808	3.0	36.2	110	663	3.5	29.7	125	371	3.0	16.6	108	**123	2.3	5.5	82
FOOD & WINE	579	*187	0.7	32.3	98	*130	0.7	22.5	95	*111	0.9	19.2	124	**84	1.5	14.5	216
FORBES	728	305	1.1	41.9	127	255	1.3	35.0	148	*190	1.5	26.1	169	**68	1.3	9.3	139
FORTUNE	906	450	1.7	49.7	151	316	1.6	34.9	147	*289	2.3	31.9	207	**138	2.5	15.2	227
GENTLEMEN'S QUARTERLY	791	294	1.1	37.2	113	*196	1.0	24.8	104	**172	1.4	21.7	141	*70	1.3	8.8	132
GLAMOUR	5265	2021	7.6	38.4	116	1766	9.2	33.5	141	888	7.1	16.9	109	542	10.0	10.3	153
GOLF DIGEST	636	317	1.2	49.8	151	*225	1.2	35.4	149	**136	1.1	21.4	139	**111	2.0	17.5	260
GOLF DIGEST/TENNIS (GROSS)	1186	490	1.8	41.3	125	399	2.1	33.6	142	*184	1.5	15.5	101	**149	2.7	12.6	187
GOLF MAGAZINE	441	*246	0.9	55.8	169	*178	0.9	40.4	170	**107	0.9	24.3	157	**75	1.4	17.0	253
GOLF MAGAZINE/SKI (GROSS)	922	401	1.5	43.5	132	351	1.8	38.1	160	*181	1.4	19.6	127	**113	2.1	12.3	183
GOOD HOUSEKEEPING	16487	6420	24.0	38.9	118	4706	24.5	28.5	120	3141	25.2	19.1	124	1305	24.0	7.9	118
HARPER'S BAZAAR	2423	932	3.5	38.5	117	705	3.7	29.1	123	438	3.5	18.1	117	*219	4.0	9.0	135
HEALTH	1994	791	3.0	39.7	120	488	2.5	24.5	103	435	3.5	21.8	141	*230	4.2	11.5	172
HEARST MAG CORP. BUY (GROSS)	44101	16994	63.6	38.5	117	12651	65.9	28.7	121	8386	67.2	19.0	123	3814	70.2	8.6	129
HEARST MAN POWER (GROSS)	1993	901	3.4	45.2	137	670	3.5	33.6	142	523	4.2	26.2	170	*144	2.6	7.2	108
HEARST WOMAN POWER (GROSS)	31274	11821	44.2	37.8	115	8855	46.1	28.3	119	5848	46.8	18.7	121	2770	51.0	8.9	132
HOUSE BEAUTIFUL	3623	1290	4.8	35.6	108	1017	5.3	28.1	118	651	5.2	18.0	117	244	4.5	6.7	100
INC.	253	*125	0.5	44.2	134	**135	0.7	47.7	201	**73	0.6	25.8	167	**17	0.3	6.0	90
JET	2928	635	2.4	21.7	66	508	2.6	17.3	73	266	2.1	9.1	59	*205	3.8	7.0	104
LADIES' HOME JOURNAL	11918	4193	15.7	35.2	107	3318	17.3	27.8	117	2282	18.3	19.1	124	1002	18.4	8.4	125
LHJ FAMILY GRP COMBO(GROSS)	16764	6122	22.9	36.5	111	4620	24.0	27.6	116	3343	26.8	19.9	129	1454	26.8	8.7	129
LIFE	4254	1295	4.8	30.4	92	1020	5.3	24.0	101	769	6.2	18.1	117	379	7.0	8.9	133
L.A. TIMES HOME MAGAZINE	1145	474	1.8	41.4	125	411	2.1	35.9	151	379	3.0	33.1	215	**155	2.9	13.5	202
MADAMEMOISELLE	2884	1136	4.3	39.4	119	818	4.3	28.4	120	429	3.4	14.9	96	294	5.4	10.2	152
MC CALL'S	13460	5198	19.4	38.6	117	3785	19.7	28.1	119	2572	20.6	19.1	124	976	18.0	7.3	108
MC CALL'S/WRK MOTHER (GROSS)	14606	5729	21.4	39.2	119	4103	21.4	28.1	118	2763	22.1	18.9	123	1141	21.0	7.8	116
MECHANIX ILLUSTRATED	772	406	1.5	52.6	159	*240	1.2	31.1	131	*241	1.9	31.2	202	**108	2.0	14.0	208
METROPOLITAN HOME	967	414	1.5	42.8	130	329	1.7	34.0	143	*180	1.4	18.6	121	**79	1.5	8.2	122
MONEY	1581	684	2.6	43.1	131	564	2.9	35.5	150	279	2.2	17.6	114	*160	2.9	10.1	150
MOTHER EARTH NEWS	1002	484	1.8	48.3	146	308	1.6	30.7	130	*215	1.7	21.5	139	**66	1.2	6.6	98
MS.	825	345	1.3	41.8	127	*186	1.0	22.5	95	*86	0.7	10.4	68	**81	1.5	9.8	146
NATIONAL ENQUIRER	10336	3108	11.6	30.1	91	2023	10.5	19.6	83	1516	12.1	14.7	95	676	12.4	6.5	97
NATIONAL GEOGRAPHIC	9597	4383	16.4	45.7	138	2828	14.7	29.5	124	2236	17.9	23.3	151	795	14.6	8.3	123
NATIONAL SUNDAY MAGAZINE PKG	49558	17674	66.1	35.7	108	13018	67.8	26.3	111	8459	67.7	17.1	111	3715	68.4	7.5	112
NATURAL HISTORY	573	264	1.0	46.1	140	*182	0.9	31.8	134	*173	1.4	30.2	196	**47	0.9	8.2	122
NEW WOMAN	1699	541	2.0	31.8	96	394	2.1	23.2	98	*234	1.9	13.8	89	*207	3.8	12.2	182
NEW YORK INCLUDING CUE	443	*188	0.7	42.4	129	*122	0.6	27.5	116	**99	0.8	22.3	145	**58	1.1	13.1	195
THE NEW YORKER	1270	604	2.3	47.6	144	397	2.1	31.3	132	335	2.7	26.4	171	**100	1.8	7.9	117
NEWSWEEK	6277	2652	9.9	42.2	128	1786	9.3	28.5	120	1351	10.8	21.5	140	547	10.1	8.7	130
THE N.Y. TIMES DAILY EDITION	1205	634	2.4	52.6	159	367	1.9	30.5	128	290	2.3	24.1	156	**110	2.0	9.1	136
THE N.Y. TIMES MAGAZINE	2081	1104	4.1	53.1	161	626	3.3	30.1	127	497	4.0	23.9	155	*223	4.1	10.7	160
OMNI	788	270	1.0	34.3	104	*158	0.8	20.1	85	*188	1.5	23.9	155	**61	1.1	7.7	115
ON CABLE	1158	273	1.0	23.6	71	*247	1.3	21.3	90	*280	2.2	24.2	157	**142	2.6	12.3	183
1001 HOME IDEAS	2852	1138	4.3	39.9	121	814	4.2	28.5	120	627	5.0	22.0	143	*222	4.1	7.8	116
ORGANIC GARDENING	1658	706	2.6	42.6	129	508	2.6	30.6	129	356	2.9	21.5	139	*191	3.5	11.5	172
OUTDOOR LIFE	896	262	1.0	29.2	89	*137	0.7	15.3	64	*202	1.6	22.5	146	**94	1.7	10.5	156
PARADE MAGAZINE	24275	8737	32.7	36.0	109	6636	34.5	27.3	115	4131	33.1	17.0	110	1753	32.3	7.2	108

DRY SOUP/LUNCH MIX & DRY BOUILLON - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	BOUILLON/BROTH CUBES OR POWDER (ADD BOILING WATER)				INSTANT SOUP MIX (ADD BOILING WATER)				SOUP MIX (REQUIRES COOKING)				INSTANT LUNCH MIX (ADD BOILING WATER)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	26725	100.0	33.0	100	19210	100.0	23.7	100	12487	100.0	15.4	100	5435	100.0	6.7	100
PARENTS	3845	1344	5.0	35.0	106	1008	5.2	26.2	111	705	5.6	18.3	119	316	5.8	8.2	122
PENTHOUSE	831	*197	0.7	23.7	72	**136	0.7	16.4	69	**124	1.0	14.9	97	**70	1.3	8.4	126
PEOPLE	11645	4140	15.5	35.6	108	3108	16.2	26.7	113	2208	17.7	19.0	123	1017	18.7	8.7	130
PLAYBOY	2006	611	2.3	30.5	92	450	2.3	22.4	95	407	3.3	20.3	132	*132	2.4	6.6	98
POPULAR HOT RODDING	297	**104	0.4	35.0	106	**61	0.3	20.5	87	**67	0.5	22.6	146	**25	0.5	8.4	125
POPULAR MECHANICS	1018	480	1.8	47.2	143	456	2.4	44.8	189	*314	2.5	30.8	200	**76	1.4	7.5	111
POPULAR SCIENCE	878	353	1.3	40.2	122	*263	1.4	30.0	126	*244	2.0	27.8	180	**87	1.6	9.9	148
PREVENTION	3913	1616	6.0	41.3	125	1056	5.5	27.0	114	822	6.6	21.0	136	408	7.5	10.4	155
PSYCHOLOGY TODAY	1710	682	2.6	39.9	121	448	2.3	26.2	110	354	2.8	20.7	134	*171	3.1	10.0	149
READER'S DIGEST	22204	8745	32.7	39.4	119	5939	30.9	26.7	113	3886	31.1	17.5	114	1727	31.8	7.8	116
REDBOOK	7684	3043	11.4	39.6	120	2101	10.9	27.3	115	1467	11.7	19.1	124	691	12.7	9.0	134
ROAD & TRACK	410	*185	0.7	45.1	137	**114	0.6	27.8	117	**58	0.5	14.1	92	**96	1.8	23.4	349
ROLLING STONE	969	369	1.4	38.1	115	340	1.8	35.1	148	*190	1.5	19.6	127	**62	1.1	6.4	95
RUNNER'S WORLD	298	*122	0.5	40.9	124	**69	0.4	23.2	98	**47	0.4	15.8	102	**15	0.3	5.0	75
SATURDAY EVENING POST	1169	488	1.8	41.7	127	384	2.0	32.8	138	232	1.9	19.8	129	**59	1.1	5.0	75
SCIENCE 84	587	298	1.1	50.8	154	*275	1.4	46.8	198	*189	1.5	32.2	209	**78	1.4	13.3	198
SCIENCE DIGEST	482	*223	0.8	46.3	140	*134	0.7	27.8	117	*105	0.8	21.8	141	**48	0.9	10.0	148
SCIENTIFIC AMERICAN	594	266	1.0	44.8	136	*135	0.7	22.7	96	*130	1.0	21.9	142	**41	0.8	6.9	103
SELF	2089	743	2.8	35.6	108	555	2.9	26.6	112	348	2.8	16.7	108	*261	4.8	12.5	186
SEVENTEEN	2411	803	3.0	33.3	101	639	3.3	26.5	112	424	3.4	17.6	114	*244	4.5	10.1	151
SKI	480	*155	0.6	32.3	98	*173	0.9	36.0	152	**74	0.6	15.4	100	**38	0.7	7.9	118
SMITHSONIAN	2760	1200	4.5	43.5	132	872	4.5	31.6	133	734	5.9	26.6	172	*282	5.2	10.2	152
SOAP OPERA DIGEST	3013	928	3.5	30.8	93	629	3.3	20.9	88	395	2.7	11.1	72	*242	4.5	8.0	120
SOUTHERN LIVING	4184	1562	5.8	37.3	113	1034	5.4	24.7	104	532	4.3	12.7	82	*245	4.5	5.9	87
SPORT	559	*194	0.7	34.7	105	*128	0.7	22.9	97	**118	0.9	21.1	137	*331	0.6	5.5	83
THE SPORTING NEWS	436	**149	0.6	34.2	104	**123	0.6	28.2	119	**20	0.2	4.6	30	**41	0.8	9.4	140
SPORTS AFIELD	493	*198	0.7	40.2	122	**80	0.4	16.2	68	**105	0.8	21.3	138	**20	0.4	4.1	60
SPORTS ILLUSTRATED	2758	1102	4.1	40.0	121	876	4.6	31.8	134	414	3.3	15.0	97	*204	3.8	7.4	110
STAR	7456	2103	7.9	28.2	85	1560	8.1	20.9	88	1177	9.4	15.8	102	495	9.1	6.6	99
SUNDAY	24936	8954	33.5	35.9	109	6633	34.5	26.6	112	4304	34.5	17.3	112	1898	34.9	7.6	113
SUNSET	2124	986	3.7	46.4	141	725	3.8	34.1	144	609	4.9	28.7	186	*221	4.1	10.4	155
TV GUIDE	21661	7040	26.3	32.5	98	5240	27.3	24.2	102	3425	27.4	15.8	103	1586	29.2	7.3	109
TENNIS	550	*173	0.6	31.5	95	*174	0.9	31.6	133	**48	0.4	8.7	57	*38	0.7	6.9	103
TIME	8880	3641	13.6	41.0	124	2568	13.4	28.9	122	1808	14.5	20.4	132	822	15.1	9.3	138
TOWN & COUNTRY	917	380	1.4	41.4	126	258	1.3	28.1	119	*171	1.4	18.6	121	*96	1.8	10.5	156
TRAVEL & LEISURE	972	430	1.6	44.2	134	285	1.5	29.3	124	249	2.0	25.6	166	**104	1.9	10.7	159
TRUE STORY	3356	799	3.0	23.8	72	616	3.2	18.4	77	366	2.9	10.9	71	*278	5.1	8.3	123
U.S. NEWS & WORLD REPORT	3410	1366	5.1	40.1	121	967	5.0	28.4	120	732	5.9	21.5	139	346	6.4	10.1	151
USA TODAY	1759	698	2.6	39.7	120	453	2.4	25.8	109	294	2.4	16.7	108	*150	2.8	8.5	127
US	1873	599	2.2	32.0	97	472	2.5	25.2	106	319	2.6	17.0	110	*252	4.2	12.2	181
VOGUE	3909	1406	5.3	36.0	109	992	5.2	25.4	107	586	4.7	15.0	97	426	7.8	10.9	162
WALL STREET JOURNAL	1886	801	3.0	42.5	129	536	2.8	28.4	120	410	3.3	21.7	141	**147	2.7	7.8	116
WEIGHT WATCHERS	2120	793	3.0	37.4	113	626	3.3	29.5	124	387	3.1	18.3	118	*142	2.6	6.7	100
WOMAN'S DAY	14172	5624	21.0	39.7	120	3992	20.8	28.2	119	2747	22.0	19.4	126	1246	22.9	8.8	131
WORKING MOTHER	1146	531	2.0	46.3	140	318	1.7	27.7	117	*191	1.5	16.7	108	*165	3.0	14.4	215
WORKING WOMAN	1322	519	1.9	39.3	119	375	2.0	28.4	120	*228	1.8	17.2	112	*131	2.4	9.9	148
WORLD TENNIS	*163	**56	0.2	34.4	104	**30	0.2	18.4	78	**2	0.0	1.2	8	**1	0.0	0.6	9
ZIFF-DAVIS MAG NETWK (GROSS)	2532	987	3.7	39.0	118	711	3.7	28.1	118	409	3.3	16.2	105	*254	4.7	10.0	149
BLAIR INSERTS	43657	15756	59.0	36.1	109	11578	60.3	26.5	112	7633	61.1	17.5	113	3283	60.4	7.5	112
DAILY NEWSPAPERS																	
READ ANY	51633	18176	68.0	35.2	107	13076	68.1	25.3	107	8435	67.6	16.3	106	3716	68.4	7.2	107
READ ONE	43463	14938	55.9	34.4	104	10648	55.4	24.5	103	6900	55.3	15.9	103	3191	58.7	7.3	109
READ TWO OR MORE	8170	3237	12.1	39.6	120	2428	12.6	29.7	125	1534	12.3	18.8	122	524	9.6	6.4	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	18897	70.7	35.9	109	13761	71.6	26.1	110	8947	71.7	17.0	110	3913	72.0	7.4	111
READ ONE	46126	16100	60.2	34.9	106	11500	59.9	24.9	105	7672	61.4	16.6	108	3445	63.4	7.5	111
READ TWO OR MORE	6552	2796	10.5	42.7	129	2261	11.8	34.5	145	1275	10.2	19.5	126	469	8.6	7.2	107
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.02				29.19				28.92				30.77			
30 DAY REACH	71455	23647	88.5	33.1	100	17233	89.7	24.1	102	11221	89.9	15.7	102	4860	89.4	6.8	101
50 SHWG - 30 DAY AV FREQ	14.56	14.67			15.38					15.23				15.99			
30 DAY REACH	67742	22656	84.8	33.4	101	16396	85.4	24.2	102	10691	85.6	15.8	102	4694	86.4	6.9	103
25 SHWG - 30 DAY AV FREQ	7.94	7.93			8.29					8.20				8.65			
30 DAY REACH	62117	20899	78.2	33.6	102	15240	79.3	24.5	103	9892	79.2	15.9	103	4326	79.6	7.0	104
CABLE TV: HOME WIRED	32077	11352	42.5	35.4	107	8355	43.5	26.0	110	5451	43.7	17.0	110	2578	47.4	8.0	120
HOME NOT WIRED	48909	15373	57.5	31.4	95	10855	56.5	22.2	94	7037	56.4	14.4	93	2857	52.6	5.8	87
HAVE PAY CABLE	15935	6068	22.7	38.1	115	4489	23.4	28.2	119	3135	25.1	19.7	128	1293	23.8	8.1	121

	TOTAL U.S. '000	BOUILLON/BROTH CUBES OR POWDER (ADD BOILING WATER)				INSTANT SOUP MIX (ADD BOILING WATER)				SOUP MIX (REQUIRES COOKING)				INSTANT LUNCH MIX (ADD BOILING WATER)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	26725	100.0	33.0	100	19210	100.0	23.7	100	12487	100.0	15.4	100	5435	100.0	6.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	15491	58.0	35.3	107	11335	59.0	25.8	109	7356	58.9	16.7	109	3128	57.6	7.1	106
10:00 AM - 3:00 PM	30459	10831	40.5	35.3	107	7785	40.5	25.4	107	5289	42.4	17.3	112	2203	40.5	7.2	107
3:00 PM - 7:00 PM	31045	10644	39.8	34.3	104	8062	42.0	26.0	109	5280	42.3	17.0	110	2203	40.5	7.1	106
7:00 PM - MIDNIGHT	15767	5218	19.5	33.1	100	3972	20.7	25.2	106	2716	21.8	17.2	112	1234	22.7	7.8	117
MIDNIGHT - 6:00 AM	9120	3267	12.2	35.8	109	2515	13.1	27.6	116	1436	11.5	15.7	102	760	14.0	8.3	124
6:00 AM - MIDNIGHT	58527	20326	76.1	34.7	105	14819	77.1	25.3	107	9797	78.5	16.7	109	4161	76.6	7.1	106
ENTIRE DAY	59311	20585	77.0	34.7	105	14997	78.1	25.3	107	9886	79.2	16.7	108	4215	77.6	7.1	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6150	23.0	38.0	115	4466	23.2	27.6	116	2887	23.1	17.9	116	1055	19.4	6.5	97
ALL NEWS	2255	913	3.4	40.5	123	712	3.7	31.6	133	474	3.8	21.0	136	*177	3.3	7.8	117
AOR/PROGRESSIVE	3874	1448	5.4	37.4	113	1154	6.0	29.8	126	755	6.0	19.5	126	394	7.2	10.2	152
BEAUTIFUL MUSIC	5660	2208	8.3	39.0	118	1526	7.9	27.0	114	958	7.7	16.9	110	407	7.5	7.2	107
BLACK	2204	568	2.1	25.8	78	432	2.2	19.6	83	*233	1.9	10.6	69	*161	3.0	7.3	109
CLASSICAL	1418	552	2.1	38.9	118	353	1.8	24.9	105	280	2.2	19.7	128	*105	1.9	7.4	110
CHR/ROCK	9538	3189	11.9	33.4	101	2684	14.0	28.1	119	1668	13.4	17.5	113	793	14.6	8.3	124
COUNTRY	12648	4005	15.0	31.7	96	2730	14.2	21.6	91	1783	14.3	14.1	91	716	13.2	5.7	88
GOLDEN OLDIES	1191	284	1.1	23.8	72	*179	0.9	15.0	63	*155	1.2	13.0	84	*44	0.8	3.7	55
MOR/NOSTALGIA	4757	1877	7.0	39.5	120	1268	6.6	26.7	112	1110	8.9	23.3	151	344	6.3	7.2	108
NEWS/TALK	3863	1532	5.7	39.7	120	1175	6.1	30.4	128	860	6.9	22.3	144	551	10.1	14.3	213
RELIGIOUS	3054	819	3.1	26.6	80	*651	3.4	21.1	89	322	2.6	10.4	68	*200	3.7	6.5	97
SOFT ROCK	521	*160	0.6	30.7	93	*104	0.5	20.0	84	*56	0.4	10.7	70	*43	0.8	8.3	123
URBAN CONTEMPORARY	1585	329	1.2	20.8	63	301	1.6	19.0	80	*188	1.5	11.9	77	*113	2.1	7.1	106
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1002	3.7	30.7	93	777	4.0	23.8	100	543	4.3	16.7	108	*215	4.0	6.6	98
ABC DIRECTION	2316	880	3.3	38.0	115	672	3.5	29.0	122	351	2.8	15.2	98	*116	2.1	5.0	75
ABC ENTERTAINMENT	4834	1631	6.1	33.7	102	1136	5.9	23.5	99	726	5.8	15.0	97	367	6.8	7.6	113
ABC FM	2202	614	2.3	27.9	84	410	2.1	18.6	78	251	2.0	11.4	74	*135	2.5	6.1	91
ABC INFORMATION	5425	2216	8.3	40.8	124	1581	8.2	29.1	123	1140	9.1	21.0	136	498	9.2	9.2	137
ABC ROCK	1677	625	2.3	37.3	113	464	2.4	27.7	117	397	3.2	23.7	154	*140	2.6	8.3	124
CBS	4430	1737	6.5	39.2	119	1237	6.4	27.9	118	944	7.6	21.3	138	335	6.2	7.6	113
MUTUAL	4992	1984	7.4	39.7	120	1398	7.3	28.0	118	943	7.6	18.9	123	446	8.2	8.9	133
WUC	4679	1839	6.9	39.3	119	1189	6.2	25.4	107	896	7.2	19.1	124	*230	4.2	4.9	73
RADIORADIO	1994	662	2.5	33.2	101	488	2.5	24.5	103	358	2.9	18.0	116	*125	2.3	6.3	93
RKO ONE	2248	587	2.2	25.5	77	629	3.3	27.4	115	356	2.9	15.5	100	*115	2.1	5.0	75
RKO TWO	3311	918	3.4	27.7	84	876	4.6	26.5	112	529	4.2	16.0	104	*167	3.1	5.0	75
THE SOURCE	2114	748	2.8	35.4	107	518	2.7	24.5	103	324	2.6	15.3	99	*125	2.3	5.9	88
NON-HIRED: BLAIR	8654	3102	11.6	35.8	109	2191	11.4	25.3	107	1548	12.4	17.9	116	730	13.4	8.4	126
INTERNET	12025	4091	15.3	34.0	103	3326	17.3	27.7	117	2064	16.5	17.2	111	1072	19.7	8.9	133
KATZ RADIO GROUP	15359	5698	21.3	37.1	112	4403	22.9	28.7	121	2879	23.1	18.7	122	1344	24.7	8.8	130
SUPERNET	10628	3688	13.8	34.7	105	2688	14.0	25.3	107	1769	14.2	16.6	108	544	10.0	5.1	76
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8459	2749	10.3	31.7	96	1837	9.6	21.2	89	1233	9.9	14.2	92	603	11.1	7.0	104
WKDAY 9:00 AM - 1:00 PM	12163	3807	14.2	31.3	95	2508	13.1	20.6	87	1764	14.1	14.5	94	828	15.2	6.8	101
WKDAY 1:00 PM - 4:30 PM	16150	5007	18.7	31.0	94	3397	17.7	21.0	89	2208	17.7	13.7	89	1018	18.7	6.3	94
WKDAY 4:30 PM - 7:30 PM	22463	7306	27.3	32.5	99	5079	26.4	22.6	95	3384	27.1	15.1	98	1553	28.6	6.9	103
WKDAY 7:30 PM - 8:00 PM	31795	10681	40.0	33.6	102	7357	38.3	23.1	98	4889	39.2	15.4	100	2194	40.4	6.9	103
WKDAY 11:00 PM - 11:30 PM	23977	8344	31.2	34.8	105	5841	30.4	24.4	103	3675	29.4	15.3	99	1733	31.9	7.2	108
WKDAY 11:30 PM - 1:00 AM	7703	2731	10.2	35.5	107	1871	9.7	24.3	102	1227	9.8	15.9	103	619	11.4	8.0	120
M-SAT 8-11 PM+SUN 7-11 PM	33800	11622	43.5	34.4	104	8221	42.8	24.3	103	5373	43.0	15.9	103	2430	44.7	7.2	107
WKDY DAYTIME NTM 7AM-4:30PM																	
ALL MY CHILDREN	A 5538	1961	7.3	30.0	91	1499	7.8	22.9	97	843	6.8	12.9	84	448	8.2	6.9	102
ANOTHER WORLD	N 4620	1459	5.5	31.6	96	1036	5.4	22.4	95	630	5.0	13.6	88	310	5.7	6.7	100
AS THE WORLD TURNS	C 5614	1690	6.3	30.1	91	1045	5.4	18.6	78	734	5.9	13.1	85	346	6.4	6.2	92
CAPITOL	C 3396	1029	3.9	30.3	92	609	3.2	17.9	76	431	3.5	12.7	82	206	3.8	6.1	90
CBS MORN. NEWS 1	C 1446	412	1.5	28.5	86	240	1.2	16.6	70	160	1.3	11.1	72	*80	1.5	5.5	82
CBS MORN. NEWS 2	C 1207	364	1.4	30.2	91	220	1.1	18.2	77	177	1.4	14.7	95	*68	1.3	5.6	84
DAYS OF OUR LIVES	N 5877	2042	7.6	34.7	105	1390	7.2	23.7	100	814	6.5	13.9	90	363	6.7	6.2	92
FACTS OF LIFE - DAYTIME	N 2290	617	2.3	26.9	82	430	2.2	18.8	79	229	1.8	10.0	65	108	2.0	4.7	70
FAMILY FEUD	A 3023	859	3.2	28.4	86	612	3.2	20.2	85	425	3.4	14.1	91	151	2.8	5.0	74
GENERAL HOSPITAL	A 6097	1811	6.8	29.7	90	1342	7.0	22.0	93	868	7.0	14.2	92	321	5.9	5.3	78
GOOD MORNING, AMERICA-730A	A 3515	1177	4.4	33.5	101	806	4.2	22.9	97	409	3.3	11.6	75	232	4.3	6.6	98
GOOD MORNING, AMERICA-830A	A 2818	1065	4.0	37.8	115	632	3.3	22.4	95	372	3.0	13.2	86	172	3.2	6.1	91
GUIDING LIGHT	C 5339	1655	6.2	31.0	94	1076	5.6	20.2	85	708	5.7	13.3	86	325	6.0	6.1	91
ONE LIFE TO LIVE	A 4478	1302	4.9	29.1	88	860	4.5	19.2	81	585	4.7	13.1	85	206	3.8	4.6	69
PRESS YOUR LUCK	C 2244	745	2.8	33.2	101	457	2.4	20.4	86	321	2.6	14.3	93	147	2.7	6.6	98
PRICE IS RIGHT 1	C 4348	1289	4.8	29.6	90	789	4.1	18.1	77	547	4.4	12.6	82	277	5.1	6.4	95
PRICE IS RIGHT 2	C 5014	1499	5.6	29.9	91	974	5.1	19.4	82	630	5.0	12.6	81	310	5.7	6.2	92
RYAN'S HOPE	A 3150	944	3.5	30.0	91	647	3.4	20.5	87	339	2.7	10.8	70	258	4.7	8.2	122
SALE OF THE CENTURY	N 2695	744	2.8	27.6	84	560	2.9	20.8	88	392	3.1	14.5	94	224	4.1	8.3	124
SEARCH FOR TOMORROW	N 2319	710	2.7	30.6	93	443	2.3	19.1	81	274	2.2	11.8	77	*132	2.4	5.7	85
TODAY SHOW 1	N 2693	880	3.3	32.7	99	614	3.2	22.8	96	393	3.1	14.6	95	144	2.6	5.3	80
TODAY SHOW 2	N 2498	750	2.8	30.0	91	525	2.7	21.0	89	336	2.7	13.5	87	157	2.9	6.3	94
\$25,000 PYRAMID	C 2753	936	3.5	34.0	103	569	3.0	20.7	87	386	3.1	14.0	91	201	3.7	7.3	109
WHEEL OF FORTUNE	N 4388	1208	4.5	27.5	83	865	4.5	19.7	83	623	5.0	14.2	92	285	5.2	6.5	97

DRY SOUP/LUNCH MIX & DRY BOUILLON - TYPES
(FEMALE HOME MAKERS)

		TOTAL U.S. '000	BOUILLON/BROTH CUBES OR POWDER (ADD BOILING WATER)				INSTANT SOUP MIX (ADD BOILING WATER)				SOUP MIX (REQUIRES COOKING)				INSTANT LUNCH MIX (ADD BOILING WATER)			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS																		
		80986	26725	100.0	33.0	100	19210	100.0	23.7	100	12487	100.0	15.4	100	5435	100.0	6.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	8363	31.3	32.1	97	5986	31.2	23.0	97	3567	28.6	13.7	89	1604	29.5	6.2	92
NETWORK AFFILIATES - LATE		20261	7069	26.5	34.9	106	4926	25.6	24.3	102	3028	24.2	14.9	97	1422	26.2	7.0	105
INDEPENDENTS - LATE		2076	844	3.2	40.7	123	636	3.3	30.6	129	453	3.6	21.8	142	185	3.4	8.9	133
TV EVENING NTKW 6 PM - 2 AM																		
A TEAM	N	10453	3615	13.5	34.6	105	2377	12.4	22.7	96	1633	13.1	15.6	101	642	11.8	6.1	92
ABC MONDAY NIGHT MOVIE	A	6412	2186	8.2	34.1	103	1626	8.5	25.4	107	1068	8.6	16.7	108	450	8.3	7.0	105
ABC SUNDAY NIGHT MOVIE	A	12407	4380	16.4	35.3	107	3071	16.0	24.8	104	1909	15.3	15.4	100	957	17.6	7.7	115
ABC WORLD NEWS TONIGHT	A	6176	2097	7.8	34.0	103	1461	7.6	23.7	100	804	6.4	13.0	84	417	7.7	6.8	101
AFTERMASH	C	5863	1887	7.1	32.2	98	1284	6.7	21.9	92	863	6.9	14.7	95	*360	6.6	6.1	91
ALICE	C	9594	3040	11.4	31.7	96	2122	11.0	22.1	93	1361	10.9	14.2	92	564	10.4	5.9	88
AMERICAN PARADE	C	6622	2238	8.4	33.8	102	1621	8.4	24.5	103	1087	8.7	16.4	106	434	8.0	6.6	98
BENSON	A	10886	3617	13.5	33.2	101	2671	13.9	24.5	103	1642	13.1	15.1	98	768	14.1	7.1	105
BLUE THUNDER	A	5036	1757	6.6	34.9	106	1153	6.0	22.9	97	784	6.3	15.6	101	329	6.1	6.5	97
CAGNEY & LACEY	C	9965	3665	13.7	36.8	111	2628	13.7	26.4	111	1592	12.7	16.0	104	766	14.1	7.7	115
CBS EVENING NEWS-DEAN	C	3491	1300	4.9	37.2	113	862	4.5	24.7	104	544	4.4	15.6	101	*166	3.1	4.8	71
CBS EVENING NEWS-RATHER	C	7123	2485	9.3	34.9	106	1811	9.4	25.4	107	1035	8.3	14.5	94	428	7.9	6.0	90
CBS SAT. NEWS-SCHIEFFER	C	3621	983	3.7	27.1	82	763	4.0	21.1	89	426	3.4	11.8	76	270	5.0	7.5	111
CBS SATURDAY NIGHT MOVIE	C	5436	1978	7.4	36.4	110	1232	6.4	22.7	96	825	6.6	15.2	98	399	7.3	7.3	109
CBS WEDNESDAY NIGHT MOVIE	C	6100	2177	8.1	35.7	108	1669	8.7	27.4	115	951	7.6	15.6	101	439	8.1	7.2	107
CHEERS	N	8889	3619	13.5	40.7	123	2670	13.9	30.0	127	1623	13.0	18.3	118	755	13.9	8.5	127
DALLAS	N	22109	7412	27.7	33.5	102	5474	28.5	24.8	104	3421	27.4	15.5	100	1498	27.6	6.8	101
DIFF'RENT STROKES	N	6940	2244	8.4	32.3	98	1385	7.2	20.0	84	966	7.7	13.9	90	474	8.7	6.8	102
DOUBLE TROUBLE	N	7223	2192	8.2	30.3	92	1544	8.0	21.4	90	1091	8.7	15.1	98	465	8.6	6.4	96
DUCK FACTORY	N	5595	2283	8.5	40.8	124	1530	8.0	27.3	115	929	7.4	16.6	108	442	8.1	7.9	118
DUKES OF HAZZARD	N	5768	1745	6.5	30.3	92	1191	6.2	20.6	87	739	5.9	12.8	83	291	5.4	5.0	75
DYNASTY	A	20053	6847	25.6	34.1	103	4693	24.4	23.4	99	2928	23.4	14.6	95	1452	26.7	7.2	108
FACTS OF LIFE	A	8087	2501	9.4	30.9	94	1699	8.8	21.0	89	1276	10.2	15.8	102	655	12.1	8.1	121
FALCON CREST	N	20046	6796	25.4	33.9	103	4832	25.2	24.1	102	3117	25.0	15.5	101	1442	26.5	7.2	107
FALL GUY	A	9084	3128	11.7	34.4	104	1932	10.1	21.3	90	1272	10.2	14.0	91	678	12.5	7.5	111
FAMILY TIES	N	7964	2899	10.8	36.4	110	2061	10.7	25.9	109	1198	9.6	15.0	98	547	10.1	6.9	102
FANTASY ISLAND	A	7687	2488	9.3	32.4	98	1907	9.9	24.8	105	1076	8.6	14.0	91	501	9.2	6.5	97
FOULUPS, BLEEPs & BLUNDERS	A	8861	2941	11.0	33.2	101	2107	11.0	23.8	100	1395	11.2	15.7	102	757	13.9	8.5	127
FOUR SEASONS	C	5095	1705	6.4	33.5	101	1159	6.0	22.7	96	797	6.4	15.6	101	*295	5.4	5.8	86
GIMME A BREAK	N	8838	2811	10.5	31.8	96	2023	10.5	22.9	96	1163	9.3	13.2	85	602	11.1	6.8	101
HART TO HART	A	8978	2813	10.5	31.3	95	2188	11.4	24.4	103	1411	11.3	15.7	102	548	10.1	6.1	91
HILL STREET BLUES	N	8590	3305	12.4	38.5	117	2235	11.6	26.0	110	1537	12.3	17.9	116	744	13.7	8.7	129
HOTEL	A	14085	4788	17.9	34.0	103	3367	17.5	23.9	101	2237	17.9	15.9	103	1069	19.7	7.6	113
JEFFERSONS	C	9360	2744	10.3	29.3	89	2094	10.9	22.4	94	1498	12.0	16.0	104	545	10.0	5.8	87
JENNIFER SLEPT HERE	N	5841	1876	7.0	32.1	97	1269	6.6	21.7	92	944	7.6	16.2	105	427	7.9	7.3	109
KATE & ALLIE	C	9206	3314	12.4	36.0	109	2268	11.8	24.6	104	1396	11.2	15.2	98	710	13.1	7.7	115
KNIGHT RIDER	N	7076	2476	9.3	35.0	106	1653	8.6	23.4	98	1134	9.1	16.0	104	548	10.1	7.7	115
LOVE BOAT	A	12219	3829	14.3	31.3	95	2741	14.3	22.4	95	1815	14.5	14.9	96	975	17.9	8.0	119
MAGNUM PI	C	11199	3833	14.3	34.2	104	2575	13.4	23.0	97	1806	14.5	16.1	105	787	14.5	7.0	105
MAMA'S FAMILY	N	6057	2070	7.7	34.2	104	1333	6.9	22.0	93	918	7.4	15.2	98	434	8.0	7.2	107
MASTER, THE	N	3598	1276	4.8	35.5	107	872	4.5	24.2	102	585	4.7	16.3	105	236	4.3	6.6	98
MATT HOUSTON	A	6344	2250	8.4	35.5	107	1760	9.2	27.7	117	1073	8.6	16.9	110	533	9.8	8.4	125
NBC MONDAY NIGHT MOVIE	N	11994	4136	15.5	34.5	104	2909	15.1	24.3	102	1834	14.7	15.3	99	835	15.4	7.0	104
NBC NIGHTLY NEWS	N	5132	1641	6.1	32.0	97	1053	5.5	20.5	87	868	7.0	16.9	110	316	5.8	6.2	92
NBC NIGHTLY NEWS-SAT	N	3375	1139	4.3	33.7	102	620	3.2	18.4	77	407	3.3	12.1	78	*221	4.1	6.5	98
NBC NIGHTLY NEWS-SUN	N	3130	1115	4.2	35.6	108	735	3.8	23.5	99	565	4.5	18.1	117	*178	3.3	5.7	85
NBC SUNDAY NIGHT MOVIE	N	8284	2628	9.8	31.7	96	1885	9.8	22.8	96	1201	9.6	14.5	94	635	11.7	7.7	114
NEWHART	C	9240	3365	12.6	36.4	110	2357	12.3	25.5	108	1552	12.4	16.8	109	763	14.0	8.3	123
ONE DAY AT A TIME	C	7288	2268	8.5	31.1	94	1676	8.7	23.0	97	1135	9.1	15.6	101	531	9.8	7.3	109
PEOPLE ARE FUNNY	N	4855	1805	6.8	37.2	113	1091	5.7	22.5	95	761	6.1	15.7	102	330	6.1	6.8	101
REAL PEOPLE	N	8869	2855	10.7	32.2	98	1908	9.9	21.5	91	1326	10.6	15.0	97	620	11.4	7.0	104
REMINGTON STEELE	N	7743	2714	10.2	35.1	106	1683	8.8	21.7	92	1276	10.2	16.5	107	530	9.8	6.8	102
RIPLY'S BELIEVE IT - NOT	A	5345	1817	6.8	34.0	103	1332	6.9	24.9	105	849	6.8	15.9	103	456	8.4	8.5	127
RIPTIDE	N	6988	2524	9.4	36.1	109	1673	8.7	23.9	101	1197	9.6	17.1	111	486	8.9	7.0	104
SCARECROW & MRS. KING	C	10002	3225	12.1	32.2	98	2385	12.4	23.8	101	1428	11.4	14.3	93	651	12.0	6.5	97
SIMON & SIMON	C	10638	3481	13.0	32.7	99	2418	12.6	22.7	96	1522	12.2	14.3	93	738	13.6	6.9	103
60 MINUTES	C	13293	4371	16.4	32.9	100	3135	16.3	23.6	99	2212	17.7	16.6	108	938	17.3	7.1	105
ST. ELSEWHERE	N	7017	2577	9.6	36.7	111	1790	9.3	25.5	108	1203	9.6	17.1	111	608	11.2	8.7	129
THREE'S COMPANY	A	10917	3446	12.9	31.6	96	2618	13.6	24.0	101	1692	13.6	15.5	101	837	15.4	7.7	114
T.J. HOOKER	A	9204	2986	11.2	32.4	98	2084	10.8	22.6	95	1233	9.9	13.4	87	666	12.3	7.2	108
TONIGHT SHOW	N	2372	864	3.2	36.4	110	684	3.6	28.8	122	379	3.0	16.0	104	215	4.0	9.1	135
TRAPPER JOHN, M.D.	C	9846	3007	11.3	30.5	93	2094	10.9	21.3	90	1297	10.4	13.2	85	569	10.5	5.8	86
TV BLOOPERS & PRAC. JOKES	N	9105	3270	12.2	35.9	109	2085	10.9	22.9	97	1567	12.5	17.2	112	550	10.1	6.0	90
20/20	A	9387	3461	13.0	36.9	112	2462	12.8	26.2	111	1544	12.4	16.4	107	626	11.5	6.7	99</

	TOTAL U.S. '000	HERB-OX				LIPTON CUP-A-BROTH				LIPTON CUP-A-SOUP				OTHER LIPTON SOUP/BROTH			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	10986	9863	100.0	12.2	100	4478	100.0	5.5	100	17693	100.0	21.8	100	11585	100.0	14.3	100
18 - 24	9252	545	5.5	5.9	48	481	10.7	5.2	94	1798	10.2	19.4	89	1188	10.3	12.8	89
25 - 34	19072	2521	25.6	13.2	109	1016	22.7	5.3	96	4484	25.3	23.5	108	2986	25.8	15.7	109
35 - 44	14591	1972	20.0	13.5	111	666	14.9	4.6	83	3544	20.0	24.3	111	2543	22.0	17.4	122
45 - 54	11345	1782	18.1	15.7	129	694	15.5	6.1	111	2594	14.7	22.9	105	1827	15.8	16.1	113
55 - 64	11635	1556	15.8	13.4	110	696	15.5	6.0	108	2672	15.1	23.0	105	1747	15.1	15.0	105
65 OR OLDER	15061	1489	15.1	9.9	81	925	20.7	6.1	111	2601	14.7	17.3	79	1295	11.2	8.6	60
18 - 34	28354	3066	31.1	10.8	89	1497	33.4	5.3	95	6282	35.5	22.2	101	4174	36.0	14.7	103
18 - 49	48379	5943	60.3	12.3	101	2532	56.5	5.2	95	11010	62.2	22.8	104	7599	65.6	15.7	110
25 - 54	45008	6274	63.6	13.9	114	2375	53.0	5.3	95	10622	60.0	23.6	108	7356	63.5	16.3	114
35 - 49	19985	2878	29.2	14.4	118	1036	23.1	5.2	94	4728	26.7	23.7	108	3425	29.6	17.1	120
50 OR OLDER	32647	3920	39.7	12.0	99	1945	43.4	6.0	108	5683	37.8	20.5	94	3986	34.4	12.2	85
GRADUATED COLLEGE	11155	2117	21.5	19.0	156	6643	14.4	5.8	104	2951	16.7	26.5	121	1904	16.4	17.1	119
ATTENDED COLLEGE	13682	2225	22.6	16.3	134	750	16.7	5.5	99	3587	20.3	26.2	120	2579	22.3	18.8	132
GRADUATED HIGH SCHOOL	33880	3893	39.5	11.5	94	1672	37.3	4.9	89	7532	42.6	22.2	102	5448	47.0	16.1	112
DID NOT GRADUATE HIGH SCHOOL	22270	1629	16.5	7.3	60	1413	31.6	6.3	115	3627	20.5	16.3	75	1654	14.3	7.4	52
EMPLOYED	40306	5629	57.1	14.0	115	2273	50.8	5.6	102	9928	56.1	24.6	113	6592	56.9	16.4	114
EMPLOYED FULL-TIME	32850	4426	44.9	13.5	111	1882	42.0	5.7	104	8102	45.8	24.7	113	5254	45.4	16.0	112
EMPLOYED PART-TIME	7456	1203	12.2	16.1	132	392	8.8	5.3	95	1826	10.3	24.5	112	1336	11.5	17.9	125
NOT EMPLOYED	40680	4235	42.9	10.4	85	2204	49.2	5.4	98	7766	43.9	19.1	87	4993	43.1	12.3	86
PROFESSIONAL/MANAGER	10392	2164	21.9	20.8	171	588	13.1	5.7	102	2745	15.5	26.4	121	1551	13.4	14.9	104
TECH/CLERICAL/SALES	17574	2420	24.5	13.8	113	878	19.6	5.0	90	4653	26.3	26.5	121	3148	27.2	17.9	125
PRECISION/CRAFT	985	**121	1.2	12.3	101	**48	1.1	4.9	88	**213	1.2	21.6	99	**156	1.3	15.8	111
OTHER EMPLOYED	11354	924	9.4	8.1	67	759	16.9	6.7	121	2318	13.1	20.4	93	1738	15.0	15.3	107
SINGLE	5863	961	9.7	9.7	80	463	10.3	4.7	85	2105	11.9	21.3	98	1081	9.3	11.0	77
MARRIED	51375	6946	70.4	13.5	111	2798	62.5	5.4	98	11630	65.7	22.6	104	8368	72.2	16.3	114
DIVORCED/SEPARATED/WIDOWED	19748	1956	19.8	9.9	81	1217	27.2	6.2	111	3958	22.4	20.0	92	2136	18.4	10.8	76
PARENTS	32590	4023	40.8	12.3	101	1611	36.0	4.9	89	7176	40.6	22.0	101	5193	44.8	15.9	111
WHITE	70416	9219	93.5	13.1	108	3690	82.4	5.2	95	15965	90.2	22.7	104	10788	93.1	15.3	107
BLACK	8778	482	4.9	5.5	45	608	13.6	6.9	125	1373	7.8	15.6	72	636	5.5	7.2	51
OTHER	1791	**162	1.6	9.0	74	**179	4.0	10.0	181	**355	2.0	19.8	91	**162	1.4	9.0	63
NORTHEAST-CENSUS	17786	3757	38.1	21.1	173	1187	26.5	6.7	121	5031	28.4	28.3	129	3234	27.9	18.2	127
NORTH CENTRAL	20741	2293	23.2	11.1	91	998	22.3	4.8	87	4347	24.6	21.0	96	3405	29.4	16.4	115
SOUTH	27775	1710	17.3	6.2	51	1322	29.5	4.8	86	4624	26.1	16.6	76	2559	22.1	9.2	64
WEST	14683	2104	21.3	14.3	118	971	21.7	6.6	120	3691	20.9	25.1	115	2388	20.6	16.3	114
NORTHEAST-MKTG.	17961	3397	34.4	18.9	155	1146	25.6	6.4	115	4873	27.5	27.1	124	3064	26.4	17.1	119
EAST CENTRAL	11885	1720	17.4	14.5	119	527	11.8	4.4	80	2433	13.8	20.5	94	1764	15.2	14.8	104
WEST CENTRAL	14090	1378	13.5	9.4	77	716	16.0	5.1	92	3105	17.5	22.0	101	2538	21.9	18.0	126
SOUTH	24081	1499	15.2	6.2	51	1209	27.0	5.0	91	3998	22.6	16.6	76	2169	18.7	9.0	63
PACIFIC	12969	1919	19.5	14.8	121	880	19.7	6.8	123	3284	18.6	25.3	116	2050	17.7	15.8	110
COUNTY SIZE A	32439	4747	48.1	14.6	120	2060	46.0	6.4	115	7740	43.7	23.9	109	4627	39.9	14.3	100
COUNTY SIZE B	24915	2959	30.0	11.9	98	1195	26.7	4.8	87	5564	31.4	22.3	102	3857	33.3	15.5	108
COUNTY SIZE C	12930	1607	16.3	12.4	102	714	15.9	5.5	100	2581	14.6	20.0	91	1790	15.5	13.8	97
COUNTY SIZE D	10703	**551	5.6	5.1	42	**510	11.4	4.8	86	1888	10.2	16.9	77	1311	11.3	12.2	86
METRO CENTRAL CITY	24518	2959	30.0	12.1	99	1418	31.7	5.8	105	5072	28.7	20.7	95	3211	27.7	13.1	92
METRO SUBURBAN	35919	5257	53.3	14.6	120	1977	44.1	5.5	100	8827	49.9	24.6	112	5608	48.4	15.6	109
NON METRO	20549	1647	16.7	8.0	66	1083	24.2	5.3	95	3795	21.4	18.5	85	2767	23.9	13.5	94
TOP 5 ADI'S	18341	3443	34.9	18.8	154	1176	26.3	6.4	116	4796	27.1	26.1	120	2762	23.8	15.1	105
TOP 10 ADI'S	25378	4242	43.0	16.7	137	1479	33.0	5.8	105	6018	34.0	23.7	109	3692	31.9	14.5	102
TOP 20 ADI'S	36488	5665	57.4	15.5	127	2119	47.3	5.8	105	8547	48.3	23.4	107	5257	45.4	14.4	101
HSMD INC. \$50,000 OR MORE	6612	1440	14.6	21.8	179	407	9.1	6.2	111	1899	10.7	28.7	131	1387	12.0	21.0	147
\$40,000 OR MORE	12659	2620	26.6	20.7	170	711	15.9	5.6	102	3574	20.2	28.2	129	2691	23.2	21.3	149
\$30,000 OR MORE	24698	4506	45.7	18.2	150	1510	33.7	6.1	111	6693	37.8	27.1	124	4726	40.8	19.1	134
\$25,000 OR MORE	32077	5560	56.4	17.3	142	1918	42.8	6.0	108	8543	48.3	26.6	122	6084	52.5	19.0	133
\$20,000 - \$24,999	9144	1094	11.1	12.0	98	**381	8.5	4.2	75	1967	11.1	21.5	98	1475	12.7	16.1	113
\$15,000 - \$19,999	8728	979	9.9	11.2	92	**363	8.1	4.2	75	1873	10.6	21.5	98	974	8.4	11.2	78
\$10,000 - \$14,999	12562	1028	10.4	8.2	67	730	16.3	5.8	105	2497	14.1	19.9	91	1608	13.9	12.8	89
UNDER \$10,000	18475	1202	12.2	6.5	53	1086	24.3	5.9	106	2813	15.9	15.2	70	1445	12.5	7.8	55
HOUSEHOLD OF 1 PERSON	11987	1371	13.9	11.4	94	621	13.9	5.2	94	2407	13.6	20.1	92	1002	8.6	8.4	58
2 PEOPLE	26577	3167	32.1	11.9	98	1489	33.3	5.6	101	5545	31.3	20.9	96	3578	30.9	13.5	94
3 OR 4 PEOPLE	30617	3919	39.7	12.8	105	1686	37.7	5.5	100	7066	39.9	23.1	106	5003	43.2	16.3	114
5 OR MORE PEOPLE	11804	1406	14.3	11.9	98	**683	15.3	5.8	105	2675	15.1	22.7	104	2003	17.3	17.0	119
NO CHILD IN HSMD	46165	5666	57.4	12.3	101	2719	60.7	5.9	107	10064	56.9	21.8	100	6046	52.2	13.1	92
CHILD(REN) UNDER 2 YRS	5325	**537	5.4	10.1	83	**177	4.0	3.3	60	1021	5.8	19.2	88	867	7.5	16.3	114
2 - 5 YEARS	14221	1350	13.7	9.5	78	688	15.4	4.8	87	3005	17.0	21.1	97	1947	16.8	13.7	96
6 - 11 YEARS	15117	1766	17.9	11.7	96	766	17.1	5.1	92	3294	18.6	21.8	100	2425	20.9	16.0	112
12 - 17 YEARS	16611	2238	22.7	13.5	111	879	19.6	5.3	96	3983	22.5	24.0	110	2730	23.6	16.4	115
RESIDENCE OWNED	55884	7744	78.5	13.9	114	3026	67.6	5.4	98	12672	71.6	22.7	104	8780	75.8	15.7	110
VALUE: \$50,000 OR MORE	31744	5638	57.2	17.8	146	1936	43.2	6.1	110	7868	44.5	24.8	113	5877	50.7	18.5	129
VALUE: UNDER \$50,000	24140	2106	21.4	8.7	72	1090	24.3	4.5	82	4804	27.2	19.9	91	2903	25.1	12.0	84

DRY SOUP/LUNCH MIX & BOUILLON CUBES: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A '000	HERN-OX B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS		80986	9863	100.0	12.2	100	4478	100.0	5.5	100	17693	100.0	21.8	100	11585	100.0	14.3	100
MAGAZINES	QUINTILE 1	15799	2257	22.9	14.3	117	1208	27.0	7.6	138	4464	25.2	28.3	129	3166	27.3	20.0	140
	QUINTILE 2	17259	2749	27.9	15.9	131	1143	25.5	6.6	120	4503	25.5	26.1	119	2646	22.8	15.3	107
	QUINTILE 3	13545	1976	20.0	14.6	120	614	13.7	4.5	82	2853	16.1	21.1	96	2071	17.9	15.3	107
	QUINTILE 4	15133	1672	17.0	11.0	91	433	9.7	2.9	52	2854	16.1	18.9	86	1938	16.7	12.8	90
	QUINTILE 5	19250	1209	12.3	6.3	52	1080	24.1	5.6	101	3020	17.1	15.7	72	1764	15.2	9.2	64
NEWSPAPERS	QUINTILE 1	12413	2290	23.2	18.4	151	764	17.1	6.2	111	3343	18.9	26.9	123	2124	18.3	17.1	120
	QUINTILE 2	24116	3206	32.5	13.3	109	1165	26.0	4.8	87	5693	32.2	23.6	108	3648	31.5	15.1	101
	QUINTILE 3	11261	1338	13.6	11.9	98	815	18.2	7.2	131	2558	14.5	22.7	104	1672	14.4	14.8	101
	QUINTILE 4	20255	2201	22.3	10.9	89	1110	24.8	5.5	99	4234	23.9	20.9	96	2929	25.3	14.5	101
	QUINTILE 5	12940	829	8.4	6.4	53	624	13.9	4.8	87	1865	10.5	14.4	66	1213	10.5	9.4	66
OUTDOOR	QUINTILE 1	14852	2151	21.8	14.5	119	745	16.6	5.0	91	3496	19.8	23.5	108	2250	19.4	15.1	106
	QUINTILE 2	15725	1875	19.0	11.9	98	862	19.2	5.5	99	3752	21.2	23.9	109	2306	19.9	14.7	103
	QUINTILE 3	16330	2111	21.4	12.9	106	943	21.1	5.8	104	3484	19.7	21.3	98	2449	21.1	15.0	105
	QUINTILE 4	16744	1968	20.0	11.8	97	923	20.6	5.5	100	3492	19.7	20.9	95	2271	19.6	13.6	95
	QUINTILE 5	17334	1758	17.8	10.1	83	1005	22.4	5.8	105	3469	19.6	20.0	92	2310	19.9	13.3	93
RADIO-DRIVE TIME	QUINTILE 1	15911	2090	21.2	13.1	108	1046	23.4	6.6	119	3738	21.1	23.5	108	2663	23.0	16.7	117
	QUINTILE 2	14837	1610	16.3	10.9	89	857	19.1	5.8	104	3454	19.5	23.3	107	2126	18.4	14.3	100
	QUINTILE 3	15339	1723	17.5	11.2	92	716	16.0	4.7	84	3436	19.4	22.4	103	2214	19.1	14.4	101
	QUINTILE 4	16723	2315	23.5	13.8	114	764	17.1	4.6	83	3357	19.0	20.1	92	2411	20.8	14.4	101
	QUINTILE 5	18176	2126	21.6	11.7	96	1094	24.4	6.0	109	3708	21.0	20.4	93	2172	18.7	11.9	84
RADIO-MID- DAY	QUINTILE 1	21020	2414	24.5	11.5	94	1250	27.9	5.9	108	4927	27.8	23.4	107	3423	29.5	16.3	114
	QUINTILE 2	21610	3046	30.9	14.1	116	1206	26.9	5.6	101	4904	27.7	22.7	104	3414	29.5	15.8	110
	QUINTILE 3	38355	4403	44.6	11.5	94	2022	45.2	5.3	95	7862	44.4	20.5	94	4749	41.0	12.4	87
	QUINTILE 4	15988	1923	19.5	12.0	99	1010	22.6	6.3	114	3543	20.0	22.2	101	2610	22.5	16.3	114
	QUINTILE 5	15626	1917	19.4	12.3	101	968	21.6	6.2	112	3893	22.0	24.9	114	2306	19.9	14.8	103
RADIO-TOTAL	QUINTILE 1	16723	2134	21.6	12.8	105	823	18.4	4.9	89	3905	22.1	23.4	107	2436	21.0	14.6	102
	QUINTILE 2	16342	2194	22.2	13.4	110	770	17.2	4.7	85	3311	18.7	20.3	93	2574	22.2	15.8	110
	QUINTILE 3	16306	1695	17.2	10.4	85	907	20.3	5.6	101	3041	17.2	18.6	85	1660	14.3	10.2	71
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15953	2395	24.3	15.0	123	946	21.1	5.9	107	3923	22.2	24.6	113	2257	19.5	14.1	99
	QUINTILE 2	16137	1899	19.3	11.8	97	1021	22.8	6.3	114	3733	21.1	23.1	106	2554	22.0	15.8	111
	QUINTILE 3	16420	2107	21.4	12.8	105	867	19.4	5.3	95	3418	19.3	20.8	95	2347	20.3	14.3	100
	QUINTILE 4	16687	1893	19.2	11.3	93	817	18.2	4.9	89	3559	20.1	21.3	98	2327	20.1	13.9	97
	QUINTILE 5	15789	1570	15.9	9.9	82	826	18.4	5.2	95	3061	17.3	19.4	89	2101	18.1	13.3	93
TV-DAYTIME	QUINTILE 1	27736	3020	30.6	10.9	89	1623	36.2	5.9	106	5588	31.6	20.1	92	3304	28.5	11.9	83
	QUINTILE 2	26489	3230	32.7	12.2	100	1320	29.5	5.0	90	6031	34.1	22.8	104	3789	32.7	14.3	100
	QUINTILE 3	26761	3613	36.6	13.5	111	1535	34.3	5.7	104	6075	34.3	22.7	104	4493	38.8	16.8	117
	QUINTILE 4	16345	1842	18.7	11.3	93	924	20.6	5.7	102	3470	19.6	21.2	97	1987	17.2	12.2	85
	QUINTILE 5	16447	2001	20.3	12.2	100	912	20.4	5.5	100	3640	20.6	22.1	101	2471	21.3	15.0	105
TV-TOTAL	QUINTILE 1	15980	2016	20.4	12.6	104	1071	23.9	6.7	121	3727	21.1	23.3	107	2409	20.8	15.1	105
	QUINTILE 2	15887	2296	23.3	14.5	119	732	16.3	4.6	83	3422	19.3	21.5	99	2381	20.6	15.0	105
	QUINTILE 3	16326	1710	17.3	10.5	86	839	18.7	5.1	93	3434	19.4	21.0	96	2338	20.2	14.3	100
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL		20721	3464	35.1	16.7	137	1446	32.3	7.0	126	5707	32.3	27.5	126	3696	31.9	17.8	125
MAGAZINE IMPERATIVE		19186	2392	24.3	12.5	102	1274	28.5	6.6	120	4622	26.1	24.1	110	3109	26.8	16.2	113
NEWSPAPER IMPERATIVE		21899	2717	27.5	12.4	102	913	20.4	4.2	75	4544	25.7	20.7	95	2947	25.4	13.5	94
MAGAZINES-OUTDOOR: DUAL		15451	2600	26.4	16.8	138	1098	24.5	7.1	129	4447	25.1	28.8	132	2632	22.7	17.0	119
MAGAZINE IMPERATIVE		25953	3581	36.3	13.8	113	1625	36.3	6.3	113	6286	35.5	24.2	111	4402	38.0	17.0	119
OUTDOOR IMPERATIVE		24400	2448	24.8	10.0	82	997	22.3	4.1	74	4517	25.5	18.5	85	3094	26.7	12.7	89
MAGAZINES-RADIO: DUAL		18049	2490	25.2	13.8	113	1320	29.5	7.3	132	5043	28.5	27.9	128	3125	27.0	17.3	121
MAGAZINE IMPERATIVE		23571	3755	38.1	15.9	131	1418	31.7	6.0	109	5724	32.4	24.3	111	3924	33.9	16.6	116
RADIO IMPERATIVE		23278	2430	24.6	10.4	86	1004	22.4	4.3	78	4352	24.6	18.7	86	3062	26.4	13.2	92
MAGAZINES-TELEVISION: DUAL		15459	2306	23.4	14.9	122	1032	23.0	6.7	121	3990	22.6	25.8	118	2623	22.6	17.0	119
MAGAZINE IMPERATIVE		25829	3954	40.1	15.3	126	1637	36.6	6.3	115	6542	37.0	25.3	116	4450	38.4	17.2	120
TELEVISION IMPERATIVE		26039	2377	24.1	9.1	75	1223	27.3	4.7	85	4735	26.8	18.2	83	2980	25.7	11.4	80
NEWSPAPERS-OUTDOOR: DUAL		16605	2664	27.0	16.0	132	962	21.5	5.8	105	4277	24.2	25.8	118	2706	23.4	16.3	114
NEWSPAPER IMPERATIVE		26834	3614	36.6	13.5	111	1492	33.3	5.6	101	6182	34.9	23.0	105	4009	34.6	14.9	104
OUTDOOR IMPERATIVE		23346	2439	24.7	10.4	86	1334	29.8	5.7	103	4785	27.0	20.5	94	3187	27.5	13.7	95
NEWSPAPERS-RADIO: DUAL		17133	2322	23.5	13.6	111	982	21.9	5.7	104	4257	24.1	24.8	114	2744	23.7	16.0	112
NEWSPAPER IMPERATIVE		25892	3975	40.3	15.4	126	1317	29.4	5.1	92	6142	34.7	23.7	109	3993	34.5	15.4	108
RADIO IMPERATIVE		23167	2342	23.7	10.1	83	1404	31.4	6.1	110	4973	28.1	21.5	98	3276	28.3	14.1	99
NEWSPAPERS-TELEVISION: DUAL		17159	2538	25.7	14.8	121	1009	22.5	5.9	106	4203	23.8	24.5	112	2625	22.7	15.3	107
NEWSPAPER IMPERATIVE		26214	3736	37.9	14.3	117	1384	30.9	5.3	95	6340	35.8	24.2	111	4189	36.2	16.0	112
TELEVISION IMPERATIVE		23412	2101	21.3	9.0	74	1374	30.7	5.9	106	4516	25.5	19.3	88	2932	25.3	12.5	88
OUTDOOR-RADIO: DUAL		15303	2047	20.8	13.4	110	944	21.1	6.2	112	3831	<						

	TOTAL U.S. '000	HERB-OX				LIPTON CUP-A-BROTH				LIPTON CUP-A-SOUP				OTHER LIPTON SOUP/BROTH			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	9863	100.0	12.2	100	4478	100.0	5.5	100	17693	100.0	21.8	100	11585	100.0	14.3	100
ATLANTIC MONTHLY	415	**61	0.6	14.7	121	**5	0.1	1.2	22	**77	0.4	18.6	85	**101	0.9	24.3	170
BARRON'S	453	**149	1.5	32.9	270	**32	0.7	7.1	128	**196	1.1	43.3	198	**134	1.2	29.6	207
BETTER HOMES & GARDENS	16256	2516	25.5	15.5	127	1044	23.3	6.4	116	4318	24.4	26.6	122	3000	25.9	18.5	129
BON APPETIT	2535	682	6.9	26.9	221	**130	2.9	5.1	93	768	4.3	30.3	139	462	4.0	18.2	127
BUSINESS WEEK	1278	*164	1.7	12.8	105	**68	1.5	5.3	96	311	1.8	24.3	111	*207	1.8	16.7	13
CAR AND DRIVER	378	**48	0.5	12.7	104	**45	1.0	11.9	215	**117	0.7	31.0	142	**40	0.3	1	74
CBS MAGAZINE NETWORK (GROSS)	1498	*305	3.1	20.4	167	**120	2.7	8.0	145	347	2.0	23.2	106	*324	2.8	2	151
CHANGING TIMES	1505	323	3.3	21.5	176	*122	2.7	8.1	147	367	2.1	24.4	112	*169	1.5	11.7	78
COLONIAL HOMES	1231	*243	2.5	19.7	162	**59	1.3	4.8	87	328	1.9	26.6	122	315	2.7	25.6	179
CONDE NAST MAG. PKG. (GROSS)	14146	2120	21.5	15.0	123	982	21.9	6.9	126	3866	21.9	27.3	125	2476	21.4	17.5	122
CONSUMERS DIGEST	1323	*290	2.9	21.9	180	**89	2.0	6.7	122	356	2.0	26.9	123	*274	2.4	20.7	145
COSMOPOLITAN	7102	993	10.1	14.0	115	411	10.1	6.4	115	1918	10.8	27.0	124	1213	10.5	17.1	119
COUNTRY LIVING	2481	342	3.5	13.8	113	*178	4.0	7.2	130	620	3.5	25.0	114	458	4.0	18.5	129
CUISINE	1472	405	4.1	27.5	226	**157	3.5	10.7	193	429	2.4	29.1	133	363	3.1	24.7	172
CYCLE WORLD	425	**107	1.1	25.2	207	**43	1.0	10.1	183	**123	0.7	28.9	132	**105	0.9	24.7	173
DCI:CREATIVE IDEAS FOR LIV	2510	373	3.8	14.9	122	*194	4.3	7.7	140	634	3.6	25.3	116	589	5.1	23.5	164
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	881	8.9	13.2	108	476	10.6	7.1	129	1586	9.0	23.7	108	1216	10.5	18.2	127
DISCOVER	894	*176	1.8	19.7	162	**51	1.1	5.7	103	*232	1.3	26.0	119	*126	1.1	14.1	99
EBONY	3507	300	3.0	8.6	70	270	6.0	7.7	139	608	3.4	17.3	79	336	2.9	9.6	67
ESQUIRE	1083	*113	1.1	10.4	86	**104	2.3	9.6	174	292	1.7	27.0	123	*197	1.7	18.2	127
ESSENCE	1830	*100	1.0	5.5	45	*153	3.4	8.4	151	297	1.7	16.2	74	194	1.7	10.6	74
FAMILY CIRCLE	15930	2450	24.8	15.4	126	948	21.2	6.0	108	3819	21.6	24.0	110	3149	27.2	19.8	138
THE FAMILY HANDYMAN	1126	*181	1.8	16.1	132	**91	2.0	8.1	146	398	2.2	35.3	162	*288	2.5	25.6	179
FAMILY WEEKLY	11468	1414	14.3	12.3	101	542	12.1	4.7	85	2602	14.7	22.7	104	1782	15.4	15.5	109
FIELD & STREAM	2234	*211	2.1	9.4	78	**153	3.4	6.8	124	618	3.5	27.7	127	463	4.0	20.7	145
FOOD & WINE	579	**49	0.5	8.5	69	**17	0.4	2.9	53	*147	0.8	25.4	116	**71	0.6	12.3	86
FORBES	728	*142	1.4	19.5	160	**48	1.1	6.6	119	*246	1.4	33.8	155	**155	1.3	21.3	149
FORTUNE	906	*156	1.6	17.2	141	*128	2.9	14.1	256	*369	2.1	40.7	186	*263	2.3	29.0	203
GENTLEMEN'S QUARTERLY	791	**112	1.1	14.2	116	*70	1.6	8.8	160	*179	1.0	22.6	104	*126	1.1	15.9	111
GLAMOUR	5265	850	8.6	16.1	133	445	9.9	8.5	153	1515	8.6	28.8	132	962	8.3	18.3	128
GOLF DIGEST	636	**97	1.0	15.3	125	**98	2.2	15.4	279	*257	1.5	40.4	185	**140	1.2	22.0	154
GOLF DIGEST/TENNIS (GROSS)	1186	*166	1.7	14.0	115	**123	2.7	10.4	188	409	2.3	34.5	158	*212	1.8	17.9	125
GOLF MAGAZINE	441	**89	0.9	20.2	166	**53	1.2	12.0	217	*188	1.1	42.6	195	**121	1.0	27.4	192
GOLF MAGAZINE/SKI (GROSS)	922	**146	1.5	15.8	130	**85	1.9	9.2	167	*306	1.7	33.2	152	*183	1.6	19.8	138
GOOD HOUSEKEEPING	16487	2500	25.3	15.2	125	1118	25.0	6.8	123	4307	24.3	26.1	120	3013	26.0	18.3	129
HARPER'S BAZAAR	2423	417	4.2	17.2	141	*128	2.9	5.3	96	668	3.8	27.6	126	400	3.5	16.5	115
HEALTH	1994	317	3.2	15.9	131	*163	3.6	8.2	148	574	3.2	28.8	132	332	2.9	16.6	116
HEARST MAG CORP. BUY (GROSS)	44101	6523	66.1	14.8	121	2787	62.2	6.3	114	11630	65.7	26.4	121	8111	70.0	18.4	129
HEARST MAN POWER (GROSS)	1993	296	3.0	14.9	122	*117	2.6	5.9	106	542	3.1	27.2	124	518	4.5	26.0	182
HEARST WOMAN POWER (GROSS)	31274	4579	46.4	14.6	120	2040	45.6	6.5	118	8327	47.1	26.6	122	5564	48.0	17.8	124
HOUSE BEAUTIFUL	3623	444	4.5	12.3	101	*187	4.2	5.2	93	883	5.0	24.4	112	637	5.5	17.6	123
INC.	283	**52	0.5	18.4	151	**10	0.2	3.5	64	**93	0.5	32.9	150	**93	0.8	32.9	230
JET	2928	198	2.0	6.8	56	258	5.8	8.8	159	527	3.0	18.0	82	289	2.5	9.9	69
LADIES' HOME JOURNAL	11918	1632	16.5	13.7	112	715	16.0	6.0	108	3232	18.3	27.1	124	2081	18.0	17.5	122
LHJ FAMILY GRP COMBO(GROSS)	16764	2286	23.2	13.6	112	1062	23.7	6.3	115	4602	26.0	27.5	126	2941	25.4	17.5	123
LIFE	4254	544	5.5	12.8	105	*269	6.0	6.3	114	935	5.3	22.0	101	690	6.0	16.2	113
L.A. TIMES HOME MAGAZINE	1145	**135	1.4	11.8	97	**87	1.9	7.6	137	369	2.1	32.2	148	*231	2.0	20.2	141
MADemoisELLE	2884	487	4.9	16.9	139	*163	3.6	5.7	102	747	4.2	25.9	119	491	4.2	17.0	119
MC CALL'S	13460	1916	19.4	14.2	117	906	20.2	6.7	122	3665	20.7	27.2	125	2322	20.0	17.3	121
MC CALL'S/WRK MOTHER (GROSS)	14606	2074	21.0	14.2	117	1015	22.7	6.9	126	3949	22.3	27.0	124	2613	22.6	17.9	125
MECHANIX ILLUSTRATED	772	*200	2.0	25.9	213	**75	1.7	9.7	176	*207	1.2	26.8	123	**173	1.5	22.4	157
METROPOLITAN HOME	967	*219	2.2	22.6	186	**49	1.1	5.1	92	297	1.7	30.7	141	*133	1.1	13.8	96
MONEY	1588	*330	3.3	20.8	171	*140	3.1	8.8	159	538	3.0	33.9	155	292	2.5	18.4	129
MOTHER EARTH NEWS	1002	*188	1.9	18.8	154	*41	0.9	4.1	74	275	1.6	27.4	126	*224	1.9	22.4	156
MS.	825	*117	1.2	14.2	116	**70	1.6	8.5	153	*205	1.2	24.8	114	**93	0.8	11.3	79
NATIONAL ENQUIRER	10336	968	9.8	9.4	77	669	14.9	6.5	117	2052	11.6	19.9	91	1392	12.0	13.5	94
NATIONAL GEOGRAPHIC	9597	1653	16.8	17.2	141	668	14.9	7.0	126	2655	15.0	27.7	127	1816	15.7	18.9	132
NATIONAL SUNDAY MAGAZINE PKG	49558	6870	69.7	13.9	114	2785	62.2	5.6	102	11985	67.7	24.2	111	7728	66.7	15.6	109
NATURAL HISTORY	573	**140	1.4	24.4	201	**37	0.8	6.5	117	*121	0.7	21.1	97	*150	1.3	26.2	183
NEW WOMAN	1699	244	2.5	14.4	118	**144	3.2	8.5	153	386	2.2	22.7	104	*135	1.2	7.9	56
NEW YORK INCLUDING CUE	443	*116	1.2	26.2	215	**44	1.0	9.9	180	*136	0.8	30.7	141	*71	0.6	16.0	112
THE NEW YORKER	1270	289	2.9	22.8	187	**102	2.3	8.0	145	369	2.1	29.1	133	*178	1.5	14.0	98
NEWSWEEK	6277	985	10.0	15.7	129	530	11.8	8.4	153	1781	10.1	28.4	130	1170	10.1	18.6	130
THE N.Y. TIMES DAILY EDITION	1205	335	3.4	27.8	228	**89	2.0	7.4	134	378	2.1	31.4	144	226	2.0	18.8	131
THE N.Y. TIMES MAGAZINE	2081	606	6.1	29.1	239	*107	2.4	5.1	93	592	3.3	28.4	130	401	3.5	19.3	135
OMNI	788	**89	0.9	11.3	93	**37	0.8	4.7	85	*168	0.9	21.3	98	*109	0.9	13.8	97
ON CABLE	1158	**57	0.6	4.9	40	*21	0.5	1.8	33	*208	1.2	18.0	82	*262	2.3	22.6	158
1001 HOME IDEAS	2852	338	3.4	11.9	97	*184	4.1	6.5	117	796	4.5	27.9	128	528	4.6	18.5	129
ORGANIC GARDENING	1658	*273	2.8	16.5	135	**124	2.8	7.5	135	407	2.3	24.5	112	*269	2.3	16.2	113
OUTDOOR LIFE	896	**61	0.6	6.8	56	**40	0.9	4.5	81	*176	1.0	19.6	90	*139	1.2	15.5	108
PARADE MAGAZINE	24275	3822	38.8	15.7	129	1538	34.3	6.3	115	6193	35.0	25.5	117	3783	32.7	15.6	109

DRY SOUP/LUNCH MIX & BOUILLON CUBES: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	A '000	HERB-OX B % DOWN	C ACROSS %	D INDX	A '000	B DOWN	CUP-A-BROTH C % ACROSS	D INDX	A '000	B DOWN	CUP-A-SOUP C % ACROSS	D INDX	A '000	B DOWN	OTHER LIPTON SOUP/BROTH C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	9863	100.0	12.2	100	4478	100.0	5.5	100	17693	100.0	21.8	100	11585	100.0	14.3	100
PARENTS	3845	402	4.1	10.5	86	*214	4.8	5.6	101	934	5.3	24.3	111	612	5.3	15.9	111
PENTHOUSE	831	**83	0.8	10.0	82	**41	0.9	4.9	89	*142	0.8	17.1	78	**88	0.8	10.6	74
PEOPLE	11645	1486	15.1	12.8	105	684	15.3	5.9	106	3086	17.4	26.5	121	1956	16.9	16.8	117
PLAYBOY	2006	*204	2.1	10.2	84	*134	3.0	6.7	121	465	2.6	23.2	106	282	2.4	14.1	98
POPULAR HOT RODDING	297	**17	0.2	5.7	47	**11	0.2	3.7	67	**67	0.4	22.6	103	**64	0.6	21.5	151
POPULAR MECHANICS	1018	**157	1.6	15.4	127	**52	1.2	5.1	92	*313	1.8	30.7	141	*327	2.8	32.1	225
POPULAR SCIENCE	878	**95	1.0	10.8	89	**90	2.0	10.3	185	*276	1.6	31.4	144	*191	1.6	21.8	152
PREVENTION	3913	706	7.2	18.0	148	326	7.3	8.3	151	1118	6.3	28.6	131	639	5.5	16.3	114
PSYCHOLOGY TODAY	1710	302	3.1	17.7	145	**48	1.1	2.8	51	503	2.8	29.4	135	247	2.1	14.4	101
READER'S DIGEST	22204	3155	32.0	14.2	117	1351	30.2	6.1	110	5588	31.6	25.2	115	3467	29.9	15.6	109
REDBOOK	7684	1085	11.0	14.1	116	471	10.5	6.1	111	2103	11.9	27.4	125	1339	11.6	17.4	122
ROAD & TRACK	410	**45	0.5	11.0	90	**40	0.9	9.8	176	**111	0.6	27.1	124	**38	0.3	9.3	65
ROLLING STONE	969	**119	1.2	12.3	101	**38	0.8	3.9	71	299	1.7	30.9	141	*137	1.2	14.1	99
RUNNER'S WORLD	298	**82	0.8	27.5	226	**3	0.1	1.0	18	**59	0.3	19.8	91	**38	0.3	12.8	89
SATURDAY EVENING POST	1169	*122	1.2	10.4	86	**115	2.6	9.8	178	383	2.2	32.8	150	*234	2.0	20.0	140
SCIENCE 84	587	*169	1.7	28.8	236	**60	1.3	10.2	185	*222	1.3	30.7	173	**168	1.5	28.6	200
SCIENCE DIGEST	482	**96	1.0	19.9	164	**33	0.7	6.8	124	**126	0.7	26.1	120	**65	0.6	13.5	94
SCIENTIFIC AMERICAN	594	**112	1.1	18.9	155	**61	1.4	10.3	186	*156	0.9	26.3	120	**82	0.7	13.8	97
SELF	2089	*217	2.2	10.4	85	*135	3.0	6.5	117	607	3.4	29.1	133	395	3.4	18.9	132
SEVENTEEN	2411	*270	2.7	11.2	92	*109	2.4	4.5	82	530	3.0	22.0	101	423	3.7	17.5	123
SKI	480	**58	0.6	12.1	99	**33	0.7	6.9	124	**118	0.7	24.6	113	**62	0.5	12.9	90
SMITHSONIAN	2760	516	5.2	18.7	154	*144	3.2	5.2	94	704	4.0	25.5	117	491	4.2	17.8	124
SOAP OPERA DIGEST	3013	*336	3.4	11.2	92	269	6.0	8.9	161	700	4.0	23.2	106	441	3.8	14.6	102
SOUTHERN LIVING	4184	508	5.2	12.1	100	*283	6.3	6.8	122	952	5.4	22.8	104	626	5.4	15.0	105
SPORT	559	**37	0.4	6.6	54	**22	0.5	3.9	71	**94	0.5	16.8	77	**87	0.8	15.6	109
THE SPORTING NEWS	436	**41	0.4	9.4	77	**12	0.3	2.8	50	**162	0.9	37.2	170	**49	0.4	11.2	79
SPORTS AFIELD	493	**44	0.4	8.9	73	**32	0.7	6.5	117	**103	0.6	20.9	96	**126	1.1	25.6	179
SPORTS ILLUSTRATED	2758	396	4.0	14.4	118	*183	4.1	6.6	120	761	4.3	27.6	126	465	4.0	16.9	118
STAR	7456	790	8.0	10.6	87	437	9.8	5.9	106	1540	8.7	20.7	95	967	8.3	13.0	91
SUNDAY	24936	3435	34.8	13.8	113	1412	31.5	5.7	102	6211	35.1	24.9	114	3962	34.2	15.9	111
SUNSET	2124	469	4.8	22.1	181	*144	3.2	6.8	123	599	3.4	28.2	129	454	3.9	21.4	149
TV GUIDE	21661	2819	28.6	13.0	107	1278	28.5	5.9	107	5104	28.8	23.6	108	3347	28.9	15.5	108
TENNIS	550	**70	0.7	12.7	105	**26	0.6	4.7	85	*152	0.9	27.6	126	**72	0.6	13.1	92
TIME	8880	1660	16.8	18.7	153	621	13.9	7.0	126	2396	13.5	27.0	124	1594	13.8	18.0	125
TOWN & COUNTRY	917	*162	1.6	17.7	145	**54	1.2	5.9	107	223	1.3	24.3	111	*146	1.3	15.9	111
TRAVEL & LEISURE	972	*196	2.0	20.2	166	**94	2.1	9.7	175	289	1.6	29.7	136	*225	1.9	23.1	162
TRUE STORY	3356	*128	1.3	3.8	31	*158	3.5	4.7	85	708	4.0	21.1	97	425	3.7	12.7	89
U.S. NEWS & WORLD REPORT	3410	505	5.1	14.8	122	*314	7.0	9.2	167	945	5.3	27.7	127	534	4.6	15.7	109
USA TODAY	1759	279	2.8	15.9	130	**104	2.3	5.9	107	389	2.2	22.1	101	333	2.9	18.9	132
US	1873	*159	1.6	8.5	70	**87	1.9	4.6	84	415	2.3	22.2	101	350	3.0	18.7	131
VOGUE	3909	565	5.7	14.5	119	*239	5.3	6.1	111	998	5.6	25.5	117	628	5.4	16.1	112
WALL STREET JOURNAL	1886	289	2.9	15.3	126	**107	2.4	5.7	103	551	3.1	29.2	134	294	2.5	15.6	109
WEIGHT WATCHERS	2120	303	3.1	14.3	117	**86	1.9	4.1	73	512	2.9	24.2	111	376	3.2	17.7	124
WOMAN'S DAY	14172	2472	25.1	17.4	143	996	22.2	7.0	127	3723	21.0	26.3	120	2515	21.7	17.7	124
WORKING MOTHER	1146	*159	1.6	13.9	114	**109	2.4	9.5	172	284	1.6	24.8	113	291	2.5	25.4	178
WORKING WOMAN	1322	*243	2.5	18.4	151	**67	1.5	5.1	92	367	2.1	27.8	127	*230	2.0	17.4	122
WORLD TENNIS	*163	**15	0.2	9.2	76	**6	0.1	3.7	67	**14	0.1	8.6	39	**19	0.2	11.7	81
ZIFF-DAVIS MAG NETWK (GROSS)	2532	381	3.9	15.0	124	*195	4.4	7.7	139	716	4.0	28.3	129	391	3.4	15.4	108
BLAIR INSERTS	43657	6311	64.0	14.5	119	2514	56.1	5.8	104	10604	59.9	24.3	111	6795	58.7	15.6	109
DAILY NEWSPAPERS																	
READ ANY	51633	7100	72.0	13.8	113	2864	64.0	5.5	100	12147	68.7	23.5	108	7881	68.0	15.3	107
READ ONE	43463	5735	58.1	13.2	108	2368	52.9	5.4	99	9845	55.6	22.7	104	6409	55.3	14.7	103
READ TWO OR MORE	8170	1365	13.8	16.7	137	497	11.1	6.1	110	2302	13.0	28.2	129	1472	12.7	18.0	126
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7384	74.9	14.0	115	2916	65.1	5.5	100	12569	71.0	23.9	109	8224	71.0	15.6	109
READ ONE	46126	6109	61.9	13.2	109	2496	55.7	5.4	98	10506	59.4	22.8	104	6902	59.6	15.0	105
READ TWO OR MORE	6552	1275	12.9	19.5	160	420	9.4	6.4	116	2063	11.7	31.5	144	1322	11.4	20.2	141
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.96				26.50				28.52				28.16			
30 DAY REACH	71455	8809	89.3	12.3	101	3898	87.0	5.5	99	15883	89.8	22.2	102	10315	89.0	14.4	101
50 SHWG - 30 DAY AV FREQ	14.56	15.70				13.85				14.99				15.03			
30 DAY REACH	67742	8441	85.6	12.5	102	3751	83.8	5.5	100	15148	85.6	22.4	102	9692	83.7	14.3	100
25 SHWG - 30 DAY AV FREQ	7.94	8.38				7.57				8.15				8.00			
30 DAY REACH	62117	7916	80.3	12.7	105	3407	76.1	5.5	99	13936	78.8	22.4	103	9072	78.3	14.6	102
CABLE TV: HOME WIRED	32077	4381	44.4	13.7	112	1845	41.2	5.8	104	7674	43.4	23.9	110	5545	47.9	17.3	121
HOME NOT WIRED	48909	5482	55.6	11.2	92	2633	58.8	5.4	97	10019	56.6	20.5	94	6040	52.1	12.3	86
HAVE PAY CABLE	15935	2519	25.5	15.8	130	901	20.1	5.7	102	4031	22.8	25.3	116	3247	28.0	20.4	142

													OTHER LIPTON SOUP/BROTH					
		TOTAL U.S. '000	A '000	HERB-OX B %DOWN	C %ACROSS	D INDX	LIPTON CUP-A-BROTH		A '000	B %DOWN	C %ACROSS	D INDX	A '000	B %DOWN	C %ACROSS	D INDX		
TOTAL FEMALE HOMEMAKERS		80946	9863	100.0	12.2	100	4478	100.0	5.5	100	17693	100.0	21.8	100	11585	100.0	14.3	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		43921	5676	57.5	12.9	106	2451	54.7	5.6	101	10107	57.1	23.0	105	6896	59.5	15.7	110
10:00 AM - 3:00 PM		30659	3950	40.0	12.9	106	1800	40.2	5.9	106	7162	40.5	23.4	107	5054	43.6	16.5	115
3:00 PM - 7:00 PM		31045	3950	39.5	12.6	103	1656	37.0	5.3	96	7171	40.5	23.1	106	4785	41.3	15.4	108
7:00 PM - MIDNIGHT		15767	2104	21.3	13.3	110	969	21.6	6.1	111	3638	20.6	23.1	106	2485	21.5	15.8	110
MIDNIGHT - 6:00 AM		9120	1321	13.4	14.5	119	535	11.9	5.9	106	2256	12.8	24.7	113	1467	12.7	16.1	112
6:00 AM - MIDNIGHT		58527	7617	77.2	13.0	107	3225	72.0	5.5	100	13374	75.6	22.9	105	9055	78.2	15.5	108
ENTIRE DAY		59311	7756	78.6	13.1	107	3268	73.0	5.5	100	13534	76.5	22.8	104	9179	79.2	15.5	108
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16172	2079	21.1	12.9	106	882	19.7	5.5	99	3845	21.8	23.8	109	2585	22.3	16.0	112
ALL NEWS		2256	575	5.8	25.5	209	*183	4.1	8.1	147	517	2.9	22.9	105	390	3.4	17.3	121
AOR/PROGRESSIVE		3874	621	6.3	16.0	132	*265	5.9	6.8	124	1069	6.0	27.6	126	607	5.2	15.7	110
BEAUTIFUL MUSIC		5660	878	8.9	15.5	127	304	6.8	5.4	97	1384	7.8	24.5	112	919	7.9	16.2	114
BLACK		2204	*186	1.9	8.4	69	**79	1.8	3.6	65	*55	2.6	20.6	94	*223	1.9	10.1	71
CLASSICAL		1418	*241	2.4	17.0	140	*77	1.7	5.4	98	277	1.6	19.5	89	*241	2.1	17.0	119
CHR/ROCK		9538	1236	12.5	13.0	106	463	10.3	4.9	88	2517	14.2	26.4	121	1433	12.4	15.0	105
COUNTRY		12648	1339	13.6	10.6	87	545	12.2	4.3	78	2475	14.0	19.6	90	1945	16.8	15.4	108
GOLDEN OLDIES		1191	**112	1.1	9.4	77	**15	0.3	1.3	23	*158	0.9	13.3	61	*125	1.1	10.5	73
MOR/NOSTALGIA		4757	735	7.5	15.5	127	*308	6.9	6.5	117	1203	6.8	25.3	116	964	8.3	20.3	142
NEWS/TALK		3863	646	6.5	16.7	137	438	9.8	11.3	205	1147	6.5	29.7	136	646	5.6	16.7	117
RELIGIOUS		3084	393	4.0	12.7	105	*142	3.2	4.6	83	577	3.3	18.7	86	391	3.4	12.7	89
SOFT ROCK		521	**67	0.7	12.9	106	*32	0.7	6.1	111	**68	0.4	13.1	60	**77	0.7	14.8	103
URBAN CONTEMPORARY		1585	*175	1.8	11.0	91	*123	2.7	7.8	140	115	1.8	19.9	91	*165	1.4	10.4	73
WIRED NETWORKS:																		
ABC CONTEMPORARY		3261	361	3.7	11.1	91	*156	3.5	4.8	87	784	4.4	24.0	110	450	3.9	13.8	96
ABC DIRECTION		2316	398	4.0	17.2	141	**115	2.6	5.0	90	579	3.3	25.0	114	378	3.3	16.3	114
ABC ENTERTAINMENT		4834	695	7.0	14.4	118	*203	4.5	4.2	76	1143	6.5	23.6	108	728	6.3	15.1	105
ABC FM		2202	*238	2.4	10.8	89	**68	1.5	3.1	56	447	2.5	20.3	93	*265	2.3	12.0	84
ABC INFORMATION		5425	755	7.7	13.9	114	363	8.1	6.7	121	1384	7.8	25.5	117	895	7.7	16.5	115
ABC ROCK		1677	*138	1.4	8.2	68	**81	1.8	4.8	87	477	2.7	28.4	130	*280	2.4	16.7	117
CBS		4430	649	6.6	14.7	120	340	7.6	7.7	139	1033	5.8	23.3	107	821	7.1	18.5	130
MUTUAL		4992	912	9.2	18.3	150	457	10.2	9.2	166	1384	7.9	27.8	127	727	6.3	14.6	102
NBC		4679	799	8.1	17.1	140	314	7.0	6.7	121	1143	6.5	24.4	112	828	7.1	17.7	124
RADIO RADIO		1994	290	2.9	14.5	119	*76	1.7	3.8	69	457	2.6	22.9	105	*268	2.3	13.4	94
RKO ONE		2298	263	2.7	11.4	94	**119	2.7	5.2	94	539	3.0	23.5	107	278	2.4	12.1	85
RKO TWO		3311	337	3.4	10.2	84	**109	2.4	3.3	60	774	4.4	23.4	107	520	4.5	15.7	110
THE SOURCE		2114	404	4.1	19.1	157	*98	2.2	4.6	84	455	2.6	21.7	99	*269	2.3	12.7	89
NON-WIRED : BLAIR		8654	905	9.2	10.5	86	501	11.2	5.8	105	2055	11.6	23.7	109	1456	12.6	16.8	118
INTERNET		12025	1793	18.2	14.9	122	757	16.9	6.3	114	3181	18.0	26.5	121	1623	14.0	13.5	94
KATZ RADIO GROUP		15359	2364	24.0	15.4	126	1018	22.7	6.6	120	3979	22.5	25.9	119	2584	22.3	16.8	118
SUPERNET		10628	1295	13.1	12.2	100	609	13.6	5.7	104	2370	13.4	22.3	102	1547	13.4	14.6	102
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM		8659	1064	10.8	12.3	101	520	11.6	6.0	109	1773	10.0	20.5	94	1086	9.4	12.5	88
WKDAY 9:00 AM - 1:00 PM		12163	1228	12.5	10.1	83	689	15.4	5.7	102	2426	13.7	19.9	91	1447	12.5	11.9	83
WKDAY 1:00 PM - 4:30 PM		16150	1733	17.6	10.7	88	953	21.3	5.9	107	3288	18.6	20.4	93	1908	16.5	11.8	83
WKDAY 4:30 PM - 7:30 PM		22463	2761	28.0	12.3	101	1276	28.5	5.7	103	4774	27.0	21.3	97	2958	25.5	13.2	92
WKDAY 7:30 PM - 8:00 PM		31795	4107	41.6	12.9	106	1908	42.6	6.0	109	7013	39.6	22.1	101	4341	37.5	13.7	95
WKDAY 11:00 PM - 11:30 PM		23977	2945	29.9	12.3	101	1430	31.9	6.0	108	5543	31.3	23.1	106	3855	33.3	16.1	112
WKDAY 11:30 PM - 1:00 AM		7703	910	9.2	11.8	97	490	10.9	6.4	115	1740	9.8	22.6	103	1359	11.7	17.6	123
M-SAT 8-11 PM-SUN 7-11 PM		33800	4425	44.9	13.1	107	1956	43.7	5.8	105	7746	43.8	22.9	105	4979	43.0	14.7	103
WKDY DAYTIME NTKW 7AM-4:30PM																		
ALL MY CHILDREN		A 6538	833	8.4	12.7	105	315	7.0	4.8	87	1527	8.6	23.4	107	705	6.1	10.8	75
ANOTHER WORLD		N 4620	569	5.8	12.3	101	260	5.8	5.6	102	976	5.5	21.1	97	609	5.3	13.2	92
AS THE WORLD TURNS		C 5614	437	4.4	7.8	64	398	8.9	7.1	128	1027	5.8	18.3	84	600	5.2	10.7	75
CAPITOL		C 3396	256	2.6	7.5	62	306	6.8	9.0	163	631	3.6	18.6	85	388	3.3	11.4	80
CBS MORN. NEWS 1		C 1446	156	1.6	10.8	89	*52	1.2	3.6	65	250	1.4	17.3	79	152	1.3	10.5	73
CBS MORN. NEWS 2		C 1207	168	1.7	13.9	114	**42	0.9	3.5	63	224	1.3	18.6	85	150	1.3	12.4	87
DAYS OF OUR LIVES		N 5877	753	7.6	12.8	105	368	8.2	6.3	113	1292	7.3	22.0	101	838	7.2	14.3	100
FACTS OF LIFE - DAYTIME		N 2290	165	1.7	7.2	59	*114	2.5	5.0	90	405	2.3	17.7	81	159	1.4	6.9	49
FAMILY FEUD		A 3023	260	2.6	8.6	71	150	3.3	5.0	90	601	3.4	19.9	91	279	2.4	9.2	65
GENERAL HOSPITAL		A 6097	637	6.5	10.4	86	300	6.7	4.9	89	1394	7.9	22.9	105	669	5.8	11.0	77
GOOD MORNING, AMERICA-730		A 3515	490	5.0	13.9	114	213	4.8	6.1	110	708	4.0	20.1	92	453	3.9	12.9	90
GOOD MORNING, AMERICA-830		A 2818	453	4.6	16.1	132	131	2.9	4.6	84	557	3.1	19.8	90	336	2.9	11.9	83
GUIDING LIGHT		C 5339	501	5.1	9.4	77	383	8.6	7.2	130	974	5.5	18.2	84	723	6.2	13.5	95
ONE LIFE TO LIVE		A 4478	381	3.9	8.5	70	198	4.4	4.4	80	850	4.8	19.0	87	363	3.1	8.1	57
PRESS YOUR LUCK		C 2244	306	3.1	13.6	112	*94	2.1	4.2	76	434	2.5	19.3	89	247	2.1	11.0	77
PRICE IS RIGHT 1		C 4348	341	3.5	7.8	64	245	5.5	5.6	102	861	4.9	19.8	91	412	3.6	9.5	

	TOTAL U.S. '000	HERB-OX				LIPTON CUP-A-BROTH				LIPTON CUP-A-SOUP				OTHER LIPTON SOUP/BROTH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	9863	100.0	12.2	100	4478	100.0	5.5	100	17693	100.0	21.8	100	11585	100.0	14.3	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3152	32.0	12.1	99	1462	32.6	5.6	101	5393	30.5	20.7	95	3280	28.3	12.6	88
NETWORK AFFILIATES - LATE	20261	2496	25.3	12.3	101	1221	27.3	6.0	109	4711	26.6	23.3	106	3165	27.3	15.6	109
INDEPENDENTS - LATE	2076	390	4.0	18.8	154	154	3.4	7.4	134	582	3.3	28.0	128	469	4.0	22.6	158
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1353	13.7	12.9	106	480	10.7	4.6	83	2307	13.0	22.1	101	1585	13.7	15.2	106
ABC MONDAY NIGHT MOVIE	A 6412	922	9.3	14.4	118	359	8.0	5.6	101	1542	8.7	24.0	110	925	8.0	14.4	101
ABC SUNDAY NIGHT MOVIE	A 12407	1775	18.0	14.3	117	699	15.6	5.6	102	2875	16.2	23.2	106	1741	15.0	14.0	98
ABC WORLD NEWS TONIGHT	A 6176	721	7.3	11.7	96	321	7.2	5.2	94	1308	7.4	21.2	97	770	6.6	12.5	87
AFTERMASH	C 5863	779	7.9	13.3	109	*251	5.6	4.3	77	1072	6.1	18.3	84	782	6.8	13.3	93
ALICE	C 9594	1224	12.4	12.8	105	429	9.6	4.5	81	1875	10.6	19.5	89	1287	11.1	13.4	94
AMERICAN PARADE	C 6622	816	8.3	12.3	101	460	10.3	6.9	126	1541	8.7	23.3	107	890	7.7	13.4	94
BENSON	A 10886	1402	14.2	12.9	106	667	14.9	6.1	111	2510	14.2	23.1	106	1481	12.8	13.6	95
BLUE THUNDER	A 5036	684	6.9	13.6	112	350	7.8	6.9	126	1251	7.1	24.8	114	751	6.5	14.9	104
CAGNEY & LACEY	C 9965	1355	13.7	13.6	112	550	12.3	5.5	100	2283	12.9	22.9	105	1619	14.0	16.2	114
CBS EVENING NEWS-DEAN	C 3491	507	5.1	14.5	119	*206	4.6	5.9	107	797	4.5	22.8	105	507	4.4	14.5	102
CBS EVENING NEWS-RATHER	C 7123	829	8.4	11.6	96	471	10.5	6.6	120	1514	8.6	21.3	97	996	8.6	14.0	98
CBS SAT. NEWS-SCHIEFFER	C 3621	390	4.0	10.8	88	126	2.8	3.5	63	752	4.3	20.8	95	376	3.2	10.4	73
CBS SATURDAY NIGHT MOVIE	C 5436	758	7.7	13.9	114	266	5.9	4.9	88	1131	6.4	20.8	95	804	6.9	14.8	103
CBS WEDNESDAY NIGHT MOVIE	C 6100	706	7.2	11.6	95	357	8.0	5.9	106	1394	7.9	22.9	105	771	6.7	12.6	88
CHEERS	N 8889	1633	16.6	18.4	151	449	10.0	5.1	91	2507	14.2	28.2	129	1357	11.7	15.3	107
DALLAS	C 22109	2890	29.3	13.1	107	1309	29.2	5.9	107	4909	27.7	22.2	102	3078	26.6	13.9	97
DIFF'RENT STROKES	N 6940	754	7.6	10.9	89	409	9.1	5.9	107	1305	7.4	18.8	86	906	7.8	13.1	91
DOUBLE TROUBLE	N 7223	884	9.0	12.2	100	309	6.9	4.3	77	1565	8.8	21.7	99	978	8.4	13.5	95
DUCK FACTORY	N 5595	983	10.0	17.6	144	320	7.1	5.7	103	1500	8.5	26.8	123	833	7.2	14.9	104
DUKES OF HAZZARD	C 5768	588	6.0	10.2	84	329	7.3	5.7	103	1131	6.4	19.6	90	606	5.2	10.5	73
DYNASTY	A 20053	2432	24.7	12.1	100	1258	28.1	6.3	113	4407	24.9	22.0	101	2788	24.1	13.9	97
FACTS OF LIFE	N 8087	1077	10.9	13.3	109	417	9.3	5.2	93	1825	10.3	22.6	103	1137	9.8	14.1	98
FALCON CREST	C 20046	2507	25.4	12.5	103	1168	26.1	5.8	105	4325	24.4	21.6	99	2844	24.5	14.2	99
FALL GUY	A 9084	1073	10.9	11.8	97	603	13.5	6.6	120	2010	11.4	22.1	101	1254	10.8	13.8	97
FAMILY TIES	N 7964	1086	11.0	13.6	112	402	9.0	5.0	91	2023	11.4	25.4	116	1022	8.8	12.8	90
FANTASY ISLAND	A 7687	810	8.2	10.5	87	493	11.0	6.4	116	1690	9.6	22.0	101	990	8.5	12.9	90
FOULUPS, BLEEP & BLUNDERS	A 8861	962	9.8	10.9	89	586	13.1	6.6	120	1881	10.6	21.2	97	1218	10.5	13.7	96
FOUR SEASONS	C 5095	760	7.7	14.9	122	*228	5.1	4.5	81	932	5.3	18.3	84	726	6.3	14.2	100
GIMME A BREAK	N 8838	1046	10.6	11.8	97	464	10.4	5.3	95	2081	11.8	23.5	108	1079	9.3	12.2	85
HART TO HART	A 8978	1049	10.6	11.7	96	554	12.4	6.2	112	1995	11.3	22.2	102	1150	9.9	12.8	90
HILL STREET BLUES	N 8590	1357	13.8	15.8	130	424	9.5	4.9	89	2208	12.5	25.7	118	1394	12.0	16.2	113
HOTEL	A 14085	1714	17.4	12.2	100	835	18.6	5.9	107	3186	18.0	22.6	104	2042	17.6	14.5	101
JEFFERSONS	C 9360	1167	11.8	12.5	102	411	9.2	4.4	79	1867	10.6	19.9	91	1354	11.7	14.5	101
JENNIFER SLEPT HERE	N 5841	635	6.4	10.9	89	314	7.0	5.4	97	1193	6.7	20.4	93	741	6.4	12.7	89
KATE & ALLIE	C 9206	1361	13.8	14.8	121	509	11.4	5.5	100	2105	11.9	22.9	105	1372	11.8	14.9	104
KNIGHT RIDER	N 7076	776	7.9	11.0	90	443	9.9	6.3	113	1689	9.5	23.9	109	1014	8.8	14.3	100
LOVE BOAT	A 12219	1433	14.5	11.7	96	815	18.2	6.7	121	2654	15.0	21.7	99	1521	13.1	12.4	87
MAGNUM PI	C 11199	1300	13.2	11.6	95	663	14.8	5.9	107	2487	14.1	22.2	102	1585	13.7	14.2	99
MAMA'S FAMILY	N 6057	736	7.5	12.2	100	305	6.8	5.0	91	1351	7.6	22.3	102	836	7.2	13.8	96
MASTER, THE	N 3598	437	4.4	12.1	100	*226	5.0	6.3	114	913	5.2	25.4	116	570	4.9	15.8	111
MATT HOUSTON	A 6344	837	8.5	13.2	108	419	9.4	6.6	119	1700	9.6	26.8	123	882	7.6	13.9	97
NBC MONDAY NIGHT MOVIE	N 11994	1443	14.6	12.0	99	623	13.9	5.2	94	2745	15.5	22.9	105	1624	14.0	13.5	95
NBC NIGHTLY NEWS	N 5132	678	6.9	13.2	108	239	5.3	4.7	84	1020	5.8	19.9	91	574	5.0	11.2	78
NBC NIGHTLY NEWS-SAT	N 3375	364	3.7	10.8	89	*157	3.5	4.7	84	574	3.2	17.0	78	389	3.4	11.5	81
NBC NIGHTLY NEWS-SUN	N 3130	445	4.5	14.2	117	*207	4.6	6.6	120	599	3.4	19.1	88	450	3.9	14.4	101
NBC SUNDAY NIGHT MOVIE	N 8284	918	9.3	11.1	91	462	10.3	5.6	101	1941	11.0	23.4	107	1235	10.7	14.9	104
NEMHART	C 9240	1329	13.5	14.4	118	542	12.1	5.9	106	2203	12.5	23.8	109	1520	13.1	16.5	115
ONE DAY AT A TIME	C 7288	774	7.8	10.6	87	376	8.4	5.2	93	1502	8.5	20.6	94	977	8.4	13.4	94
PEOPLE ARE FUNNY	N 4855	548	5.6	11.3	93	299	6.7	6.2	111	1150	6.5	23.7	108	722	6.2	14.9	104
REAL PEOPLE	N 8869	1088	11.0	12.3	101	497	11.1	5.6	101	1782	10.1	20.1	92	1212	10.5	13.7	96
REMINGTON STEELE	N 7743	1020	10.3	13.2	108	373	8.3	4.8	87	1684	9.5	21.7	100	1229	10.6	15.9	111
RIPLEY'S BELIEVE IT - NOT	A 5345	667	6.8	12.5	102	287	6.4	5.4	97	1312	7.4	24.5	112	818	7.1	15.3	107
RIPTIDE	N 6988	894	9.1	12.8	105	346	7.7	5.0	90	1432	8.1	20.5	94	1168	10.1	16.7	117
SCARECROW & MRS. KING	C 10002	1095	11.1	10.9	90	636	14.2	6.4	115	2204	12.5	22.0	101	1293	11.2	12.9	90
SIMON & SIMON	C 10638	1100	11.2	10.3	85	774	17.3	7.3	132	2264	12.8	21.3	97	1636	14.1	15.4	108
60 MINUTES	C 13293	1802	18.3	13.6	111	796	17.8	6.0	108	2963	16.7	22.3	102	1916	16.5	14.4	101
ST. ELSEWHERE	N 7017	1023	10.4	14.6	120	378	8.4	5.4	97	1911	10.8	27.2	125	1062	9.2	15.1	106
THREE'S COMPANY	A 10917	1350	13.7	12.4	102	682	15.2	6.2	113	2407	13.6	22.0	101	1352	11.7	12.4	87
T.J. HOOKER	A 9204	940	9.5	10.2	84	571	12.8	6.2	112	2036	11.5	22.1	101	1104	9.5	12.0	84
TONIGHT SHOW	N 2372	301	3.1	12.7	104	152	3.4	6.4	116	595	3.4	25.1	115	499	4.3	21.0	147
TRAPPER JOHN, M.D.	C 9846	1097	11.1	11.1	91	437	9.8	4.4	80	1931	10.9	19.6	90	1204	10.4	12.2	85
TV BOOPERS & PRAC. JOKES	N 9105	1201	12.2	13.2	108	494	11.0	5.4	98	2061	11.6	22.6	104	1346	11.6	14.8	103
20/20	A 9387	1271	12.9	13.5	111	601	13.4	6.4	116	2345	13.3	25.0	114	1411	12.2	15.0	105
WEBSTER	A 11067	1396	14.2	12.6	104	728	16.3	6.6	119	2570	14.5	23.2	106	1439	12.4	13.0	91
WORLD NEWS - SUN	A 3062	372	3.8	12.1	100	*218	4.9	7.1	129	864	4.9	28.2	129	454	3.9	14.8	104
YELLOW ROSE	N 4978	436	4.4	8.8	72	278	6.2	5.6	101	989	5.6	19.9	91	796	6.9	16.0	112
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	1408	14.3	15.9	130	608	13.6	6.8	124	2214	12.5	24.9	114	1541	13.3	17.4	121

	TOTAL U.S. '000	MRS. GRASS				TOP RAMEN				OTHER WYLER'S				KNORR			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4361	100.0	5.4	100	5763	100.0	7.1	100	5470	100.0	6.8	100	3232	100.0	4.0	100
18 - 24	9282	*263	6.0	2.8	53	607	10.5	6.5	92	*385	7.0	4.1	61	**196	6.1	2.1	53
25 - 34	19072	1181	27.1	6.2	115	1618	28.1	8.5	119	1518	27.8	8.0	118	848	26.2	4.4	111
35 - 44	14591	997	22.9	6.8	127	1354	23.5	9.3	130	1195	21.8	8.2	121	628	19.4	4.3	108
45 - 54	11345	804	18.4	7.1	132	785	13.6	6.9	97	926	16.9	8.2	121	631	19.5	5.6	139
55 - 64	11635	*552	12.7	4.7	88	841	14.6	7.2	102	696	12.7	6.0	89	560	17.3	4.8	121
65 OR OLDER	15061	564	12.9	3.7	70	557	9.7	3.7	52	750	13.7	5.0	74	369	11.4	2.5	61
18 - 34	28354	1445	33.1	5.1	95	2225	38.6	7.8	110	1903	34.8	6.7	99	1044	32.3	3.7	92
18 - 49	48339	2886	66.2	6.0	111	4063	70.5	8.4	118	3633	66.4	7.5	111	2095	64.8	4.3	109
25 - 54	45008	2983	68.4	6.6	123	3757	65.2	8.3	117	3640	66.5	8.1	120	2107	65.2	4.7	117
35 - 49	19985	1442	33.1	7.2	134	1838	31.9	9.2	129	1729	31.6	8.7	128	1051	32.5	5.3	132
50 OR OLDER	32647	1475	33.8	4.5	84	1700	29.5	5.2	73	1838	33.6	5.6	83	1137	35.2	3.5	87
GRADUATED COLLEGE	11155	*578	13.3	5.2	96	1071	18.6	9.6	135	1020	18.6	9.1	135	826	25.6	7.4	186
ATTENDED COLLEGE	13682	884	20.3	6.5	120	1682	29.2	12.3	173	1257	23.0	9.2	136	777	24.0	5.7	142
GRADUATED HIGH SCHOOL	33880	1945	44.6	5.7	107	2087	36.2	6.2	87	2205	40.3	6.5	96	1308	40.5	3.9	97
DID NOT GRADUATE HIGH SCHOOL	22270	955	21.9	4.3	80	923	16.0	4.1	58	989	18.1	4.4	66	*321	9.9	1.4	36
EMPLOYED	40306	2238	51.3	5.6	103	3455	60.0	8.6	120	2911	53.2	7.2	107	1765	54.6	4.4	110
EMPLOYED FULL-TIME	32850	1740	39.9	5.3	98	2784	48.3	8.5	119	2365	43.2	7.2	107	1480	45.8	4.5	113
EMPLOYED PART-TIME	7456	*498	11.4	6.7	124	671	11.6	9.0	126	546	10.0	7.3	108	*284	8.8	3.8	95
NOT EMPLOYED	40680	2123	48.7	5.2	97	2308	40.0	5.7	80	2559	46.8	6.3	93	1468	45.4	3.6	90
PROFESSIONAL/MANAGER	10392	*588	13.5	5.7	105	998	17.3	9.6	135	854	15.6	8.2	122	675	20.9	6.5	163
TECH/CLERICAL/SALES	17574	1085	24.9	6.2	115	1624	28.2	9.2	130	1318	24.1	7.5	111	704	21.8	4.0	100
PRECISION/CRAFT	985	*53	1.2	5.4	100	*78	1.4	7.9	111	*45	0.8	4.6	68	*22	0.7	2.2	56
OTHER EMPLOYED	11354	*511	11.7	4.5	84	754	13.1	6.6	93	695	12.7	6.1	91	*364	11.3	3.2	80
SINGLE	9863	*435	10.0	4.4	82	756	13.1	7.7	108	471	8.6	4.8	71	*360	11.1	3.7	91
MARRIED	51375	3149	72.2	6.1	114	3789	65.7	7.4	104	4062	74.3	7.9	117	2250	69.6	4.4	110
DIVORCED/SEPARATED/WIDOWED	19748	778	17.8	3.9	73	1218	21.1	6.2	87	937	17.1	4.7	70	622	19.2	3.1	79
PARENTS	32590	2031	46.6	6.2	116	2784	48.3	8.5	120	2534	46.3	7.8	115	1264	39.1	3.9	97
WHITE	70416	4129	94.7	5.9	109	5349	92.8	7.6	107	5054	92.4	7.2	106	3004	92.9	4.3	107
BLACK	8778	*166	3.8	1.9	35	*210	3.6	2.4	34	*270	4.9	3.1	46	*159	4.9	1.8	45
OTHER	1791	**66	1.5	3.7	68	**204	3.5	11.4	160	**146	2.7	8.2	121	**70	2.2	3.9	98
NORTHEAST-CENSUS	17786	1301	29.8	7.3	136	693	12.0	3.9	55	805	14.7	4.5	67	933	28.9	5.2	131
NORTH CENTRAL	20741	2373	54.4	11.4	212	1013	17.6	4.9	69	2419	44.2	11.7	173	712	22.0	3.4	86
SOUTH	27775	*154	3.5	0.6	10	698	12.1	2.5	35	1595	29.2	5.7	85	816	25.2	2.9	74
WEST	14683	*534	12.2	3.6	68	3359	58.3	22.9	321	652	11.9	4.4	66	772	23.9	5.3	132
NORTHEAST-MKTG.	17961	1178	27.0	6.6	122	692	12.0	3.9	54	826	15.1	4.6	68	1044	32.3	5.8	146
EAST CENTRAL	11885	1122	25.7	9.4	175	*369	6.4	3.1	44	955	17.5	8.0	119	*338	10.5	2.8	71
WEST CENTRAL	14090	1465	33.6	10.4	193	992	17.2	7.0	99	1906	34.8	13.5	200	*481	14.9	3.4	86
SOUTH	24081	*82	1.9	0.3	6	619	10.7	2.6	36	1331	24.3	5.5	82	666	20.6	2.8	69
PACIFIC	12969	*515	11.8	4.0	74	3091	53.6	23.8	335	*453	8.3	3.5	52	704	21.8	5.4	136
COUNTY SIZE A	32439	2039	46.8	6.3	117	2735	47.5	8.4	118	2070	37.8	6.4	94	1597	49.4	4.9	123
COUNTY SIZE B	24915	1347	30.9	5.4	100	1775	30.8	7.1	100	1400	25.6	5.6	83	986	30.5	4.0	99
COUNTY SIZE C	12930	*498	11.4	3.9	72	883	15.3	6.8	96	996	18.2	7.7	114	*420	13.0	3.2	81
COUNTY SIZE D	10703	*478	11.0	4.5	83	*370	6.4	3.5	49	1004	18.4	9.4	139	*229	7.1	2.1	54
METRO CENTRAL CITY	24518	1325	30.4	5.4	100	1814	31.5	7.4	104	1463	26.7	6.0	88	974	30.1	4.0	100
METRO SUBURBAN	35919	2218	50.9	6.2	115	3107	53.9	8.7	122	2277	41.6	6.3	94	1726	53.4	4.8	120
NON METRO	20549	819	18.8	4.0	74	842	14.6	4.1	58	1730	31.6	8.4	125	*532	16.5	2.6	65
TOP 5 ADI'S	18341	1479	33.9	8.1	150	1924	33.4	10.5	147	928	17.0	5.1	75	919	28.4	5.0	126
TOP 10 ADI'S	25378	1767	40.5	7.0	129	2157	37.4	8.5	119	1403	25.6	5.5	82	1291	39.9	5.1	127
TOP 20 ADI'S	36488	2386	54.7	6.5	121	3079	53.4	8.4	119	1972	36.1	5.4	80	1787	55.3	4.9	123
HSGLD INC. \$50,000 OR MORE	6612	*550	12.6	8.3	154	*563	9.8	8.5	120	*613	11.2	9.3	137	*471	14.6	7.1	178
\$40,000 OR MORE	12659	902	20.7	7.1	132	1211	21.0	9.6	134	1095	20.0	8.6	128	934	28.9	7.4	185
\$30,000 OR MORE	24698	1679	38.5	6.8	126	2182	37.9	8.8	124	2019	36.9	8.2	121	1579	48.9	6.4	160
\$25,000 OR MORE	32077	2279	52.3	7.1	132	2952	51.2	9.2	129	2777	50.8	8.7	128	2007	62.1	6.3	157
\$20,000 - \$24,999	9144	*534	12.2	5.8	108	*624	10.8	6.8	96	*475	8.7	5.2	77	*415	12.8	4.5	114
\$15,000 - \$19,999	8728	*441	10.1	5.1	94	*517	9.0	5.9	83	498	9.1	5.7	84	*208	6.4	2.4	60
\$10,000 - \$14,999	12562	552	12.7	4.4	82	716	12.4	5.7	80	811	14.8	6.5	96	*355	11.0	2.8	71
UNDER \$10,000	18475	556	12.7	3.0	56	954	16.6	5.2	73	909	16.6	4.9	73	*247	7.6	1.3	34
HOUSEHOLD OF 1 PERSON	11987	436	10.0	3.6	68	628	10.9	5.2	74	652	11.9	5.4	81	401	12.4	3.3	84
2 PEOPLE	26577	1152	26.4	4.3	80	1754	30.4	6.6	93	1648	30.1	6.2	92	1080	33.4	4.1	102
3 OR 4 PEOPLE	30617	1976	45.3	6.5	120	2461	42.7	8.0	113	2269	41.5	7.4	110	1237	38.3	4.0	101
5 OR MORE PEOPLE	11804	*797	18.3	6.8	125	920	16.0	7.8	110	903	16.5	7.6	113	*515	15.9	4.4	109
NO CHILD IN HSHLD	46165	2252	51.6	4.9	91	2823	49.0	6.1	86	2824	51.6	6.1	91	1838	56.9	4.0	100
CHILD(REN) UNDER 2 YRS	5325	*199	4.6	3.7	69	*367	6.4	6.9	97	*373	6.8	7.0	104	*236	7.3	4.4	111
2 - 5 YEARS	14221	689	15.8	4.8	90	1134	19.7	8.0	112	1042	19.0	7.3	108	*410	12.7	2.9	72
6 - 11 YEARS	15117	919	21.1	6.1	113	1075	18.7	7.1	100	1268	23.2	8.4	124	566	17.5	3.7	94
12 - 17 YEARS	16611	1067	24.5	6.4	119	1465	25.4	8.8	124	1257	23.0	7.6	112	703	21.8	4.2	106
RESIDENCE OWNED	55884	3328	76.3	6.0	111	3938	68.3	7.0	99	4310	78.8	7.7	114	2395	74.1	4.3	107
VALUE: \$50,000 OR MORE	31744	2151	49.3	6.8	126	2968	51.5	9.3	131	2549	46.6	8.0	119	1857	57.5	5.8	147
VALUE: UNDER \$50,000	24140	1177	27.0	4.9	91	970	16.8	4.0	56	1761	32.2	7.3	108	*538	16.6	2.2	56

		TOTAL U.S. '000	MRS. GRASS				TOP RAMEN				OTHER MYLER'S				KNORR			
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS		80986	4361	100.0	5.4	100	5763	100.0	7.1	100	5470	100.0	6.8	100	3232	100.0	4.0	100
MAGAZINES	QUINTILE 1	15799	1183	27.1	7.5	139	1471	25.5	9.3	131	1537	28.1	9.7	144	748	23.1	4.7	119
	QUINTILE 2	17259	1231	28.2	7.1	132	1634	28.4	9.5	133	1174	21.5	6.8	101	957	29.6	5.5	139
	QUINTILE 3	13545	583	13.4	4.3	80	858	14.9	6.3	89	1048	19.2	7.7	115	628	19.4	4.6	116
	QUINTILE 4	15133	679	15.6	4.5	83	934	16.2	6.2	87	907	16.6	6.0	89	473	14.6	3.1	78
	QUINTILE 5	19250	686	15.7	3.6	66	866	15.0	4.5	63	805	14.7	4.2	62	*427	13.2	2.2	56
NEWSPAPERS	QUINTILE 1	12413	902	20.7	7.3	135	895	15.5	7.2	101	1030	18.8	8.3	123	646	20.0	5.2	130
	QUINTILE 2	24116	1417	32.5	5.9	109	1710	29.7	7.1	100	1709	31.2	7.1	105	1146	35.5	4.8	119
	QUINTILE 3	11261	654	15.0	5.8	108	899	15.6	8.0	112	830	15.2	7.4	109	*494	15.3	4.4	110
	QUINTILE 4	20255	1016	23.3	5.0	93	1476	25.6	7.3	102	1252	22.9	6.2	92	579	17.9	2.9	72
	QUINTILE 5	12940	*371	8.5	2.9	53	782	13.6	6.0	85	649	11.9	5.0	74	*367	11.4	2.8	71
OUTDOOR	QUINTILE 1	14852	972	22.3	6.5	122	1214	21.1	8.2	115	981	17.9	6.6	98	640	19.8	4.3	108
	QUINTILE 2	15725	901	20.7	5.7	106	1041	18.1	6.6	93	1086	19.9	6.9	102	585	18.1	3.7	93
	QUINTILE 3	16330	1087	24.9	6.7	124	1355	23.5	8.3	117	1405	25.7	8.6	127	769	23.8	4.7	118
	QUINTILE 4	16744	667	15.3	4.0	74	1228	21.3	7.3	103	1063	19.4	6.3	94	556	17.2	3.3	83
	QUINTILE 5	17334	735	16.9	4.2	79	925	16.1	5.3	75	935	17.1	5.4	80	683	21.1	3.9	99
RADIO-DRIVE TIME	QUINTILE 1	15911	976	22.4	6.1	114	1107	19.2	7.0	98	1265	23.1	8.0	118	650	20.1	4.1	102
	QUINTILE 2	14837	754	17.3	5.1	94	1028	17.8	6.9	97	1225	22.4	8.3	122	672	20.8	4.5	113
	QUINTILE 3	15339	915	21.0	6.0	111	1173	20.4	7.6	107	1025	18.7	6.7	99	592	18.3	3.9	97
	QUINTILE 4	16723	834	19.1	5.0	93	1285	22.3	7.7	108	957	17.5	5.7	85	663	20.5	4.0	99
	QUINTILE 5	18176	883	20.2	4.9	90	1171	20.3	6.4	91	998	18.2	5.5	81	656	20.3	3.6	90
RADIO-MID- DAY	TERCILE 1	21020	1364	31.3	6.5	121	1319	22.9	6.3	88	1547	28.3	7.4	109	896	27.7	4.3	107
	TERCILE 2	21610	1278	29.3	5.9	110	1803	31.3	8.3	117	1525	27.9	7.1	104	938	29.0	4.3	109
	TERCILE 3	38355	1719	39.4	4.5	83	2641	45.8	6.9	97	2399	43.9	6.3	93	1399	43.3	3.6	91
RADIO-TOTAL	QUINTILE 1	15988	921	21.1	5.8	107	992	17.2	6.2	87	1179	21.6	7.4	109	650	20.1	4.1	102
	QUINTILE 2	15626	1034	23.7	6.6	123	1236	21.4	7.9	111	1030	18.8	6.6	98	615	19.0	3.9	99
	QUINTILE 3	16723	919	21.1	5.5	102	1391	24.1	8.3	117	1304	23.8	7.8	115	799	24.7	4.8	120
	QUINTILE 4	16342	908	20.8	5.6	103	1311	22.7	8.0	113	1139	20.8	7.0	103	596	18.4	3.6	91
	QUINTILE 5	16306	580	13.3	3.6	66	833	14.5	5.1	72	819	15.0	5.0	74	573	17.7	3.5	88
TV-PRIME TIME	QUINTILE 1	15953	1020	23.4	6.4	119	1103	19.1	6.9	97	1123	20.5	7.0	104	475	14.7	3.0	75
	QUINTILE 2	16137	1111	25.6	6.9	128	1036	18.0	6.4	90	1040	19.0	6.4	95	751	23.2	4.7	117
	QUINTILE 3	16420	842	19.3	5.1	95	1245	21.6	7.6	107	1083	19.8	6.6	98	836	25.9	5.1	128
	QUINTILE 4	16687	641	14.7	3.8	71	1206	20.9	7.2	102	1113	20.3	6.7	99	686	21.2	4.1	103
	QUINTILE 5	15789	749	17.2	4.7	88	1173	20.4	7.4	104	1111	20.3	7.0	104	484	15.0	3.1	77
TV-DAYTIME	TERCILE 1	27736	1300	29.8	4.7	87	1756	30.5	6.3	89	1772	32.4	6.4	95	742	23.0	2.7	67
	TERCILE 2	26489	1865	42.8	7.0	131	1789	31.0	6.8	95	1868	34.1	7.1	104	1350	41.8	5.1	128
	TERCILE 3	26761	1196	27.4	4.5	83	2218	38.5	8.3	116	1831	33.5	6.8	101	1140	35.3	4.3	107
TV-TOTAL	QUINTILE 1	16345	781	17.9	4.8	89	1006	17.5	6.2	86	1065	19.5	6.5	96	*398	12.3	2.4	61
	QUINTILE 2	16447	1163	26.7	7.1	131	966	16.8	5.9	83	945	17.3	5.7	85	690	21.3	4.2	105
	QUINTILE 3	15980	988	22.7	6.2	115	1196	20.8	7.5	105	1134	20.7	7.1	105	743	23.0	4.6	117
	QUINTILE 4	15887	729	16.7	4.6	85	1352	23.5	8.5	120	1153	21.1	7.3	107	729	22.6	4.6	115
	QUINTILE 5	16326	702	16.1	4.3	80	1244	21.6	7.6	107	1174	21.5	7.2	106	673	20.8	4.1	103
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	1503	34.5	7.3	135	1841	31.9	8.9	125	1769	32.3	8.5	126	1246	38.6	6.0	151
	NEWSPAPER IMPERATIVE	19186	1106	25.4	5.8	107	1738	30.2	9.1	127	1477	27.0	7.7	114	761	23.5	4.0	99
		21899	1164	26.7	5.3	99	1189	20.6	5.4	76	1299	23.7	5.9	88	822	25.4	3.8	94
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	1103	25.3	7.1	133	1421	24.7	9.2	129	1432	26.2	9.3	137	804	24.9	5.2	130
	OUTDOOR IMPERATIVE	25953	1536	35.2	5.9	110	2203	38.2	8.5	119	1989	36.4	7.7	113	1290	39.9	5.0	125
		24400	1230	28.2	5.0	94	1420	24.6	5.8	82	1381	25.2	5.7	84	711	22.0	2.9	73
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	1202	27.6	6.7	124	1504	26.1	8.3	117	1555	28.4	8.6	128	771	23.9	4.3	107
	RADIO IMPERATIVE	23571	1494	34.3	6.3	118	2151	37.3	9.1	128	1819	33.3	7.7	114	1265	39.1	5.4	134
		23278	1144	26.2	4.9	91	1315	22.8	5.6	79	1449	26.5	6.2	92	797	24.7	3.4	86
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	1234	28.3	8.0	148	1274	22.1	8.2	116	1164	21.3	7.5	111	771	23.9	5.0	125
	TELEVISION IMPERATIVE	25829	1494	34.3	5.8	107	2439	42.3	9.4	133	2251	41.2	8.7	129	1374	42.5	5.3	133
		26039	1142	26.2	4.4	81	1198	20.8	4.6	65	1339	24.5	5.1	76	605	18.7	2.3	58
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	1295	29.7	7.8	145	1246	21.6	7.5	105	1447	26.5	8.7	129	972	30.1	5.9	147
	OUTDOOR IMPERATIVE	26834	1481	34.0	5.5	102	1888	32.8	7.0	99	1812	33.1	6.8	100	1141	35.3	4.3	107
		23346	1202	27.6	5.1	96	1851	32.1	7.9	111	1457	26.6	6.2	92	665	20.6	2.8	71
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	1064	24.4	6.2	115	1092	18.9	6.4	90	1367	25.0	8.0	118	803	24.8	4.7	117
	RADIO IMPERATIVE	25892	1565	35.9	6.0	112	2018	35.0	7.8	110	1826	33.4	7.1	104	1319	40.8	5.1	128
		23167	1273	29.2	5.5	102	1930	33.5	8.3	117	1545	28.2	6.7	99	734	22.7	3.2	79
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	1202	27.6	7.0	130	1020	17.7	5.9	84	1155	21.1	6.7	100	714	22.1	4.2	104
	TELEVISION IMPERATIVE	26214	1444	33.1	5.5	102	2146	37.2	8.2	115	2079	38.0	7.9	117	1460	45.2	5.6	140
		23412	1118	25.6	4.8	89	1528	26.5	6.5	92	1357	24.8	5.8	86	648	20.0	2.8	69
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	1053	24.1	6.9	128	1198	20.8	7.8	110	1210	22.1	7.9	117	685	21.2	4.5	112
	RADIO IMPERATIVE	24901	1379	31.6	5.5	103	1839	31.9	7.4	104	1706	31.2	6.9	101	1036	32.1	4.2	104
		26492	1449	33.2	5.5	102	1910	33.1	7.2	101	1844	33.7	7.0	103	1048	32.4	4.0	99
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	14794	1061	24.3	7.2	133	942	16.3	6.4	89	859	15.7	5.8	86	*437	13.5	3.0	74
	TELEVISION IMPERATIVE	25437	1381	31.7	5.4													

	TOTAL U.S. '000	MRS. GRASS				TOP RAMEN				OTHER MYLER'S				KNORR			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	4361	100.0	5.4	100	5763	100.0	7.1	100	5470	100.0	6.8	100	3232	100.0	4.0	100
ATLANTIC MONTHLY	415	**24	0.6	5.8	107	**25	0.4	6.0	85	**21	0.4	5.1	75	**28	0.9	6.7	169
BARRON'S	453	**117	2.7	25.8	480	**63	1.1	13.9	195	**86	1.6	19.0	281	**62	1.9	13.7	343
BETTER HOMES & GARDENS	16256	1293	29.6	8.0	148	1421	24.7	8.7	123	1560	28.5	9.6	142	794	24.6	4.9	122
BON APPETIT	2535	*191	4.4	7.5	140	431	7.5	17.0	239	371	6.8	14.6	217	*150	4.6	5.9	148
BUSINESS WEEK	1278	**120	2.8	9.4	174	**119	2.1	9.3	131	**141	2.6	11.0	163	**93	2.9	7	182
CAR AND DRIVER	378	**0	0.0	0.0	0	**0	0.0	0.0	0	**48	0.9	12.7	188	**16	0.5		106
CBS MAGAZINE NETWORK (GROSS)	1498	**93	2.1	6.2	115	**137	2.4	9.1	129	**145	2.7	9.7	143	**47	1.5	3	79
CHANGING TIMES	1505	**89	2.0	5.9	110	**106	1.8	7.0	99	*124	2.3	8.2	122	**109	3.4	7.2	181
COLONIAL HOMES	1231	**45	1.0	3.7	68	**104	1.8	8.4	119	**125	2.3	10.2	150	**35	1.1	2.8	71
CONDE NAST MAG. PKG. (GROSS)	14146	982	22.5	6.9	129	970	16.8	6.9	96	897	16.4	6.3	94	679	21.0	4.8	120
CONSUMERS DIGEST	1323	*149	3.4	11.3	209	**135	2.3	10.2	143	**96	1.8	7.3	107	**50	1.5	3.8	95
COSMOPOLITAN	7102	467	10.7	6.6	122	548	9.5	7.7	108	417	7.6	5.9	87	363	11.2	5.1	128
COUNTRY LIVING	2481	**159	3.6	6.4	119	**124	2.2	5.0	70	351	6.4	14.1	209	*128	4.0	5.2	129
CUISINE	1472	**62	1.4	4.2	78	*246	4.3	16.7	235	**141	2.6	9.6	142	**77	2.4	5.2	131
CYCLE WORLD	425	**53	1.2	12.5	232	**31	0.5	7.3	103	**34	0.6	8.0	118	**18	0.6	4.2	106
DCI:CREATIVE IDEAS FOR LIV	2510	**177	4.1	7.1	131	*267	4.6	10.6	149	*264	4.8	10.5	156	**126	3.9	5.0	126
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*217	5.0	3.2	60	403	7.0	6.0	85	803	14.7	12.0	178	281	8.7	4.2	105
DISCOVER	894	*17	0.4	1.9	35	**84	1.5	9.4	132	**28	0.5	3.1	46	**29	0.9	3.2	81
EBONY	3507	*87	2.0	2.5	46	**89	1.5	2.5	36	*120	2.2	3.4	51	**37	1.1	1.1	26
ESQUIRE	1083	**115	2.6	10.6	197	**110	1.9	10.2	143	**100	1.8	9.2	137	**75	2.3	6.9	174
ESSENCE	1830	**37	0.8	2.0	38	**74	1.3	4.0	57	**91	1.7	5.0	74	**34	1.1	1.9	47
FAMILY CIRCLE	15930	1228	28.2	7.7	143	1304	22.6	8.2	115	1558	28.5	9.8	145	762	23.6	4.8	120
THE FAMILY HANDYMAN	1126	**95	2.2	8.4	157	**114	2.0	10.1	142	**123	2.2	10.9	162	**88	2.7	7.8	196
FAMILY WEEKLY	11468	551	12.6	4.8	89	1027	17.8	9.0	126	838	15.3	7.3	108	467	14.4	4.1	102
FIELD & STREAM	2234	*147	3.4	6.6	122	*149	2.6	6.7	94	*145	2.7	6.5	96	**95	2.9	4.3	107
FOOD & WINE	579	**29	0.7	5.0	93	**60	1.0	10.4	146	**63	1.2	10.9	161	**39	1.2	6.7	169
FORBES	728	**97	2.2	13.3	247	**55	1.0	7.6	106	**94	1.7	12.9	191	**88	2.7	12.1	303
FORTUNE	906	**176	4.0	19.4	361	**122	2.1	13.5	189	**143	2.6	15.8	234	**88	1.8	6.4	160
GENTLEMEN'S QUARTERLY	791	**47	1.1	5.9	110	**115	2.0	14.5	204	**26	0.5	3.3	49	**43	1.3	5.4	136
GLAMOUR	5265	400	9.2	7.6	141	426	7.4	8.1	114	352	6.4	6.7	99	*280	8.7	5.3	133
GOLF DIGEST	636	**99	2.3	15.6	289	**85	1.5	13.4	188	**74	1.4	11.6	172	**49	1.5	7.7	193
GOLF DIGEST/TENNIS (GROSS)	1186	**123	2.8	10.4	193	**123	2.1	10.4	146	**120	2.2	10.1	150	**80	2.5	6.7	169
GOLF MAGAZINE	441	**53	1.2	12.0	223	**61	1.1	13.8	194	**56	1.0	12.7	188	**46	1.4	10.4	261
GOLF MAGAZINE/SKI (GROSS)	922	**93	2.1	10.1	187	**153	2.7	16.6	233	**88	1.6	9.5	141	**51	1.6	5.5	139
GOOD HOUSEKEEPING	16487	1266	29.0	7.7	143	1399	24.3	8.5	119	1519	27.8	9.2	136	628	19.4	3.8	95
HARPER'S BAZAAR	2423	**160	3.7	6.6	123	*151	2.6	6.2	88	*148	2.7	6.1	90	*157	4.9	6.5	162
HEALTH	1994	*185	4.2	9.3	172	**106	1.8	5.3	75	*170	3.1	8.5	126	**109	3.4	5.5	137
HEARST MAG CORP. BUY (GROSS)	44101	3094	70.9	7.0	130	3548	61.6	8.0	113	3878	70.9	8.8	130	2006	62.1	4.5	114
HEARST MAN POWER (GROSS)	1993	**184	4.2	9.2	171	*236	4.1	11.8	166	*273	5.0	13.7	203	**58	1.8	2.9	73
HEARST WOMAN POWER (GROSS)	31274	2239	51.3	7.2	133	2512	43.6	8.0	113	2585	47.3	8.3	122	1354	41.9	4.3	108
HOUSE BEAUTIFUL	3623	*224	5.1	6.2	115	311	5.4	8.6	121	289	5.3	8.0	118	*212	6.6	5.9	147
INC.	283	**47	1.1	16.6	308	**15	0.3	5.3	74	**60	1.1	21.2	314	**40	1.2	14.1	354
JET	2928	*99	2.3	3.4	63	*125	2.2	4.3	60	*132	2.4	4.5	67	**63	1.9	2.2	54
LADIES' HOME JOURNAL	11918	836	19.2	7.0	130	1113	19.3	9.3	131	918	16.8	7.7	114	580	17.9	4.9	122
LHJ FAMILY GRP COMBO(GROSS)	16764	1189	27.3	7.1	132	1510	26.2	9.0	127	1362	24.9	8.1	120	787	24.4	4.7	118
LIFE	4254	360	8.3	8.5	157	439	7.6	10.3	145	208	3.8	4.9	72	*206	6.4	4.8	121
L.A. TIMES HOME MAGAZINE	1145	**68	1.6	5.9	110	*218	3.8	19.0	268	**55	1.0	4.8	71	*160	5.0	14.0	350
MADEMOISELLE	2884	*250	5.7	8.7	161	*158	2.7	5.5	77	*229	4.2	7.9	118	*133	4.1	4.6	116
MC CALL'S	13460	870	19.9	6.5	120	1073	18.6	8.0	112	1301	23.8	9.7	143	558	17.3	4.1	104
MC CALL'S/WRK MOTHER (GROSS)	14606	951	21.8	6.5	121	1140	19.8	7.8	110	1371	25.1	9.4	139	619	19.2	4.2	106
MECHANIX ILLUSTRATED	772	**79	1.8	10.2	190	**105	1.8	13.6	191	**96	1.8	12.4	184	**53	1.6	6.9	172
METROPOLITAN HOME	967	**30	0.7	3.1	58	**95	1.6	9.8	138	**100	1.8	10.3	153	**100	3.1	10.3	259
MONEY	1588	**105	2.4	6.6	123	**78	1.4	4.9	69	*190	3.5	12.0	177	**132	4.1	8.3	208
MOTHER EARTH NEWS	1002	**117	2.7	11.7	217	**114	2.0	11.4	160	*157	2.9	15.7	232	**52	1.6	5.2	130
MS.	825	**26	0.6	3.2	59	**59	1.0	7.2	100	**45	0.8	5.5	81	**43	1.3	5.2	131
NATIONAL ENQUIRER	10336	590	13.5	5.7	106	632	11.0	6.1	86	614	11.2	5.9	88	312	9.7	3.0	76
NATIONAL GEOGRAPHIC	9597	693	15.9	7.2	134	1042	18.1	10.9	153	1044	19.1	10.9	161	628	19.4	6.5	164
NATIONAL SUNDAY MAGAZINE PKG	49558	3168	72.6	6.4	119	3796	65.9	7.7	108	3502	64.0	7.1	105	2204	68.2	4.4	111
NATURAL HISTORY	573	*76	1.7	13.3	246	*84	1.5	14.7	206	*46	0.8	8.0	119	*35	1.1	6.1	153
NEW WOMAN	1699	**51	1.2	3.0	56	**135	2.3	7.9	112	*150	2.7	8.8	131	**68	2.1	4.0	100
NEW YORK INCLUDING CUE	443	**55	1.3	12.4	231	**46	0.8	10.4	146	**23	0.4	5.2	77	**22	0.7	5.0	124
THE NEW YORKER	1270	*148	3.4	11.7	216	*133	2.3	10.5	147	*117	2.1	9.2	136	*98	3.0	7.7	193
NEWSWEEK	6277	401	9.2	6.4	119	550	9.5	8.8	123	538	9.8	8.6	127	415	12.8	6.6	166
THE N.Y. TIMES DAILY EDITION	1205	**104	2.4	8.6	160	**72	1.2	6.0	84	**117	2.1	9.7	144	*111	3.4	9.2	231
THE N.Y. TIMES MAGAZINE	2081	**136	3.1	6.5	121	**128	2.2	6.2	86	*175	3.2	8.4	125	224	6.9	10.8	270
OMNI	788	**43	1.0	5.5	101	**70	1.2	8.9	125	**84	1.5	10.7	158	**28	0.9	3.6	89
ON CABLE	1158	**93	2.1	8.0	149	**51	0.9	4.4	62	**50	0.9	4.3	64	*32	1.0	2.8	69
1001 HOME IDEAS	2852	*168	3.9	5.9	109	*291	5.0	10.2	143	*273	5.0	9.6	142	*97	3.0	3.4	85
ORGANIC GARDENING	1658	**141	3.2	8.5	158	*198	3.4	11.9	168	*136	2.5	8.2	121	*51	1.6	3.1	77
OUTDOOR LIFE	896	*77	1.8	8.6	160	*42	0.7	4.7	66	*76	1.4	8.5	126	*31	1.0	3.5	87
PARADE MAGAZINE	24275	1583	36.3	6.5	121	1687	29.3	6.9	98	1784	32.6	7.3	109	928	28.7	3.8	96

	TOTAL U.S. '000	MRS. GRASS				TOP RAMEN				OTHER WYLER'S				KNORR			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS
TOTAL FEMALE HOMEOWNERS	80986	4361	100.0	5.4	100	5763	100.0	7.1	100	5470	100.0	6.8	100	3232	100.0	4.0	100
PARENTS	3845	**199	4.6	5.2	96	267	4.6	6.9	98	307	5.6	8.0	118	*173	5.4	4.5	113
PENTHOUSE	831	**78	1.8	9.4	174	**92	1.6	11.1	156	**61	1.1	7.3	109	**6	0.2	0.7	18
PEOPLE	11645	780	17.9	6.7	124	1217	21.1	10.5	147	891	16.3	7.7	113	515	15.9	4.4	111
PLAYBOY	2006	*171	3.9	8.5	158	**98	1.7	4.9	69	*137	2.5	6.8	101	**62	1.9	3.1	77
POPULAR HOT RODDING	297	**33	0.8	11.1	206	**31	0.5	10.4	147	**12	0.2	4.0	60	**12	0.4	4.0	101
POPULAR MECHANICS	1018	**125	2.9	12.3	228	**169	2.9	16.6	233	**180	3.3	17.7	262	**36	1.1	3.5	89
POPULAR SCIENCE	878	**71	1.6	8.1	150	**80	1.4	9.1	128	**151	2.8	17.2	255	**56	1.7	6.4	160
PREVENTION	3913	376	8.6	9.6	178	357	6.2	9.1	128	286	5.2	7.3	108	200	6.2	5.1	128
PSYCHOLOGY TODAY	1710	**82	1.9	4.8	89	*152	2.6	8.9	125	*122	2.2	7.1	106	**39	1.2	2.3	57
READER'S DIGEST	22204	1341	30.7	6.0	112	1862	32.3	8.4	118	2076	38.0	9.3	138	1137	35.2	5.1	128
REDBOOK	7684	507	11.6	6.6	123	565	9.8	7.4	103	649	11.9	8.4	125	363	11.2	4.7	118
ROAD & TRACK	410	**36	0.8	8.8	163	**66	1.1	16.1	226	**77	1.4	18.8	278	**17	0.5	4.1	104
ROLLING STONE	969	**84	1.9	8.7	161	*139	2.4	14.3	202	**117	2.1	12.1	179	**69	2.1	7.1	178
RUNNER'S WORLD	298	**0	0.0	0.0	0	**22	0.4	7.4	104	**18	0.3	6.0	89	**9	0.3	3.0	76
SATURDAY EVENING POST	1169	**131	3.0	11.2	208	**99	1.7	8.5	119	*103	1.9	8.8	130	**32	1.0	2.7	69
SCIENCE 84	587	**43	1.0	7.3	136	**132	2.3	22.5	316	**76	1.4	12.9	192	**57	1.8	9.7	243
SCIENCE DIGEST	482	**29	0.7	6.0	112	**50	0.9	10.4	146	**43	0.8	8.9	132	**17	0.5	3.5	88
SCIENTIFIC AMERICAN	594	**40	0.9	6.7	125	**50	0.9	8.4	118	**58	1.1	9.8	145	**33	1.0	5.6	139
SELF	2089	**150	3.4	7.2	133	**99	1.7	4.7	67	**112	2.0	5.4	79	**86	2.7	4.1	103
SEVENTEEN	2411	*181	4.2	7.5	139	*150	2.6	6.2	87	*130	2.4	5.4	80	*106	3.3	4.4	110
SKI	480	**41	0.9	8.5	159	**93	1.6	19.4	272	**33	0.6	6.9	102	**5	0.2	1.0	26
SMITHSONIAN	2760	*150	3.4	5.4	101	303	5.3	11.0	154	*176	3.2	6.4	94	240	7.4	8.7	218
SOAP OPERA DIGEST	3013	*152	3.5	5.0	94	*166	2.9	5.5	77	**158	2.9	5.2	78	**39	1.2	1.3	32
SOUTHERN LIVING	4184	**40	0.9	1.0	18	*136	2.4	3.3	46	539	9.9	12.9	191	*154	4.8	3.7	92
SPORT	559	**41	0.9	7.3	136	**71	1.2	12.7	178	**73	1.3	13.1	193	**25	0.8	4.5	112
THE SPORTING NEWS	436	**15	0.3	3.4	64	**42	0.7	9.6	135	**62	1.1	14.2	211	**7	0.2	1.6	40
SPORTS AFIELD	493	**29	0.7	5.9	109	**17	0.3	3.4	48	**50	0.9	10.1	150	**4	0.1	0.8	20
SPORTS ILLUSTRATED	2758	*210	4.8	7.6	141	*228	4.0	8.3	116	*261	4.8	9.5	140	*177	5.5	6.4	161
STAR	7456	397	9.1	5.3	99	450	7.8	6.0	85	441	8.1	5.9	88	212	6.6	2.8	71
SUNDAY	24936	1939	44.5	7.8	144	1800	31.2	7.2	101	1754	32.1	7.0	104	1259	39.0	5.0	127
SUNSET	2124	**140	3.2	6.6	122	581	10.1	27.4	384	*171	3.1	8.1	119	*157	4.9	7.4	185
TV GUIDE	21661	1238	28.4	5.7	106	1845	32.0	8.5	120	1211	22.1	5.6	83	940	29.1	4.3	109
TENNIS	550	**24	0.6	4.4	81	**38	0.7	6.9	97	**46	0.8	8.4	124	**31	1.0	5.6	141
TIME	8880	634	14.5	7.1	133	862	15.0	9.7	136	678	12.4	7.6	113	516	16.0	5.8	146
TOWN & COUNTRY	917	**62	1.4	6.8	126	**79	1.4	8.6	121	**108	2.0	11.8	174	**60	1.9	6.5	164
TRAVEL & LEISURE	972	**54	1.2	5.6	103	*134	2.3	13.8	194	**43	0.8	4.4	65	**66	2.0	6.8	170
TRUE STORY	3356	*135	3.1	4.0	75	*169	2.9	5.0	71	*196	3.6	5.8	86	**35	1.1	1.0	26
U.S. NEWS & WORLD REPORT	3410	*213	4.9	6.2	116	371	6.4	10.9	153	230	4.2	6.7	100	*188	5.8	5.5	138
USA TODAY	1759	**77	1.8	4.4	81	**122	2.1	6.9	97	*188	3.4	10.7	158	**68	2.1	3.9	97
US	1873	*199	4.6	10.6	197	*162	2.8	8.6	122	**116	2.1	6.2	92	**55	1.7	2.9	74
VOGUE	3909	*182	4.2	4.7	86	*286	5.0	7.3	103	205	3.7	5.2	78	*180	5.6	4.6	115
MALL STREET JOURNAL	1886	**122	2.8	6.5	120	**157	2.7	8.3	117	*248	4.5	13.1	195	*215	6.7	11.4	286
WEIGHT WATCHERS	2120	*97	2.2	4.6	85	*268	4.7	12.6	178	*192	3.5	9.1	134	**99	3.1	4.7	117
WOMAN'S DAY	14172	1231	28.2	8.7	161	1265	22.0	8.9	125	1304	23.8	9.2	136	705	21.8	5.0	125
WORKING MOTHER	1146	**81	1.9	7.1	131	**68	1.2	5.9	83	**69	1.3	6.0	89	**62	1.9	5.4	136
WORKING WOMAN	1322	**102	2.3	7.7	143	**59	1.0	4.5	63	*123	2.2	9.3	138	**64	2.0	4.8	121
WORLD TENNIS	*163	**0	0.0	0.0	0	*99	0.2	5.5	78	**5	0.1	3.1	45	**2	0.1	1.2	31
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**109	2.5	4.3	80	*215	3.7	8.5	119	*220	4.0	8.7	129	**82	2.5	3.2	81
BLAIR INSERTS	43657	2987	68.5	6.8	127	3242	56.3	7.4	104	3097	56.6	7.1	105	2091	64.7	4.8	120
DAILY NEWSPAPERS																	
READ ANY	51633	3012	69.1	5.8	108	3529	61.2	6.8	96	3816	69.8	7.4	109	2263	70.0	4.4	110
READ ONE	43463	2410	55.3	5.5	103	2974	51.6	6.8	96	3120	57.0	7.2	106	1743	53.9	4.0	100
READ TWO OR MORE	8170	603	13.8	7.4	137	555	9.6	6.8	95	696	12.7	8.5	126	520	16.1	6.4	159
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3317	76.1	6.3	117	4030	69.9	7.7	108	3830	70.0	7.3	108	2385	73.8	4.5	113
READ ONE	46126	2827	64.8	6.1	114	3538	61.4	7.7	108	3232	59.1	7.0	104	2050	63.4	4.4	111
READ TWO OR MORE	6552	490	11.2	7.5	139	491	8.5	7.5	105	598	10.9	9.1	135	335	10.4	5.1	128
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.34				27.58				26.48				27.19			
30 DAY REACH	71455	3916	89.8	5.5	102	5310	92.1	7.4	104	4908	89.7	6.9	102	2862	88.6	4.0	100
50 SHWG - 30 DAY AV FREQ	14.56	15.33				14.63				13.78				14.71			
30 DAY REACH	67742	3758	86.2	5.5	103	5012	87.0	7.4	104	4711	86.1	7.0	103	2645	81.8	3.9	98
25 SHWG - 30 DAY AV FREQ	7.94	8.10				7.70				7.35				8.00			
30 DAY REACH	62117	3566	81.8	5.7	107	4730	82.1	7.6	107	4417	80.7	7.1	105	2441	75.5	3.9	98
CABLE TV: HOME WIRED	32077	1751	40.2	5.5	101	2613	45.3	8.1	114	2215	40.5	6.9	102	1482	45.9	4.6	116
HOME NOT WIRED	88909	2611	59.9	5.3	99	3150	54.7	6.4	91	3256	59.5	6.7	99	1751	54.2	3.6	90
HAVE PAY CABLE	15935	1111	25.5	7.0	129	1466	25.4	9.2	129	1241	22.7	7.8	115	810	25.1	5.1	127

	TOTAL U.S. '000	MRS. GRASS				TOP RAMEN				OTHER MYLER'S				KNORR			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4361	100.0	5.4	100	5763	100.0	7.1	100	5470	100.0	6.8	100	3232	100.0	4.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2541	58.3	5.8	107	3300	57.3	7.5	106	3325	60.8	7.6	112	1937	59.9	4.4	111
10:00 AM - 3:00 PM	30659	1944	44.6	6.3	118	2246	39.0	7.3	103	2150	39.3	7.0	104	1310	40.5	4.3	107
3:00 PM - 7:00 PM	31045	1845	42.3	5.9	110	2416	41.9	7.8	109	2445	44.7	7.9	117	1268	39.2	4.1	102
7:00 PM - MIDNIGHT	15767	981	22.5	6.2	116	1277	22.2	8.1	114	919	16.8	5.8	86	642	19.9	4.1	102
MIDNIGHT - 6:00 AM	9120	432	9.9	4.7	88	703	12.2	7.7	108	580	10.6	6.4	94	334	10.3	3.7	92
6:00 AM - MIDNIGHT	58527	3474	79.7	5.9	110	4489	77.9	7.7	108	4265	78.0	7.3	108	2474	76.5	4.2	106
ENTIRE DAY	59311	3513	80.6	5.9	110	4520	78.4	7.6	107	4281	78.3	7.2	107	2500	77.4	4.2	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1162	26.6	7.2	133	1443	25.0	8.9	125	1459	26.7	9.0	134	636	19.7	3.9	99
ALL NEWS	2256	*168	3.9	7.4	138	**173	3.0	7.7	108	**90	1.6	4.0	59	*192	5.9	8.5	213
AOR/PROGRESSIVE	3874	*269	6.2	6.9	129	423	7.3	10.9	153	*226	4.1	5.8	86	*218	6.7	5.6	141
BEAUTIFUL MUSIC	5660	233	5.3	4.1	76	388	6.7	6.9	96	511	9.3	9.0	134	347	10.7	6.1	154
BLACK	2204	**85	1.9	3.9	72	**136	2.4	6.2	87	**30	0.5	1.4	20	**109	3.4	4.9	124
CLASSICAL	1418	**65	1.5	4.6	85	*168	2.9	11.8	166	**153	2.8	10.8	160	**119	3.7	8.4	210
CHR/ROCK	9538	538	12.3	5.6	105	752	13.0	7.9	111	652	11.9	6.8	101	358	11.1	3.8	94
COUNTRY	12648	651	14.9	5.1	96	767	13.3	6.1	85	1065	19.5	8.4	125	440	13.6	3.5	87
GOLDEN OLDIES	1191	**23	0.5	1.9	36	**82	1.4	6.9	97	**43	0.8	3.6	53	**38	1.2	3.2	80
MOR/NOSTALGIA	4757	*392	9.0	8.2	153	521	9.0	11.0	154	432	7.9	9.1	134	281	8.7	5.9	148
NEWS/TALK	3863	306	7.0	7.9	147	415	7.2	10.7	151	247	4.5	6.4	95	*236	7.3	6.1	153
RELIGIOUS	3084	**143	3.3	4.6	86	*179	3.1	5.8	82	*127	2.3	4.1	61	**139	4.3	4.5	113
SOFT ROCK	521	**49	1.1	9.4	175	**10	0.2	1.9	27	**21	0.4	4.0	60	**16	0.5	3.1	77
URBAN CONTEMPORARY	1585	**49	1.1	3.1	57	**49	0.9	3.1	43	**42	0.8	2.6	39	**50	1.5	3.2	78
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*310	7.1	9.5	177	**141	2.4	4.3	61	*217	4.0	6.7	99	**105	3.2	3.2	81
ABC DIRECTION	2316	**115	2.6	5.0	92	*152	2.6	6.6	92	*238	4.4	10.3	152	*107	3.3	4.6	116
ABC ENTERTAINMENT	4834	*168	3.9	3.5	65	*312	5.4	6.5	91	*300	5.5	6.2	92	*163	5.0	3.4	84
ABC FM	2202	**47	1.1	2.1	40	**116	2.0	5.3	74	*151	2.8	6.9	102	**88	2.7	4.0	100
ABC INFORMATION	5425	362	8.3	6.7	124	592	10.3	10.9	153	521	9.5	9.6	142	326	10.1	6.0	151
ABC ROCK	1677	*178	4.1	10.6	197	**125	2.2	7.5	105	**172	3.1	10.3	152	**108	3.3	6.4	161
CBS	4430	320	7.3	7.2	134	444	7.7	10.0	141	266	4.9	6.0	89	*212	6.6	4.8	120
MUTUAL	4992	414	9.5	8.3	154	*362	6.3	7.3	102	475	8.7	9.5	141	277	8.6	5.5	139
NBC	4679	431	9.9	9.2	171	*257	4.5	5.5	77	265	4.8	5.7	84	*195	6.0	4.2	104
RADIORADIO	1994	**168	3.9	8.4	156	**121	2.1	6.1	85	*120	2.2	6.0	89	**52	1.6	2.6	65
RKO ONE	2298	**111	2.5	4.8	90	**145	2.5	6.3	89	*161	2.9	7.0	104	**50	1.5	2.2	55
RKO TWO	3311	*182	4.2	5.5	102	**86	1.5	2.6	37	*228	4.2	6.9	102	**136	4.2	4.1	103
THE SOURCE	2114	**105	2.4	5.0	92	**149	2.6	7.0	99	**136	2.5	6.4	95	**102	3.2	4.8	121
NON-HIRED : BLAIR	8654	491	11.3	5.7	105	757	13.1	8.7	123	819	15.0	9.5	140	343	10.6	4.0	99
INTERNET	12025	595	13.6	4.9	92	1158	20.1	9.6	135	865	15.8	7.2	107	572	17.7	4.8	119
KATZ RADIO GROUP	15359	957	21.9	6.2	116	1380	23.9	9.0	126	1120	20.5	7.3	108	813	25.2	5.3	133
SUPERNET	10628	666	15.3	6.3	116	881	15.3	8.3	116	753	13.8	7.1	105	440	13.6	4.1	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	367	8.4	4.2	79	624	10.8	7.2	101	493	9.0	5.7	84	291	9.0	3.4	84
WKDAY 9:00 AM - 1:00 PM	12163	620	14.2	5.1	95	864	15.0	7.1	100	790	14.4	6.5	96	371	11.5	3.1	76
WKDAY 1:00 PM - 4:30 PM	16150	807	18.5	5.0	93	891	15.5	5.5	78	1036	18.9	6.4	95	461	14.3	2.9	72
WKDAY 4:30 PM - 7:30 PM	22463	1163	26.7	5.2	96	1446	25.1	6.4	90	1336	24.4	5.9	88	795	24.6	3.5	89
WKDAY 7:30 PM - 8:00 PM	31795	1799	41.3	5.7	105	1976	34.3	6.2	87	1988	36.3	6.3	93	1212	37.5	3.8	96
WKDAY 11:00 PM - 11:30 PM	23977	1525	35.0	6.4	118	1523	26.4	6.4	89	1852	33.9	7.7	114	922	28.5	3.8	96
WKDAY 11:30 PM - 1:00 AM	7703	663	15.2	8.6	160	537	9.3	7.0	98	589	10.8	7.6	113	285	8.8	3.7	93
M-SAT 8-11 PM-SUN 7-11 PM	33800	2022	46.4	6.0	111	2379	41.3	7.0	99	2269	41.5	6.7	99	1341	41.5	4.0	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	314	7.2	4.8	89	466	8.1	7.1	100	382	7.0	5.8	87	235	7.3	3.6	90
ANOTHER WORLD	N 4620	228	5.2	4.9	92	153	2.7	3.3	47	297	5.4	6.4	95	*129	4.0	2.8	70
AS THE WORLD TURNS	C 5614	172	3.9	3.1	57	259	4.5	4.6	65	418	7.6	7.4	110	*106	3.3	1.9	47
CAPITOL	C 3396	*122	2.8	3.6	67	*124	2.2	3.7	51	275	5.0	8.1	120	*62	1.9	1.8	46
CBS MORN. NEWS 1	C 1446	**33	0.8	2.3	42	**24	0.4	1.7	23	*68	1.2	4.7	70	**48	1.5	3.3	83
CBS MORN. NEWS 2	C 1207	**29	0.7	2.4	45	**30	0.5	2.5	35	*43	0.8	3.6	53	**44	1.4	3.6	91
DAYS OF OUR LIVES	N 5877	365	8.4	6.2	115	393	6.8	6.7	94	405	7.4	6.9	102	232	7.2	3.9	99
FACTS OF LIFE - DAYTIME	N 2290	*109	2.5	4.8	88	94	1.6	4.1	58	120	2.2	5.2	78	*54	1.7	2.4	59
FAMILY FEUD	A 3023	178	4.1	5.9	109	258	4.5	8.5	120	162	3.0	5.4	79	*120	3.7	4.0	99
GENERAL HOSPITAL	A 6097	388	8.9	6.4	118	392	6.8	6.4	90	358	6.5	5.9	87	145	4.5	2.4	60
GOOD MORNING, AMERICA-730A	A 3515	*105	2.4	3.0	55	248	4.3	7.1	99	233	4.3	6.6	98	141	4.4	4.0	101
GOOD MORNING, AMERICA-830A	A 2818	104	2.4	3.7	69	247	4.3	8.8	123	175	3.2	6.2	92	97	3.0	3.4	86
GUIDING LIGHT	C 5339	177	4.1	3.3	62	230	4.0	4.3	61	399	7.3	7.5	111	126	3.9	2.4	59
ONE LIFE TO LIVE	A 4478	241	5.5	5.4	100	317	5.5	7.1	99	237	4.3	5.3	78	119	3.7	2.7	67
PRESS YOUR LUCK	C 2244	155	3.6	6.9	128	169	2.9	7.5	106	139	2.5	6.2	92	*58	1.8	2.6	65
PRICE IS RIGHT 1	C 4348	225	5.2	5.2	96	215	3.7	4.9	69	306	5.6	7.0	104	71	2.2	1.6	41
PRICE IS RIGHT 2	C 5014	279															

	TOTAL U.S. '000	MRS. GRASS				TOP RAMEN				OTHER WYLER'S				KNORR			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4361	100.0	5.4	100	5763	100.0	7.1	100	5470	100.0	6.8	100	3232	100.0	4.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1188	27.2	4.6	85	1324	23.0	5.1	71	1622	29.7	6.2	92	879	27.2	3.4	85
NETWORK AFFILIATES - LATE	20261	1266	29.0	6.2	116	1225	21.3	6.0	85	1562	28.6	7.7	114	762	23.6	3.8	94
INDEPENDENTS - LATE	2076	141	3.2	6.8	126	188	3.3	9.1	127	96	1.8	4.6	68	114	3.5	5.5	138
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	701	16.1	6.7	125	621	10.8	5.9	83	668	12.2	6.4	95	376	11.6	3.6	90
ABC MONDAY NIGHT MOVIE	A 6412	329	7.5	5.1	95	426	7.4	6.6	93	478	8.7	7.5	110	272	8.4	4.2	106
ABC SUNDAY NIGHT MOVIE	A 12407	790	18.1	6.4	118	921	16.0	7.4	104	760	13.9	6.1	91	496	15.3	4.0	100
ABC WORLD NEWS TONIGHT	A 6176	277	6.4	4.5	83	348	6.0	5.6	79	451	8.2	7.3	108	208	6.4	3.4	84
AFTERMASH	C 5863	*351	8.0	6.0	111	546	9.5	9.3	131	371	6.8	6.3	94	*213	6.6	3.6	91
ALICE	C 9594	497	11.4	5.2	96	628	10.9	6.5	92	760	13.9	7.9	117	402	12.4	4.2	105
AMERICAN PARADE	C 6622	287	6.6	4.3	80	324	5.6	4.9	69	427	7.8	6.4	95	352	10.9	5.3	133
BEANSON	A 10886	608	13.9	5.6	104	887	15.4	8.1	115	563	10.3	5.2	77	468	14.5	4.3	108
BLUE THUNDER	A 5036	*243	5.6	4.8	90	499	8.7	9.9	139	345	6.3	6.9	101	*153	4.7	3.0	76
CAGNEY & LACEY	C 9965	668	15.3	6.7	124	705	12.2	7.1	99	777	14.2	7.8	115	316	9.8	3.2	79
CBS EVENING NEWS-DEAN	C 3491	*175	4.0	5.0	93	*214	3.7	6.1	86	*189	3.5	5.4	80	**140	4.3	4.0	100
CBS EVENING NEWS-RATHER	C 7123	383	8.8	5.4	100	428	7.4	6.0	84	442	8.1	6.2	92	259	8.0	3.6	91
CBS SAT. NEWS-SCHIEFFER	C 3621	102	2.3	2.8	52	225	3.9	6.2	87	161	2.9	4.4	66	150	4.6	4.1	104
CBS SATURDAY NIGHT MOVIE	C 5436	311	7.1	5.7	106	389	6.7	7.2	101	383	7.0	7.0	104	195	6.0	3.6	90
CBS WEDNESDAY NIGHT MOVIE	C 6100	263	6.0	4.3	80	397	6.9	6.5	91	625	11.4	10.2	152	150	4.6	2.5	62
CHEERS	N 8889	792	18.2	8.9	165	846	14.7	9.5	134	865	15.8	9.7	144	491	15.2	5.5	138
DALLAS	C 22109	1360	31.2	6.2	114	1583	27.5	7.2	101	1594	29.1	7.2	107	1037	32.1	4.7	118
DIFF'RENT STROKES	N 6940	345	7.9	5.0	92	360	6.2	5.2	73	493	9.0	7.1	105	*168	5.2	2.4	61
DOUBLE TROUBLE	N 7223	517	11.9	7.2	133	517	9.0	7.2	101	429	7.8	5.9	88	290	9.0	4.0	101
DUCK FACTORY	N 5595	421	9.7	7.5	140	489	8.5	8.7	123	530	9.7	9.5	140	*220	6.8	3.9	99
DUKES OF HAZZARD	C 5768	*194	4.4	3.4	62	244	4.2	4.2	59	380	6.9	6.6	98	*134	4.1	2.3	58
DYNASTY	A 20053	1153	26.4	5.7	107	1401	24.3	7.0	98	1272	23.3	6.3	94	850	26.3	4.2	106
FACTS OF LIFE	N 8087	664	15.2	8.2	152	733	12.7	9.1	127	370	6.8	4.6	68	296	9.2	3.7	92
FALCON CREST	C 20046	1281	29.4	6.4	119	1288	22.3	6.4	90	1438	26.3	7.2	106	989	30.6	4.9	124
FALL GUY	A 9084	574	13.2	6.3	117	521	9.0	5.7	81	595	10.9	6.5	97	345	10.7	3.8	95
FAMILY TIES	N 7964	692	15.9	8.7	161	598	10.4	7.5	106	745	13.6	9.4	138	307	9.5	3.9	97
FANTASY ISLAND	A 7687	379	8.7	4.9	92	541	9.4	7.0	99	394	7.2	5.1	76	311	9.6	4.0	101
FOULUPS, BLEEPERS & BLUNDERS	A 8861	506	11.6	5.7	106	696	12.1	7.9	110	525	9.6	5.9	88	326	10.1	3.7	92
FOUR SEASONS	C 5095	*312	7.2	6.1	114	478	8.3	9.4	132	412	7.5	8.1	120	*224	6.9	4.4	110
GIMME A BREAK	N 8838	624	14.3	7.1	131	529	9.2	6.0	84	688	12.6	7.8	115	305	9.4	3.5	86
HART TO HART	A 8978	500	11.5	5.6	103	550	9.5	6.1	86	570	10.4	6.3	94	337	10.4	3.8	94
HILL STREET BLUES	N 8590	737	16.9	8.6	159	825	14.3	9.6	135	736	13.5	8.6	127	479	14.8	5.6	140
HOTEL	A 14085	852	19.5	6.0	112	965	16.7	6.9	96	915	16.7	6.5	96	602	18.6	4.3	107
JEFFERSONS	C 9360	454	10.4	4.9	90	695	12.1	7.4	104	667	12.2	7.1	106	336	10.4	3.6	90
JENNIFER SLEPT HERE	N 5841	415	9.5	7.1	132	352	6.1	6.0	85	388	7.1	6.6	98	*161	5.0	2.8	69
KATE & ALLIE	C 9206	597	13.7	6.5	120	765	13.3	8.3	117	819	15.0	8.9	132	358	11.1	3.9	97
KNIGHT RIDER	N 7076	397	9.1	5.6	104	558	9.7	7.9	111	509	9.3	7.2	107	*289	8.9	4.1	102
LOVE BOAT	A 12219	615	14.1	5.0	93	939	16.3	7.7	108	726	13.3	5.9	88	528	16.3	4.3	108
MAGNUM PI	C 11199	546	12.5	4.9	91	795	13.8	7.1	100	791	14.5	7.1	105	475	14.7	4.2	106
MAMA'S FAMILY	N 6057	397	9.1	6.6	122	307	5.3	5.1	71	425	7.8	7.0	104	*198	6.1	3.3	82
MASTER, THE	N 3598	240	5.5	6.7	124	343	6.0	9.5	134	279	5.1	7.8	115	*121	3.7	3.4	84
MATT HOUSTON	A 6344	508	11.6	8.0	149	525	9.1	8.3	116	383	7.0	6.0	89	266	8.2	4.2	105
NBC MONDAY NIGHT MOVIE	N 11994	813	18.6	6.8	126	727	12.6	6.1	85	753	13.8	6.3	93	558	17.3	4.7	117
NBC NIGHTLY NEWS	N 5132	249	5.7	4.9	90	231	4.0	4.5	63	374	6.8	7.3	108	213	6.6	4.2	104
NBC NIGHTLY NEWS-SAT	N 3375	*184	4.2	5.5	101	*125	2.2	3.7	52	*231	4.2	6.8	101	*114	3.5	3.4	85
NBC NIGHTLY NEWS-SUN	N 3130	*230	5.3	7.3	136	*200	3.5	6.4	90	*211	3.9	6.7	100	*187	5.8	6.0	150
NBC SUNDAY NIGHT MOVIE	N 8284	558	12.8	6.7	125	497	8.6	6.0	84	617	11.3	7.4	110	*248	7.7	3.0	75
NEWHART	C 9240	742	17.0	8.0	149	788	13.7	8.5	120	818	15.0	8.9	131	357	11.0	3.9	97
ONE DAY AT A TIME	C 7288	304	7.0	4.2	77	542	9.4	7.4	105	494	9.0	6.8	100	*183	5.7	2.5	63
PEOPLE ARE FUNNY	N 4855	313	7.2	6.4	120	*253	4.4	5.2	73	305	5.6	6.3	93	*168	5.2	3.5	87
REAL PEOPLE	N 8869	531	12.2	6.0	111	631	10.9	7.1	100	467	8.5	5.3	78	363	11.2	4.1	103
REMINGTON STEELE	N 7743	573	13.1	7.4	137	517	9.0	6.7	94	462	8.4	6.0	88	249	7.7	3.2	81
RIPLEY'S BELIEVE IT - NOT	A 5345	289	6.6	5.4	100	418	7.3	7.8	110	320	5.9	6.0	89	259	8.0	4.8	121
RIPTIDE	N 6988	556	12.7	8.0	148	532	9.2	7.6	107	449	8.2	6.4	95	*225	7.0	3.2	81
SCARECROW & MRS. KING	C 10002	496	11.4	5.0	92	751	13.0	7.5	106	714	13.1	7.1	106	389	12.0	3.9	97
SIMON & SIMON	C 10638	425	9.7	4.0	74	670	11.6	6.3	89	642	11.7	6.0	89	325	10.1	3.1	77
60 MINUTES	C 13293	684	15.7	5.1	96	1056	18.3	7.9	112	869	15.9	6.5	97	638	19.7	4.8	120
ST. ELSEWHERE	N 7017	595	13.6	8.5	157	503	8.7	7.2	101	483	8.8	6.9	102	250	7.7	3.6	89
THREE'S COMPANY	A 10917	522	12.0	4.8	89	877	15.2	8.0	113	574	10.5	5.3	78	379	11.7	3.5	87
T.J. HOOKER	A 9204	342	7.8	3.7	69	647	11.2	7.0	99	610	11.2	6.6	98	381	11.8	4.1	104
TONIGHT SHOW	N 2372	258	5.9	10.9	202	141	2.4	5.9	84	168	3.1	7.1	105	116	3.6	4.9	123
TRAPPER JOHN, M.D.	C 9846	528	12.1	5.4	100	460	8.0	4.7	66	626	11.4						

SWEETENERS

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE M-9

WHITE GRANULATED SUGAR

		'000	%	UNWEIGHTED
7A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	71840	88.7	8271
	NO	9145	11.3	1164

IF YES

7B. ABOUT HOW MANY POUNDS OF WHITE GRANULATED SUGAR WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?

10 OR MORE	H	8798	10.9	853
7 - 9	H	2734	3.4	298
5 - 6	H	11336	14.0	1276
4	M	4811	5.9	496
3	M	5841	7.2	665
2	M	10199	12.6	1186
1	L	10270	12.7	1217
LESS THAN 1 POUND	L	16694	20.6	2121
NONE	L	1160	1.4	159

BROWN SUGAR, CORN SYRUP, HONEY & FRUCTOSE

	YES			NO		
	'000	%	UNWEIGHTED	'000	%	UNWEIGHTED
8. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?						
BROWN SUGAR	57482	71.0	6522	17216	21.3	2127
CORN SYRUP	26694	33.0	2950	48004	59.3	5699
HONEY	41560	51.3	4669	33138	40.9	3980
FRUCTOSE	3685	4.6	410	71013	87.7	8239
DO NOT KNOW	6288	7.8	786			

WHITE GRANULATED SUGAR: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE LBS.				MEDIUM USERS TWO - FOUR LBS.				LIGHT USERS ONE LB. OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	71840	100.0	88.7	100	22867	100.0	28.2	100	20850	100.0	25.7	100	28123	100.0	34.7	100
18 - 24	9282	8200	11.4	88.4	100	2332	10.2	25.1	89	2378	11.4	25.6	100	3499	12.4	37.7	109
25 - 34	19072	17173	23.9	90.0	102	5024	22.0	26.3	93	4643	22.3	24.3	95	7506	26.7	39.4	113
35 - 44	14591	13141	18.3	90.1	102	5199	22.7	35.6	126	3863	18.5	26.5	103	4050	14.5	28.0	81
45 - 54	11345	10236	14.2	90.2	102	3355	14.7	29.6	105	3157	15.1	27.8	108	3725	13.2	32.8	95
55 - 64	11635	10257	14.3	88.2	99	3217	14.1	27.6	98	2893	13.9	24.9	97	4147	14.7	35.6	103
65 OR OLDER	15061	12824	17.9	85.1	96	3741	16.4	24.8	88	3916	18.8	26.0	101	5167	18.4	34.3	99
18 - 34	28354	25382	35.3	89.5	101	7356	32.2	25.9	92	7022	33.7	24.8	96	11004	39.1	38.8	112
18 - 49	48339	43448	60.5	89.9	101	14245	62.3	29.5	104	12437	59.6	25.7	100	16766	59.6	34.7	100
25 - 54	45008	40550	56.4	90.1	102	13578	59.4	30.2	107	11663	55.9	25.9	101	15310	54.4	34.0	98
35 - 49	19985	18067	25.1	90.4	102	6890	30.1	34.5	122	5416	26.0	27.1	105	5761	20.5	28.8	83
50 OR OLDER	32647	28392	39.5	87.0	98	8622	37.7	26.4	94	8413	40.4	25.8	100	11358	40.4	34.8	100
GRADUATED COLLEGE	11155	9940	13.8	89.1	100	1904	8.3	17.1	60	2710	13.0	24.3	94	5326	18.9	47.7	137
ATTENDED COLLEGE	13682	12331	17.2	90.1	102	3500	15.3	25.6	91	3389	16.3	24.8	96	5442	19.4	39.8	115
GRADUATED HIGH SCHOOL	33880	30395	42.3	89.7	101	10138	44.3	29.9	106	9076	43.5	26.8	104	11180	39.8	33.0	95
DID NOT GRADUATE HIGH SCHOOL	22270	19175	26.7	86.1	97	7325	32.0	32.9	116	5674	27.2	25.5	99	6176	22.0	27.7	80
EMPLOYED	40306	36300	50.5	90.1	102	10767	47.1	26.7	95	9959	47.8	24.7	96	15574	55.4	38.6	111
EMPLOYED FULL-TIME	32850	29368	40.9	89.4	101	8660	37.9	26.4	93	8174	39.2	24.9	97	12534	44.6	38.2	110
EMPLOYED PART-TIME	7456	6932	9.6	93.0	105	2107	9.2	28.3	100	1785	8.6	23.9	93	3040	10.8	40.8	117
NOT EMPLOYED	40680	35540	49.5	87.4	98	12101	52.9	29.7	105	10891	52.2	26.8	104	12549	44.6	30.8	89
PROFESSIONAL/MANAGER	10392	9430	13.1	90.7	102	1992	8.7	19.2	68	2631	12.6	25.3	98	4804	17.1	46.2	133
TECH/CLERICAL/SALES	17574	15877	22.1	90.3	102	4500	19.7	25.6	91	4459	21.4	25.4	99	6918	24.6	39.4	113
PRECISION/CRAFT	985	893	1.2	90.7	102	**293	1.3	29.7	105	**264	1.3	26.8	104	*336	1.2	34.1	98
OTHER EMPLOYED	11354	10100	14.1	89.0	100	3982	17.4	35.1	124	2605	12.5	22.9	89	3514	12.5	30.9	89
SINGLE	9863	8244	11.5	83.6	94	1764	7.7	17.9	63	2048	9.8	20.8	81	4432	15.8	44.9	129
MARRIED	51375	46647	64.9	90.8	102	16288	71.2	31.7	112	13816	66.3	26.9	104	16543	58.8	32.2	93
DIVORCED/SEPARATED/WIDOWED	19748	16950	23.6	85.8	97	4815	21.1	24.4	86	4986	23.9	25.2	98	7149	25.4	36.2	104
PARENTS	32590	29867	41.6	91.6	103	11188	48.9	34.3	122	9498	45.6	29.1	113	9181	32.6	28.2	81
WHITE	70416	63084	87.8	89.6	101	19549	85.5	27.8	98	18216	87.4	25.9	100	25319	90.0	36.0	104
BLACK	8778	7281	10.1	82.9	94	2999	13.1	34.2	121	2155	10.3	24.6	95	2128	7.6	24.2	70
OTHER	1791	1475	2.1	82.4	93	**319	1.4	17.8	63	**479	2.3	26.7	104	*677	2.4	37.8	109
NORTHEAST-CENSUS	17786	15577	21.7	87.6	99	3563	15.6	20.0	71	4763	22.8	26.8	104	7252	25.8	40.8	117
NORTH CENTRAL	20741	19112	26.6	92.1	104	6478	28.3	31.2	111	5350	25.7	25.8	100	7284	25.9	35.1	101
SOUTH	27775	24730	34.4	89.0	100	10472	45.8	37.7	134	7412	35.5	26.7	104	8845	24.3	24.6	71
WEST	14683	12422	17.3	84.6	95	2354	10.3	16.0	57	3325	15.9	22.6	88	6743	24.0	45.9	132
NORTHEAST-MKTG.	17961	15784	22.0	87.9	99	3455	15.1	19.2	68	4943	23.7	27.5	107	7386	26.3	41.1	118
EAST CENTRAL	11885	10723	14.9	90.2	102	3556	15.6	29.9	106	3243	15.6	27.3	106	3924	14.0	33.0	95
WEST CENTRAL	14090	12954	18.0	91.9	104	4531	19.8	32.2	114	3398	16.3	24.1	94	5026	17.9	35.7	103
SOUTH	24081	21487	29.9	89.2	101	9507	41.6	39.5	140	6303	30.2	26.2	102	5676	20.2	23.6	68
PACIFIC	12969	10893	15.2	84.0	95	1818	8.0	14.0	50	2963	14.2	22.8	89	6112	21.7	47.1	136
COUNTY SIZE A	32439	28129	39.2	86.7	98	7205	31.5	22.2	79	8037	38.5	24.8	96	12887	45.8	39.7	114
COUNTY SIZE B	24915	22297	31.0	89.5	101	7033	30.8	28.2	100	6606	31.7	26.5	103	8558	30.8	34.8	100
COUNTY SIZE C	12930	11621	16.2	89.9	101	4200	18.4	32.5	115	3167	15.2	24.5	95	4254	15.1	32.9	95
COUNTY SIZE D	10703	9794	13.6	91.5	103	4428	19.4	41.4	147	3041	14.6	28.4	110	2325	8.3	21.7	63
METRO CENTRAL CITY	24518	21132	29.4	86.2	97	5937	26.0	24.2	86	6100	29.3	24.9	97	9095	32.3	37.1	107
METRO SUBURBAN	35919	32325	45.0	90.0	101	9134	39.9	25.4	90	9202	44.1	25.6	100	13989	49.7	38.9	112
NON METRO	20549	18383	25.6	89.5	101	7796	34.1	37.9	134	5549	26.6	27.0	105	5039	17.9	24.5	71
TOP 5 ADI'S	18341	15317	21.3	83.5	94	3129	13.7	17.1	60	4545	21.8	24.8	96	7643	27.2	41.7	120
TOP 10 ADI'S	25378	21799	30.3	85.9	97	5348	23.4	21.1	75	6363	30.5	25.1	97	10087	35.9	39.7	114
TOP 20 ADI'S	36488	31727	44.2	87.0	98	8408	36.8	23.0	82	9082	43.6	24.9	97	14238	50.6	39.0	112
HSGLD INC. \$50,000 OR MORE	6612	6134	8.5	92.8	105	1164	5.1	17.6	62	2034	9.8	30.8	119	2936	10.4	44.4	128
\$40,000 OR MORE	12659	11649	16.2	92.0	104	2632	11.5	20.8	74	3595	17.2	28.4	110	5421	19.3	42.8	123
\$30,000 OR MORE	24698	22536	31.4	91.2	103	5779	25.3	23.4	83	6902	33.1	27.9	109	9855	35.0	39.9	115
\$25,000 OR MORE	32077	29339	40.8	91.5	103	7780	34.0	24.3	86	8894	42.7	27.7	108	12665	45.0	39.5	114
\$20,000 - \$24,999	9144	8172	11.4	89.4	101	2854	12.5	31.2	111	2155	10.3	23.6	92	3163	11.2	34.6	100
\$15,000 - \$19,999	8728	7668	10.7	87.9	99	2598	11.4	29.8	105	2213	10.6	25.4	98	2857	10.2	32.7	94
\$10,000 - \$14,999	12562	11112	15.5	88.5	100	4142	18.1	33.0	117	2921	14.0	23.3	90	4049	14.4	32.2	93
UNDER \$10,000	18475	15550	21.6	84.2	95	5493	24.0	29.7	105	4668	22.4	25.3	98	5389	19.2	29.2	84
HOUSEHOLD OF 1 PERSON	11987	9849	13.7	82.2	93	1801	7.9	15.0	53	2663	12.8	22.2	86	5389	19.1	44.9	129
2 PEOPLE	26577	23427	32.6	88.1	99	6522	28.5	24.5	87	6160	29.5	23.2	90	10746	38.2	40.4	116
3 OR 4 PEOPLE	30617	27662	38.5	90.3	102	9539	41.7	31.2	110	8527	40.9	27.9	108	9596	34.1	31.3	90
5 OR MORE PEOPLE	11804	10902	15.2	92.4	104	5005	21.9	42.4	150	3501	16.8	29.7	115	2396	8.5	20.3	58
NO CHILD IN HSHLD	46165	39964	55.6	86.6	98	10864	47.5	23.5	83	10814	51.9	23.4	91	18287	65.0	39.6	114
CHILD(REN) UNDER 2 YRS	5325	4940	6.9	92.8	105	1711	7.5	32.1	114	1382	6.6	26.0	101	1846	6.6	34.7	100
2 - 5 YEARS	14221	13144	18.3	92.4	104	4797	21.0	33.7	119	4056	19.5	28.5	111	4292	15.3	30.2	87
6 - 11 YEARS	15117	13896	19.3	91.9	104	5733	25.1	37.9	134	4335	20.8	28.7	111	3827	13.6	25.3	73
12 - 17 YEARS	16611	15116	21.0	91.0	103	6134	26.8	36.9	131	5034	24.1	30.3	118	3948	14.0	23.8	68
RESIDENCE OWNED	55884	50523	70.3	90.4	102	16590	72.5	29.7	105	15096	72.4	27.0	105	18837	67.0	33.7	97
VALUE: \$50,000 OR MORE	31744	28672	39.9	90.3	102	7718	33.8	24.3	86	8789	42.2	27.7	108	12166	43.3	38.3	110
VALUE: UNDER \$50,000	24140	21851	30.4	90.5	102	8873	38.8	36.8	130	6307	30.2	26.1	101	6671	23.7	27.6	80

WHITE GRANULATED SUGAR: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE LBS.				MEDIUM USERS TWO - FOUR LBS.				LIGHT USERS ONE LB. OR LESS			
				A	B DOWN	C ACROSS %	D INDX	A	B DOWN	C ACROSS %	D INDX	A	B DOWN	C ACROSS %	D INDX	A	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS			80986	71840	100.0	88.7	100	22867	100.0	28.2	100	20850	100.0	25.7	100	28123	100.0	34.7	100
MAGAZINES	QUINTILE 1	15799	14150	19.7	89.6	101	4383	19.2	27.7	98	4122	19.8	26.1	101	5645	20.1	35.7	103	
	QUINTILE 2	17259	15565	21.7	90.2	102	4505	19.7	26.1	92	4900	23.5	28.4	110	6160	21.9	35.7	103	
	QUINTILE 3	13545	12192	17.0	90.0	101	4109	18.0	30.3	107	3275	15.7	24.2	94	4808	17.1	35.5	102	
	QUINTILE 4	15133	13262	18.5	87.6	99	4346	19.0	28.7	102	3705	17.8	24.5	95	5211	18.5	34.4	99	
	QUINTILE 5	19250	16672	23.2	86.6	98	5524	24.2	28.7	102	4849	23.3	25.2	98	6300	22.4	32.7	94	
NEWSPAPERS	QUINTILE 1	12413	10920	15.2	88.0	99	3224	14.1	26.0	92	3237	15.5	26.1	101	4459	15.9	35.9	103	
	QUINTILE 2	24116	21887	30.5	90.8	102	6487	28.4	26.9	95	6661	31.9	27.6	107	8739	31.1	36.2	104	
	QUINTILE 3	11261	9975	13.9	88.6	100	3260	14.3	28.9	103	2518	12.1	22.4	87	4198	14.9	37.3	107	
	QUINTILE 4	20255	18067	25.1	89.2	101	5944	26.0	29.3	104	5091	24.4	25.1	98	7033	25.0	34.7	100	
	QUINTILE 5	12940	10992	15.3	84.9	96	3953	17.3	30.5	108	3344	16.0	25.8	100	3695	13.1	28.6	82	
OUTDOOR	QUINTILE 1	14852	13267	18.5	89.3	101	3985	17.4	26.8	95	3396	16.3	22.9	89	5886	20.9	39.6	114	
	QUINTILE 2	15725	14217	19.8	90.4	102	4445	19.4	28.3	100	3971	19.0	25.3	98	5801	20.6	36.9	106	
	QUINTILE 3	16330	14468	20.1	88.6	100	4434	19.4	27.2	96	4253	20.4	26.0	101	5782	20.6	35.4	102	
	QUINTILE 4	16744	14580	20.3	87.1	98	4837	21.2	28.9	102	4413	21.2	26.4	102	5330	19.0	31.8	92	
	QUINTILE 5	17334	15308	21.3	88.3	100	5166	22.6	29.8	106	4818	23.1	27.8	108	5324	18.9	30.7	88	
RADIO-DRIVE TIME	QUINTILE 1	15911	14239	19.8	89.5	101	4901	21.4	30.8	109	4066	19.5	25.6	99	5272	18.7	33.1	95	
	QUINTILE 2	14837	13383	18.6	90.2	102	4425	19.4	29.8	106	4204	20.2	28.3	110	4753	16.9	32.0	92	
	QUINTILE 3	15339	13656	19.0	89.0	100	4143	18.1	27.0	96	3906	18.7	25.5	99	5608	19.9	36.6	105	
	QUINTILE 4	16723	14644	20.4	87.6	99	4274	18.7	25.6	91	4324	20.7	25.9	100	6046	21.5	36.2	104	
	QUINTILE 5	18176	15919	22.2	87.6	99	5123	22.4	28.2	100	4351	20.9	23.9	93	6445	22.9	35.5	102	
RADIO-MID- DAY	TERCILE 1	21020	18792	26.2	89.4	101	5882	25.7	28.0	99	5855	28.1	27.9	108	7055	25.1	33.6	97	
	TERCILE 2	21610	19426	27.0	89.9	101	6260	27.4	29.0	103	5700	27.3	26.4	102	7466	26.5	34.5	99	
	TERCILE 3	38355	33623	46.8	87.7	99	10725	46.9	28.0	99	9296	44.6	24.2	94	13602	48.4	35.5	102	
RADIO-TOTAL	QUINTILE 1	15988	14324	19.9	89.6	101	4680	20.5	29.3	104	4396	21.1	27.5	107	5248	18.7	32.8	95	
	QUINTILE 2	15626	13823	19.2	88.5	100	4514	19.7	28.9	102	4196	20.1	26.9	104	5113	18.2	32.7	94	
	QUINTILE 3	16723	15112	21.0	90.4	102	4758	20.8	28.5	101	4234	20.3	25.3	98	6120	21.8	36.6	105	
	QUINTILE 4	16342	14335	20.0	87.7	99	4300	18.8	26.3	93	4000	19.2	24.5	95	6034	21.5	36.9	106	
	QUINTILE 5	16306	14247	19.8	87.4	98	4615	20.2	28.3	100	4024	19.3	24.7	96	5608	19.9	34.4	99	
TV-PRIME TIME	QUINTILE 1	15953	14070	19.6	88.2	99	4836	21.1	30.3	107	4127	19.8	25.9	100	5107	18.2	32.0	92	
	QUINTILE 2	16137	14573	20.3	90.3	102	4316	18.9	26.7	95	4409	21.1	27.3	106	5848	20.8	36.2	104	
	QUINTILE 3	16420	14667	20.4	89.3	101	4387	19.2	26.7	95	4440	21.3	27.0	105	5841	20.8	35.6	102	
	QUINTILE 4	16687	14831	20.6	88.9	100	4876	21.3	29.2	103	4120	19.8	24.7	96	5836	20.8	35.0	101	
	QUINTILE 5	15789	13699	19.1	86.8	98	4452	19.5	28.2	100	3755	18.0	23.8	92	5492	19.5	34.8	100	
TV-DAYTIME	TERCILE 1	27736	24561	34.2	88.6	100	8670	37.9	31.3	111	7189	34.5	25.9	101	8703	30.9	31.4	90	
	TERCILE 2	26489	23460	32.7	88.6	100	7522	32.9	28.4	101	6776	32.5	25.6	99	9162	32.6	34.6	100	
	TERCILE 3	26761	23819	33.2	89.0	100	6676	29.2	24.9	88	6886	33.0	25.7	100	10258	36.5	38.3	110	
TV-TOTAL	QUINTILE 1	16345	14288	19.9	87.4	99	4918	21.5	30.1	107	4196	20.1	25.7	100	5173	18.4	31.6	91	
	QUINTILE 2	16447	14816	20.6	90.1	102	5140	22.5	31.3	111	4249	20.4	25.8	100	5428	19.3	33.0	95	
	QUINTILE 3	15980	14226	19.8	89.0	100	4509	19.7	28.2	100	4084	19.6	25.6	99	5634	20.0	35.3	102	
	QUINTILE 4	15887	14098	19.6	88.7	100	3900	17.1	24.5	87	4243	20.4	26.7	104	5955	21.2	37.5	108	
	QUINTILE 5	16326	14413	20.1	88.3	100	4400	19.2	27.0	95	4079	19.6	25.0	97	5934	21.1	36.3	105	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	18679	26.0	90.1	102	5538	24.2	26.7	95	5464	26.2	26.4	102	7677	27.3	37.0	107	
	NEWSPAPER IMPERATIVE	19186	17109	23.8	89.2	101	5487	24.0	28.6	101	4967	23.8	25.9	101	6656	23.7	34.7	100	
		21899	19528	27.2	89.2	101	6090	26.6	27.8	98	5665	27.2	25.9	100	7773	27.6	35.5	102	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	13923	19.4	90.1	102	4013	17.5	26.0	92	3807	18.3	24.6	96	6103	21.7	39.5	114	
	OUTDOOR IMPERATIVE	25953	23196	32.3	89.4	101	7345	32.1	28.3	100	7264	34.8	28.0	109	8588	30.5	33.1	95	
		24400	21583	30.0	88.5	100	6979	30.5	28.6	101	5715	27.4	23.4	91	8889	31.6	36.4	105	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	16237	22.6	90.0	101	4910	21.5	27.2	96	5057	24.3	28.0	109	6270	22.3	34.7	100	
	RADIO IMPERATIVE	23571	21151	29.4	89.7	101	6431	28.1	27.3	97	5938	28.5	25.2	98	8782	31.2	37.3	107	
		23278	20646	28.7	88.7	100	7149	31.3	30.7	109	6004	28.8	25.8	100	7493	26.6	32.2	93	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	13821	19.2	89.4	101	4535	19.8	29.3	104	4075	19.5	26.4	102	5211	18.5	33.7	97	
	TELEVISION IMPERATIVE	25829	23208	32.3	89.9	101	6591	28.8	25.5	90	6894	33.1	26.7	104	9724	34.6	37.6	108	
		26039	22899	31.9	87.9	99	7967	34.8	30.6	108	6364	30.5	24.4	95	8568	30.5	32.9	95	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	15006	20.9	90.4	102	4308	18.8	25.9	92	4244	20.4	25.6	99	6454	22.9	38.9	112	
	OUTDOOR IMPERATIVE	26834	23849	33.2	88.9	100	7476	32.7	27.9	99	7270	34.9	27.1	105	9102	32.4	33.9	98	
		23346	20584	28.7	88.2	99	6758	29.6	28.9	103	5489	26.3	23.5	91	8337	29.6	35.7	103	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	15519	21.6	90.6	102	4585	20.1	26.8	95	4882	23.4	28.5	111	6052	21.5	35.3	102	
	RADIO IMPERATIVE	25892	23091	32.1	89.2	101	6858	30.0	26.5	94	6463	31.0	25.0	97	9771	34.7	37.7	109	
		23167	20533	28.6	88.6	100	7081	31.0	30.6	108	6012	28.8	26.0	101	7440	26.5	32.1	92	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	15547	21.6	90.6	102	4948	21.6	28.8	102	4687	22.5	27.3	106	5911	21.0	34.4	99	
	TELEVISION IMPERATIVE	26214	23371	32.5	89.2	101	6466	28.3	24.7	87	6771	32.5	25.8	100	10134	36.0	38.7	111	
		23412	20362	28.3	87.0	98	7436	32.5	31.8	112	5625	27.0	24.0	93	7301	26.0	31.2	90	
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	13908	19.4	90.9	102	4366	19.1	28.5	101	3979	19.1	26.0	101	5563	19.8	36.4	105	
	RADIO IMPERATIVE	24901	22131	30.8	8														

WHITE GRANULATED SUGAR: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE LBS.				MEDIUM USERS TWO - FOUR LBS.				LIGHT USERS ONE LB. OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	71840	100.0	88.7	100	22867	100.0	28.2	100	20850	100.0	25.7	100	28123	100.0	34.7	100
ATLANTIC MONTHLY	415	341	0.5	82.2	93	**99	0.4	23.9	84	**66	0.3	15.9	62	*176	0.6	42.4	122
BARRON'S	453	397	0.6	87.6	99	**53	0.2	11.7	41	**141	0.7	31.1	121	*203	0.7	44.8	129
BETTER HOMES & GARDENS	16256	14833	20.6	91.2	103	4948	21.6	30.4	108	4511	21.6	27.7	108	5375	19.1	33.1	95
BON APPETIT	2535	2333	3.2	92.0	104	543	2.4	21.4	76	540	2.6	21.3	83	1250	4.4	49.3	142
BUSINESS WEEK	1278	1089	1.5	85.2	96	*275	1.2	21.5	76	243	1.2	19.0	74	571	2.0	44.7	129
CAR AND DRIVER	378	348	0.5	92.1	104	**90	0.4	23.8	84	**61	0.3	16.1	63	*197	0.7	52.1	150
CBS MAGAZINE NETWORK (GROSS)	1498	1237	1.7	82.6	93	381	1.7	25.4	90	386	1.9	25.8	100	470	1.7	31.4	90
CHANGING TIMES	1505	1358	1.9	90.2	102	271	1.2	18.0	64	477	2.3	31.7	123	610	2.2	40.5	117
COLONIAL HOMES	1231	1136	1.6	92.3	104	317	1.4	25.8	91	275	1.3	22.3	87	544	1.9	44.2	127
CONDE NAST MAG. PKG. (GROSS)	14146	12575	17.5	88.9	100	3411	14.9	24.1	85	3576	17.2	25.3	98	5588	19.9	39.5	114
CONSUMERS DIGEST	1323	1137	1.6	85.9	97	343	1.5	25.9	92	431	2.1	32.6	127	363	1.3	27.4	79
COSMOPOLITAN	7102	6307	8.8	88.8	100	1534	6.7	21.6	76	1850	8.9	26.0	101	2922	10.4	41.1	118
COUNTRY LIVING	2481	2292	3.2	92.4	104	738	3.2	29.7	105	657	3.2	26.5	103	897	3.2	36.2	104
CUISINE	1472	1373	1.9	93.3	105	*205	0.9	13.9	49	505	2.4	34.3	133	662	2.4	45.0	130
CYCLE WORLD	425	418	0.6	98.4	111	*165	0.7	38.8	137	**129	0.6	30.4	118	**124	0.4	29.2	84
DCI:CREATIVE IDEAS FOR LIV	2510	2353	3.3	93.7	106	877	3.8	34.9	124	746	3.6	29.7	115	730	2.6	29.1	84
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6114	8.5	91.3	103	2503	10.9	37.4	132	1755	8.4	26.2	102	1856	6.6	27.7	80
DISCOVER	894	764	1.1	85.5	96	241	1.1	27.0	95	*243	1.2	27.2	106	280	1.0	31.3	90
EBONY	3507	2994	4.2	85.4	96	1217	5.3	34.7	123	873	4.2	24.9	97	903	3.2	25.7	74
ESQUIRE	1083	883	1.2	81.5	92	332	1.5	30.7	109	276	1.3	25.5	99	275	1.0	25.4	73
ESSENCE	1830	1598	2.2	87.3	98	665	2.9	36.3	129	498	2.4	27.2	106	436	1.6	23.8	69
FAMILY CIRCLE	15930	14486	20.2	90.9	103	4798	21.0	30.1	107	4352	20.9	27.3	106	5336	19.0	33.5	96
THE FAMILY HANDYMAN	1126	973	1.4	86.4	97	410	1.8	36.4	129	*239	1.1	21.2	82	324	1.2	28.8	83
FAMILY WEEKLY	11468	10337	14.4	90.1	102	3214	14.1	28.0	99	3136	15.0	27.3	106	3987	14.2	34.8	100
FIELD & STREAM	2234	1987	2.8	88.9	100	984	4.3	44.0	156	540	2.6	24.2	94	463	1.6	20.7	60
FOOD & WINE	579	498	0.7	86.0	97	*116	0.5	20.0	71	*171	0.8	29.5	115	211	0.8	36.4	105
FORBES	728	671	0.9	92.2	104	**89	0.4	12.2	43	*220	1.1	30.2	117	362	1.3	49.7	143
FORTUNE	906	817	1.1	90.2	102	*188	0.8	20.8	73	*196	0.9	21.6	84	433	1.5	47.8	138
GENTLEMEN'S QUARTERLY	791	698	1.0	88.2	99	*214	0.9	27.1	96	*124	0.6	15.7	61	361	1.3	45.6	131
GLAMOUR	5265	4745	6.6	90.1	102	1200	5.2	22.8	81	1422	6.8	27.0	105	2123	7.5	40.3	116
GOLF DIGEST	636	566	0.8	89.0	100	*164	0.7	25.8	91	**104	0.5	16.4	64	298	1.1	46.9	135
GOLF DIGEST/TENNIS (GROSS)	1186	1063	1.5	89.6	101	313	1.4	26.4	93	*232	1.1	19.6	76	517	1.8	43.6	126
GOLF MAGAZINE	441	403	0.6	91.4	103	**88	0.4	20.0	71	**117	0.6	26.5	103	*198	0.7	44.9	129
GOLF MAGAZINE/SKI (GROSS)	922	833	1.2	90.3	102	*174	0.8	18.9	67	*233	1.1	25.3	98	425	1.5	46.1	133
GOOD HOUSEKEEPING	16487	15072	21.0	91.4	103	4987	21.8	30.2	107	4405	21.1	26.7	104	5680	20.2	34.5	99
HARPER'S BAZAAR	2423	2131	3.0	87.9	99	566	2.5	23.4	83	553	2.7	22.8	89	1012	3.6	41.8	120
HEALTH	1994	1725	2.4	86.5	98	552	2.4	27.7	98	567	2.7	28.4	110	606	2.2	30.4	88
HEARST MAG CORP. BUY (GROSS)	44101	39863	55.5	90.4	102	12246	53.6	27.8	98	11504	55.2	26.1	101	16114	57.3	36.5	105
HEARST MAN POWER (GROSS)	1993	1738	2.4	87.2	98	634	2.8	31.8	113	511	2.5	25.6	100	593	2.1	29.8	86
HEARST WOMAN POWER (GROSS)	31274	28423	39.6	90.9	102	8797	38.5	28.1	100	8328	39.9	26.6	103	11298	40.2	36.1	104
HOUSE BEAUTIFUL	3623	3217	4.5	88.8	100	965	4.2	26.6	94	956	4.6	26.4	102	1296	4.6	35.8	103
INC.	283	259	0.4	91.5	103	**105	0.5	37.1	131	**54	0.3	19.1	74	*101	0.4	35.7	103
JET	2928	2461	3.4	84.1	95	1006	4.4	34.4	122	870	4.2	29.7	115	585	2.1	20.0	58
LADIES' HOME JOURNAL	11918	10878	15.1	91.3	103	3578	15.6	30.0	106	3156	15.1	26.5	103	4144	14.7	34.8	100
LHJ FAMILY GRP COMBO(GROSS)	16764	15259	21.2	91.0	103	5005	21.9	29.9	106	4496	21.6	26.8	104	5758	20.5	34.3	99
LIFE	4254	3776	5.3	88.8	100	1215	5.3	28.6	101	1070	5.1	25.2	98	1491	5.3	35.0	101
L.A. TIMES HOME MAGAZINE	1145	870	1.2	76.0	86	**89	0.4	7.8	28	*274	1.3	23.9	93	507	1.8	44.3	128
MADEMOISELLE	2884	2569	3.6	89.1	100	727	3.2	25.2	89	801	3.8	27.8	108	1041	3.7	36.1	104
MC CALL'S	13460	12308	17.1	91.4	103	4273	18.7	31.7	112	3605	17.3	26.8	104	4430	15.8	32.9	95
MC CALL'S/WRK MOTHER (GROSS)	14606	13353	18.6	91.4	103	4577	20.0	31.3	111	3910	18.8	26.8	104	4867	17.3	33.3	96
MECHANIX ILLUSTRATED	772	627	0.9	81.2	92	317	1.4	41.1	145	*170	0.8	22.0	86	*140	0.5	18.1	52
METROPOLITAN HOME	967	899	1.3	93.0	105	*201	0.9	20.8	74	*224	1.1	23.2	90	474	1.7	49.0	141
MONEY	1588	1459	2.0	91.9	104	324	1.4	20.4	72	433	2.1	27.3	106	702	2.5	44.2	127
MOTHER EARTH NEWS	1002	904	1.3	90.2	102	321	1.4	32.0	113	*211	1.0	21.1	82	372	1.3	37.1	107
MS.	825	718	1.0	87.0	98	*181	0.8	21.9	78	*201	1.0	24.4	95	337	1.2	40.8	118
NATIONAL ENQUIRER	10336	9265	12.9	89.6	101	3393	14.8	32.8	116	2929	14.0	28.3	110	2944	10.5	28.5	82
NATIONAL GEOGRAPHIC	9597	8510	11.8	88.7	100	2523	11.0	26.3	93	2305	11.1	24.0	93	3683	13.1	38.4	111
NATIONAL SUNDAY MAGAZINE PKG	49558	44418	61.8	89.6	101	13272	58.0	26.8	95	12888	61.8	26.0	101	18259	64.9	36.8	106
NATURAL HISTORY	573	513	0.7	89.5	101	*137	0.6	23.9	85	*164	0.8	28.6	111	212	0.8	37.0	107
NEW WOMAN	1699	1541	2.1	90.7	102	328	1.4	19.3	68	490	2.4	28.8	112	723	2.6	42.6	123
NEW YORK INCLUDING CUE	443	368	0.5	83.1	94	**34	0.1	7.7	27	**90	0.4	20.3	79	244	0.9	55.1	159
THE NEW YORKER	1270	1143	1.6	90.0	101	*182	0.8	14.3	51	276	1.3	21.7	84	686	2.4	54.0	156
NEWSWEEK	6277	5474	7.6	87.2	98	1463	6.4	23.3	83	1562	7.5	24.9	97	2449	8.7	39.0	112
THE N.Y. TIMES DAILY EDITION	1205	1029	1.4	85.4	96	*145	0.6	12.0	43	287	1.4	23.8	93	597	2.1	49.5	143
THE N.Y. TIMES MAGAZINE	2081	1755	2.4	84.3	95	*173	0.8	8.3	29	476	2.3	22.9	89	1106	3.9	53.1	153
OMNI	788	712	1.0	90.4	102	*165	0.7	20.9	74	*204	1.0	25.9	101	343	1.2	43.5	125
ON CABLE	1158	1029	1.4	88.9	100	339	1.5	29.3	104	*302	1.4	26.1	101	389	1.4	33.6	97
1001 HOME IDEAS	2852	2656	3.7	93.1	105	875	3.8	30.7	109	774	3.7	27.1	105	1007	3.6	35.3	102
ORGANIC GARDENING	1658	1489	2.1	89.8	101	573	2.5	34.6	122	485	2.3	29.3	114	430	1.5	25.9	75
OUTDOOR LIFE	896	831	1.2	92.7	105	347	1.5	38.7	137	*254	1.2	28.3	110	*229	0.8	25.6	74
PARADE MAGAZINE	24275	21750	30.3	89.6	101	6513	28.5	26.8	95	6210	29.8	25.6	99	9027	32.1	37.2	107

WHITE GRANULATED SUGAR: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE LBS.				MEDIUM USERS TWO - FOUR LBS.				LIGHT USERS ONE LB. OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	71840	100.0	88.7	100	22867	100.0	28.2	100	20850	100.0	25.7	100	28123	100.0	34.7	100
PARENTS	3845	3558	5.0	92.5	104	1178	5.2	30.6	109	1028	4.9	26.7	104	1351	4.8	35.1	101
PENTHOUSE	831	717	1.0	86.3	97	*225	1.0	27.1	96	**190	0.9	22.9	89	302	1.1	36.3	105
PEOPLE	11645	10462	14.6	89.8	101	2827	12.4	24.3	86	3260	15.6	28.0	109	4375	15.6	37.6	108
PLAYBOY	2006	1769	2.5	88.2	99	515	2.3	25.7	91	526	2.5	26.2	102	728	2.6	36.3	105
POPULAR HOT RODDING	297	290	0.4	97.6	110	**120	0.5	40.4	143	**88	0.4	29.6	115	**82	0.3	27.6	80
POPULAR MECHANICS	1018	856	1.2	84.1	95	*301	1.3	29.6	105	*287	1.4	28.2	110	*268	1.0	26.3	76
POPULAR SCIENCE	878	801	1.1	91.2	103	*237	1.0	27.0	96	*262	1.3	29.8	116	303	1.1	34.5	99
PREVENTION	3913	3441	4.8	87.9	99	1156	5.1	29.5	105	774	3.7	19.8	77	1511	5.4	38.6	111
PSYCHOLOGY TODAY	1710	1517	2.1	88.7	100	375	1.6	21.9	78	462	2.2	27.0	105	680	2.4	39.8	115
READER'S DIGEST	22204	19969	27.8	89.9	101	6527	28.5	29.4	104	5911	28.4	26.6	103	7531	26.8	33.9	98
REDBOOK	7684	7044	9.8	91.7	103	2275	9.9	29.6	105	2073	9.9	27.0	105	2695	9.6	35.1	101
ROAD & TRACK	410	337	0.5	82.2	93	**66	0.3	16.1	57	**139	0.7	33.9	132	**132	0.5	32.2	93
ROLLING STONE	969	879	1.2	90.7	102	*197	0.9	20.3	72	*283	1.4	29.2	113	399	1.4	41.2	119
RUNNER'S WORLD	298	293	0.4	98.3	111	**100	0.4	33.6	119	**35	0.2	11.7	46	*158	0.6	53.0	153
SATURDAY EVENING POST	1169	1011	1.4	86.5	97	369	1.6	31.6	112	266	1.3	22.8	88	376	1.3	32.2	93
SCIENCE 84	587	504	0.7	85.9	97	*144	0.6	24.5	87	**119	0.6	20.3	79	241	0.9	41.1	118
SCIENCE DIGEST	482	428	0.6	88.8	100	*188	0.8	39.0	138	**96	0.5	19.9	77	*145	0.5	30.1	87
SCIENTIFIC AMERICAN	594	542	0.8	91.2	103	**98	0.4	16.5	58	**113	0.5	19.0	74	331	1.2	55.7	160
SELF	2089	1859	2.6	89.0	100	468	2.0	22.4	79	511	2.5	24.5	95	880	3.1	42.1	121
SEVENTEEN	2411	2141	3.0	88.8	100	676	3.0	28.0	99	691	3.3	28.7	111	775	2.8	32.1	93
SKI	480	430	0.6	89.6	101	**87	0.4	18.1	64	**117	0.6	24.4	95	*227	0.8	47.3	136
SMITHSONIAN	2760	2485	3.5	90.0	101	424	1.9	15.4	54	680	3.3	24.6	96	1280	4.9	50.0	144
SOAP OPERA DIGEST	3013	2749	3.8	91.2	103	1033	4.5	34.3	121	793	3.8	26.3	102	923	3.3	30.6	88
SOUTHERN LIVING	4184	3761	5.2	89.9	101	1626	7.1	38.9	138	1009	4.8	24.1	94	1126	4.0	26.9	77
SPORT	559	481	0.7	86.0	97	*226	1.0	40.4	143	*148	0.7	26.5	103	**106	0.4	19.0	55
THE SPORTING NEWS	436	429	0.6	98.4	111	**156	0.7	35.8	127	**185	0.9	42.4	165	**88	0.3	20.2	58
SPORTS AFIELD	493	454	0.6	92.1	104	*145	0.6	29.4	104	**128	0.6	26.0	101	*181	0.6	36.7	106
SPORTS ILLUSTRATED	2758	2486	3.5	90.1	102	749	3.3	27.2	96	749	3.6	27.2	105	987	3.5	35.8	103
STAR	7456	6612	9.2	88.7	100	2294	10.0	30.8	109	1915	9.2	25.7	100	2403	8.5	32.2	93
SUNDAY	24936	22413	31.2	89.9	101	6333	27.7	25.4	90	6534	31.3	26.2	102	9546	33.9	38.3	110
SUNSET	2124	1825	2.5	85.9	97	*267	1.2	12.6	45	470	2.3	22.1	86	1088	3.9	51.2	148
TV GUIDE	21661	19253	26.8	88.9	100	6152	26.9	28.4	101	5920	28.4	27.3	106	7181	25.5	33.2	95
TENNIS	550	497	0.7	90.4	102	*149	0.7	27.1	96	**128	0.6	23.3	90	*219	0.8	39.8	115
TIME	8880	7895	11.0	88.9	100	2096	9.2	23.6	84	2299	11.0	25.9	101	3500	12.4	39.4	114
TOWN & COUNTRY	917	781	1.1	85.2	96	*166	0.7	18.1	64	*193	0.9	21.0	82	423	1.5	46.1	133
TRAVEL & LEISURE	972	895	1.2	92.1	104	*259	1.1	26.6	94	*173	0.8	17.8	69	463	1.6	47.6	137
TRUE STORY	3356	2973	4.1	88.6	100	1319	5.8	39.3	139	975	4.7	29.1	113	679	2.4	20.2	58
U.S. NEWS & WORLD REPORT	3410	3006	4.2	88.2	99	820	3.6	24.0	85	834	4.0	24.5	95	1351	4.8	39.6	114
USA TODAY	1759	1609	2.2	91.5	103	426	1.9	24.2	86	509	2.4	28.9	112	675	2.4	38.4	111
US	1873	1670	2.3	89.2	101	568	2.5	30.3	107	455	2.2	24.3	94	648	2.3	34.6	100
VOGUE	3909	3403	4.7	87.1	98	1016	4.4	26.0	92	843	4.0	21.6	84	1544	5.5	39.5	114
WALL STREET JOURNAL	1886	1707	2.4	90.5	102	426	1.9	22.6	80	448	2.1	23.8	92	833	3.0	44.2	127
WEIGHT WATCHERS	2120	1938	2.7	91.4	103	592	2.6	27.9	99	685	3.3	32.3	126	661	2.4	31.2	90
WOMAN'S DAY	14172	12808	17.8	90.4	102	4207	18.4	29.7	105	3836	18.4	27.1	105	4765	16.9	33.6	97
WORKING MOTHER	1146	1046	1.5	91.3	103	304	1.3	26.5	94	305	1.5	26.6	103	436	1.6	38.0	110
WORKING WOMAN	1322	1196	1.7	90.5	102	304	1.3	23.0	81	325	1.6	24.6	95	566	2.0	42.8	123
WORLD TENNIS	*163	*136	0.2	83.4	94	**63	0.3	38.7	137	**31	0.1	19.0	74	**42	0.1	25.8	74
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2366	3.3	93.4	105	859	3.8	33.9	120	518	2.5	20.5	79	989	3.5	39.1	112
BLAIR INSERTS	43657	39059	54.4	89.5	101	11351	49.6	26.0	92	11329	54.3	26.0	101	16380	58.2	37.5	108
DAILY NEWSPAPERS																	
READ ANY	51633	46253	64.4	89.6	101	14365	62.8	27.8	99	13634	65.4	26.4	103	18254	64.9	35.4	102
READ ONE	43463	38931	54.2	89.6	101	12225	53.5	28.1	100	11540	55.3	26.6	103	15166	53.9	34.9	100
READ TWO OR MORE	8170	7322	10.2	89.6	101	2141	9.4	26.2	93	2094	10.0	25.6	100	3088	11.0	37.8	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	47245	65.8	89.7	101	14178	62.0	26.9	95	13648	65.5	25.9	101	19420	69.1	36.9	106
READ ONE	46126	41477	57.7	89.9	101	12629	55.2	27.4	97	11920	57.2	25.8	100	16928	60.2	36.7	106
READ TWO OR MORE	6552	5769	8.0	88.0	99	1549	6.8	23.6	84	1728	8.3	26.4	102	2492	8.9	38.0	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.83				26.75				25.93				30.04			
30 DAY REACH	71455	63419	88.3	88.8	100	19997	87.4	28.0	99	18078	86.7	25.3	98	25343	90.1	35.5	102
50 SHWG - 30 DAY AV FREQ	14.56	14.71				14.16				13.60				15.95			
30 DAY REACH	67742	60120	83.7	88.7	100	18923	82.8	27.9	99	17261	82.8	25.5	99	23937	85.1	35.3	102
25 SHWG - 30 DAY AV FREQ	7.94	8.01				7.73				7.53				8.56			
30 DAY REACH	62117	55201	76.8	88.9	100	17291	75.6	27.8	99	15565	74.7	25.1	97	22345	79.5	36.0	104
CABLE TV: HOME WIRED	32077	29056	40.4	90.6	102	8639	37.8	26.9	95	8909	42.7	27.8	108	11507	40.9	35.9	103
HOME NOT WIRED	48909	42785	59.6	87.5	99	14228	62.2	29.1	103	11941	57.3	24.4	95	16616	59.1	34.0	98
HAVE PAY CABLE	15935	14612	20.3	91.7	103	4231	18.5	26.6	94	4557	21.9	28.6	111	5824	20.7	36.5	105

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE LBS.				MEDIUM USERS TWO - FOUR LBS.				LIGHT USERS ONE LB. OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	71840	100.0	88.7	100	22867	100.0	28.2	100	20850	100.0	25.7	100	28123	100.0	34.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	39243	54.6	89.3	101	12591	55.1	28.7	102	11487	55.1	26.2	102	15166	53.9	34.5	99
10:00 AM - 3:00 PM	30659	27411	38.2	89.4	101	8771	38.4	28.6	101	8269	39.7	27.0	105	10371	36.9	33.8	97
3:00 PM - 7:00 PM	31045	27737	38.6	89.3	101	8668	37.9	27.9	99	7840	37.6	25.3	98	11230	39.9	36.2	104
7:00 PM - MIDNIGHT	15767	13930	19.4	88.3	100	4426	19.4	28.1	99	3958	19.0	25.1	98	5546	19.7	35.2	101
MIDNIGHT - 6:00 AM	9120	8044	11.2	88.2	99	2668	11.7	29.3	104	2239	10.7	24.6	95	3137	11.2	34.7	99
6:00 AM - MIDNIGHT	58527	52281	72.8	89.3	101	16568	72.5	28.3	100	15261	73.2	26.1	101	20451	72.7	34.7	101
ENTIRE DAY	59311	52929	73.7	89.2	101	16764	73.3	28.3	100	15408	73.9	26.0	101	20756	73.8	35.1	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14700	20.5	90.9	102	4585	20.1	28.4	100	4464	21.4	27.6	107	5651	20.1	34.9	101
ALL NEWS	2256	1864	2.6	82.6	93	396	1.7	17.6	62	615	2.9	27.3	106	853	3.0	37.8	109
AOR/PROGRESSIVE	3874	3471	4.8	89.6	101	893	3.9	23.1	82	862	4.1	22.3	86	1715	6.1	44.3	127
BEAUTIFUL MUSIC	5660	4968	6.9	87.8	99	1554	6.8	27.5	97	1746	8.4	30.8	120	1669	5.9	29.5	85
BLACK	2204	1926	2.7	87.4	99	769	3.4	34.9	124	611	2.9	27.7	108	546	1.9	24.8	71
CLASSICAL	1418	1255	1.7	88.5	100	*312	1.4	22.0	78	330	1.6	23.3	90	614	2.2	43.3	125
CHR/ROCK	9538	8479	11.8	88.9	100	2517	11.0	26.4	93	2286	11.0	24.0	93	3676	13.1	38.5	111
COUNTRY	12648	11474	16.0	90.7	102	4271	18.7	33.8	120	3585	17.2	28.3	110	3618	12.9	28.6	82
GOLDEN OLDIES	1191	1047	1.5	87.9	99	289	1.3	24.3	86	391	1.9	32.8	128	366	1.3	30.7	88
MOR/NOSTALGIA	4757	4332	6.0	91.1	103	1220	5.3	25.6	91	1157	5.5	24.3	94	1955	7.0	41.1	118
NEWS/TALK	3863	3259	4.5	84.4	95	786	3.4	20.3	72	711	3.4	18.4	71	1762	6.3	45.6	131
RELIGIOUS	3084	2707	3.8	87.8	99	859	3.8	27.9	99	713	3.4	23.1	90	1135	4.0	36.8	106
SOFT ROCK	521	441	0.6	84.6	95	**114	0.5	21.9	77	*99	0.5	19.0	74	*228	0.8	43.8	126
URBAN CONTEMPORARY	1585	1343	1.9	84.7	96	534	2.3	33.7	119	402	1.9	25.4	99	407	1.4	25.7	74
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2894	4.0	88.7	100	1009	4.4	30.9	110	724	3.5	22.2	86	1161	4.1	35.6	103
ABC DIRECTION	2316	2088	2.9	90.2	102	704	3.1	30.4	108	708	3.4	30.6	119	677	2.4	29.2	84
ABC ENTERTAINMENT	4834	4304	6.0	89.0	100	1469	6.4	30.4	108	1266	6.1	26.2	102	1569	5.6	32.5	93
ABC FM	2202	1971	2.7	89.5	101	765	3.3	34.7	123	502	2.4	22.8	89	704	2.5	32.0	92
ABC INFORMATION	5425	4872	6.8	89.8	101	1476	6.5	27.2	96	1302	6.2	24.0	93	2094	7.4	38.6	111
ABC ROCK	1677	1515	2.1	90.3	102	456	2.0	27.2	96	377	1.8	22.5	87	681	2.4	40.6	117
CBS	4430	3886	5.4	87.7	99	1145	5.0	25.8	92	1098	5.3	24.8	96	1642	5.8	37.1	107
MUTUAL	4992	4512	6.3	90.4	102	1611	7.0	32.3	114	1357	6.5	27.2	106	1545	5.5	30.9	89
NBC	4679	4166	5.8	89.0	100	1196	5.2	25.6	91	1257	6.0	26.9	104	1713	6.1	36.6	105
RADIORADIO	1994	1756	2.4	88.1	99	508	2.2	25.5	90	525	2.5	26.3	102	723	2.6	36.3	104
RKO ONE	2298	2075	2.9	90.3	102	672	2.9	29.2	104	593	2.8	25.8	100	810	2.9	35.2	102
RKO TWO	3311	2987	4.2	90.2	102	1080	4.7	32.6	116	753	3.6	27.7	88	1153	4.1	34.8	100
THE SOURCE	2114	1880	2.6	88.9	100	554	2.4	26.2	93	513	2.5	24.3	94	814	2.9	38.5	111
NON-WIRED : BLAIR	8654	7889	11.0	91.2	103	2771	12.1	32.0	113	2264	10.9	26.2	102	2853	10.1	33.0	95
INTERNET	12025	10804	15.0	89.8	101	3288	14.4	27.3	97	2984	14.3	24.8	96	4532	16.1	37.7	109
KATZ RADIO GROUP	15359	13610	18.9	88.6	100	3958	17.3	25.8	91	3974	19.1	25.9	101	5678	20.2	37.0	106
SUPERNET	10628	9438	13.1	88.8	100	2918	12.8	27.5	97	2701	13.0	25.4	99	3820	13.6	35.9	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	7582	10.6	87.6	99	2484	10.9	28.7	102	2254	10.8	26.0	101	2844	10.1	32.8	95
WKDAY 9:00 AM - 1:00 PM	12163	10623	14.8	87.3	98	3663	16.0	30.1	107	3148	15.1	25.9	101	3813	13.6	31.3	90
WKDAY 1:00 PM - 4:30 PM	16150	14222	19.8	88.1	99	5068	22.2	31.4	111	4020	19.3	24.9	97	5134	18.3	31.8	92
WKDAY 4:30 PM - 7:30 PM	22463	19753	27.5	87.9	99	6351	27.8	28.3	100	5631	27.0	25.1	97	7771	27.6	34.6	100
WKDAY 7:30 PM - 8:00 PM	31795	28252	39.3	88.9	100	9260	40.5	29.1	103	8058	38.6	25.3	98	10934	38.9	34.4	99
WKDAY 11:00 PM - 11:30 PM	23977	21306	29.7	88.9	100	7061	30.9	29.4	104	6529	31.3	27.2	106	7716	27.4	32.2	93
WKDAY 11:30 PM - 1:00 AM	7703	6871	9.6	89.2	101	2388	10.4	31.0	110	2064	9.9	26.8	104	2419	8.6	31.4	90
M-SAT 8-11 PM-SUN 7-11 PM	33800	30055	41.8	88.9	100	9620	42.1	28.5	101	8864	42.5	26.2	102	11571	41.1	34.2	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5749	8.0	87.9	99	1958	8.6	29.9	106	1723	8.3	26.4	102	2068	7.4	31.6	91
ANOTHER WORLD	N 4620	4109	5.7	88.9	100	1633	7.1	35.3	125	1136	5.4	24.6	96	1341	4.8	29.0	84
AS THE WORLD TURNS	C 5614	4933	6.9	87.9	99	1899	8.3	33.8	120	1355	6.5	24.1	94	1678	6.0	29.9	86
CAPITOL	C 3396	2938	4.1	86.5	98	1178	5.2	34.7	123	733	3.5	21.6	84	1027	3.7	30.2	87
CBS MORN. NEWS 1	C 1446	1197	1.7	82.8	93	489	2.1	33.8	120	378	1.8	26.1	102	330	1.2	22.8	66
CBS MORN. NEWS 2	C 1207	967	1.3	80.1	90	396	1.7	32.8	116	300	1.4	24.9	97	271	1.0	22.5	65
DAYS OF OUR LIVES	N 5877	5245	7.3	89.2	101	1823	8.0	31.0	110	1491	7.2	25.4	99	1931	6.9	32.9	95
FACTS OF LIFE - DAYTIME	N 2290	1946	2.7	85.0	96	661	2.9	28.9	102	573	2.7	25.0	97	713	2.5	31.1	90
FAMILY FEUD	A 3023	2636	3.7	87.2	98	978	4.3	32.4	115	666	3.2	22.0	86	992	3.5	32.8	94
GENERAL HOSPITAL	A 6097	5369	7.5	88.1	99	1676	7.3	27.5	97	1610	7.7	26.4	103	2083	7.4	34.2	98
GOOD MORNING, AMERICA-730	A 3515	3136	4.4	89.2	101	997	4.4	28.4	100	957	4.6	27.2	106	1182	4.2	33.6	97
GOOD MORNING, AMERICA-830	A 2818	2511	3.5	89.1	100	859	3.8	30.5	108	751	3.6	26.7	104	900	3.2	31.9	92
GUIDING LIGHT	C 5339	4630	6.4	86.7	98	1739	7.6	32.6	115	1220	5.9	22.9	89	1671	5.9	31.3	90
ONE LIFE TO LIVE	A 4478	3925	5.5	87.7	99	1323	5.8	29.5	105	1123	5.4	25.1	97	1480	5.3	33.1	95
PRESS YOUR LUCK	C 2244	1978	2.8	88.1	99	769	3.4	34.3	121	551	2.6	24.6	95	658	2.3	29.3	84
PRICE IS RIGHT 1	C 4348	3768	5.2	86.7	98	1424	6.2	32.8	116	1072	5.1	24.7	96	1273	4.5	29.3	84
PRICE IS RIGHT 2	C 5014	4352	6.1	86.8	98	1630	7.1	32.5	115	1242	6.0	24.8	96	1479	5.3	29.5	85
RYAN'S HOPE	A 3150	2778	3.9	88.2	99	849	3.7	27.0	95	890	4.3	28.3	110	1039	3.7	33.0	95
SALE OF THE CENTURY	N 2695	2314	3.2	85.9	97	815	3.6	30.2	107	685	3.3	25.4	99	814	2.9	30.2	87
SEARCH FOR TOMORROW	N 2319	2053	2.9	88.5	100	895	3.9	38.6	137	533	2.6	23.0	89	624	2.2	26.9	77
TODAY SHOW 1	N 2693	2393	3.3	88.9	100	630	2.8	23.4	83	706	3.4	26.2	102	1057	3.8	39.2	113
TODAY SHOW 2	N 2498	2160	3.0	86.5	97	651	2.8	26.1	92	633	3.0	25.3	98	875	3.1	35.0	101
\$25,000 PYRAMID	C 2753	2426	3.4	88.1	99	861	3.8	31.3	111	681	3.3	24.7	96	884	3.1	32.1	92

WHITE GRANULATED SUGAR: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS FIVE OR MORE LBS.				MEDIUM USERS TWO - FOUR LBS.				LIGHT USERS ONE LB. OR LESS			
		A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D
TOTAL FEMALE HOMEMAKERS	80986	71840	100.0	88.7	100	22867	100.0	28.2	100	20850	100.0	25.7	100	28123	100.0	34.7	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	22867	31.8	87.7	99	7409	32.4	28.4	101	6727	32.3	25.8	100	8731	31.0	33.5	96
NETWORK AFFILIATES - LATE	20261	17915	24.9	88.4	100	5850	25.6	28.9	102	5448	26.1	26.9	104	6616	23.5	32.7	94
INDEPENDENTS - LATE	2076	1798	2.5	86.6	98	473	2.1	22.8	81	519	2.5	25.0	97	805	2.9	38.8	112
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	9508	13.2	91.0	103	3512	15.4	33.6	119	2792	13.4	26.7	104	3203	11.4	30.6	88
ABC MONDAY NIGHT MOVIE	A 6412	5779	8.0	90.1	102	1993	8.7	31.1	110	1517	7.3	23.7	92	2269	8.1	35.4	102
ABC SUNDAY NIGHT MOVIE	A 12407	10992	15.3	88.6	100	3225	14.1	26.0	92	3151	15.1	25.4	99	4616	16.4	37.2	107
ABC WORLD NEWS TONIGHT	A 6176	5428	7.6	87.9	99	1671	7.3	27.1	96	1479	7.1	23.9	93	2278	8.1	36.9	106
AFTERMASH	C 5863	5139	7.2	87.7	99	1567	6.9	26.7	95	1585	7.6	27.0	105	1987	7.1	33.9	98
ALICE	C 9594	8490	11.8	88.5	100	2726	11.9	28.4	101	2543	12.2	26.5	103	3222	11.5	33.6	97
AMERICAN PARADE	C 6622	5887	8.2	88.9	100	1923	8.4	29.0	103	1683	8.1	25.4	99	2280	8.1	34.4	99
BENSON	A 10886	9590	13.3	88.1	99	2805	12.3	25.8	91	2880	13.8	26.5	103	3905	13.9	35.9	103
BLUE THUNDER	A 5036	4511	6.3	89.6	101	1573	6.9	31.2	111	1242	6.0	24.7	96	1696	6.0	33.7	97
CAGNEY & LACEY	C 9965	8853	12.3	88.8	100	2762	12.1	27.7	98	2561	12.3	25.7	100	3530	12.6	35.4	102
CBS EVENING NEWS-DEAN	C 3491	3025	4.2	86.7	98	777	3.4	22.3	79	930	4.5	26.6	103	1317	4.7	37.7	109
CBS EVENING NEWS-RATHER	C 7123	6281	8.7	88.2	99	1967	8.6	27.6	98	1897	9.1	26.6	103	2417	8.6	33.9	98
CBS SAT. NEWS-SCHIEFFER	C 3621	3049	4.2	84.2	95	904	4.0	25.0	88	856	4.1	23.6	92	1290	4.6	35.6	103
CBS SATURDAY NIGHT MOVIE	C 5436	4821	6.7	88.7	100	1721	7.5	31.7	112	1441	6.9	26.5	103	1658	5.9	30.5	88
CBS WEDNESDAY NIGHT MOVIE	C 6100	5365	7.5	88.0	99	1702	7.4	27.9	99	1628	7.8	26.7	104	2035	7.2	33.4	96
CHEERS	N 8889	7925	11.0	89.2	101	2255	9.9	25.4	90	2620	12.6	29.5	114	3050	10.8	34.3	99
DALLAS	C 22109	19550	27.2	88.4	100	6348	27.8	28.7	102	5602	26.9	25.3	98	7601	27.0	34.4	99
DIFF'RENT STROKES	N 6940	6102	8.5	87.9	99	2053	9.0	29.6	105	1779	8.5	25.6	100	2270	8.1	32.7	94
DOUBLE TROUBLE	N 7223	6488	9.0	89.8	101	2262	9.9	31.3	111	2059	9.9	28.5	111	2168	7.7	30.0	86
DUCK FACTORY	N 5595	4930	6.9	88.1	99	1584	6.9	28.3	100	1566	7.5	28.0	109	1780	6.3	31.8	92
DUKES OF HAZZARD	C 5768	5152	7.2	89.3	101	2129	9.3	36.9	131	1381	6.6	23.9	93	1642	5.8	28.5	82
DYNASTY	A 20053	18018	25.1	89.9	101	6235	27.3	31.1	110	5072	24.3	25.3	98	6712	23.9	33.5	96
FACTS OF LIFE	N 8087	7200	10.0	89.0	100	2371	10.4	29.3	104	2357	11.3	29.1	113	2472	8.8	30.6	88
FALCON CREST	C 20046	17904	24.9	89.3	101	6000	26.2	29.9	106	5163	24.8	25.8	100	6741	24.0	33.6	97
FALL GUY	A 9084	8237	11.5	90.7	102	2979	13.0	32.8	116	2348	11.3	25.8	100	2910	10.3	32.0	92
FAMILY TIES	N 7964	7108	9.9	89.3	101	2652	11.6	33.3	118	2073	9.9	26.0	101	2383	8.5	29.9	86
FANTASY ISLAND	A 7687	6697	9.3	87.1	98	2076	9.1	27.0	96	2012	9.6	26.2	102	2609	9.3	33.9	98
FOOLUPS,BLEEPS & BLUNDERS	A 8861	7940	11.1	89.6	101	2383	10.4	26.9	95	2309	11.1	26.1	101	3249	11.6	36.7	106
FOUR SEASONS	C 5095	4527	6.3	88.9	100	1400	6.1	27.5	97	1383	6.6	27.1	105	1744	6.2	34.2	99
GIMME A BREAK	N 8838	7745	10.8	87.6	99	2937	12.8	33.2	118	2274	10.9	25.7	100	2534	9.0	28.7	83
HART TO HART	A 8978	7985	11.1	88.9	100	2644	11.6	29.4	104	2153	10.3	24.0	93	3189	11.3	35.5	102
HILL STREET BLUES	N 8590	7562	10.5	88.0	99	2252	9.8	26.2	93	2258	10.8	26.3	102	3051	10.8	35.5	102
HOTEL	A 14085	12665	17.6	89.9	101	4219	18.5	30.0	106	3635	17.4	25.8	100	4811	17.1	34.2	98
JEFFERSONS	C 9360	8267	11.5	88.3	100	2922	12.8	31.2	111	2282	10.9	24.4	95	3063	10.9	32.7	94
JENNIFER SLEPT HERE	N 5841	5133	7.1	87.9	99	1649	7.2	28.2	100	1585	7.6	27.1	105	1899	6.8	32.5	94
KATE & ALLIE	C 9206	8138	11.3	88.4	100	2553	11.2	27.7	98	2233	10.7	24.3	94	3352	11.9	36.4	105
KNIGHT RIDER	N 7076	6312	8.8	89.2	101	2149	9.4	30.4	108	1857	8.9	26.2	102	2305	8.2	32.6	94
LOVE BOAT	A 12219	10755	15.0	88.0	99	3256	14.2	26.6	94	3330	16.0	27.3	106	4168	14.8	34.1	98
MAGNUM PI	C 11199	10033	14.0	89.6	101	3370	14.7	30.1	107	2797	13.4	25.0	97	3867	13.8	34.5	99
MAMA'S FAMILY	N 6057	5235	7.3	86.4	97	1903	8.3	31.4	111	1534	7.4	25.3	98	1798	6.4	29.7	85
MASTER, THE	N 3598	3155	4.4	87.7	99	1083	4.7	30.1	107	848	4.1	23.6	92	1224	4.4	34.0	98
MATT HOUSTON	A 6344	5588	7.8	88.1	99	1697	7.4	26.7	95	1825	8.8	28.8	112	2066	7.3	32.6	94
NBC MONDAY NIGHT MOVIE	N 11994	10699	14.9	89.2	101	3389	14.8	28.3	100	3299	15.8	27.5	107	4010	14.3	33.4	96
NBC NIGHTLY NEWS	N 5132	4531	6.3	88.3	100	1463	6.4	28.5	101	1344	6.4	26.2	102	1725	6.1	33.6	97
NBC NIGHTLY NEWS-SAT	N 3375	3012	4.2	89.2	101	885	3.9	26.2	93	902	4.3	26.7	104	1226	4.4	36.3	105
NBC NIGHTLY NEWS-SUN	N 3130	2744	3.8	87.7	99	765	3.3	24.4	87	857	4.1	27.4	106	1121	4.0	35.8	103
NBC SUNDAY NIGHT MOVIE	N 8284	7487	10.4	90.4	102	2682	11.7	32.4	115	2284	11.0	27.6	107	2522	9.0	30.4	88
NEWMART	C 9240	8182	11.4	88.5	100	2396	10.5	25.9	92	2409	11.6	26.1	101	3376	12.0	36.5	105
ONE DAY AT A TIME	C 7288	6552	9.1	89.9	101	2051	9.0	28.1	100	2025	9.7	27.8	108	2476	8.8	34.0	98
PEOPLE ARE FUNNY	N 4855	4211	5.9	86.7	98	1437	6.3	29.6	105	1324	6.4	27.3	106	1451	5.2	29.9	86
REAL PEOPLE	N 8869	7885	11.0	88.9	100	2536	11.1	28.6	101	2389	11.5	26.9	105	2961	10.5	33.4	96
REMINGTON STEELE	N 7743	6923	9.6	89.4	101	2163	9.5	27.9	99	1921	9.2	24.8	96	2839	10.1	36.7	106
RIPLY'S BELIEVE IT - NOT	A 5345	4874	6.8	91.2	103	1588	6.9	29.7	105	1359	6.5	25.4	99	1927	6.9	36.1	104
RIPTIDE	N 6988	6302	8.8	90.2	102	2162	9.5	30.9	110	1910	9.2	27.3	106	2231	7.9	31.9	92
SCARECROW & MRS. KING	C 10002	8835	12.3	88.3	100	3016	13.2	30.2	107	2379	11.4	23.8	92	3441	12.2	34.4	99
SIMON & SIMON	C 10638	9644	13.4	90.7	102	3353	14.7	31.5	112	2911	14.0	27.4	106	3380	12.0	31.8	91
60 MINUTES	C 13293	11746	16.4	88.4	100	3428	15.0	25.8	91	3392	16.3	25.5	99	4926	17.5	37.1	107
ST. ELSEWHERE	N 7017	6328	8.8	90.2	102	2083	9.1	29.7	105	1986	9.5	28.3	110	2259	8.0	32.2	93
THREE'S COMPANY	A 10917	9764	13.6	89.4	101	3265	14.3	29.9	106	2618	12.6	24.0					

USE BROWN SUGAR, CORN SYRUP, HONEY OR FRUCTOSE
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE BROWN SUGAR				USE CORN SYRUP				USE HONEY				USE FRUCTOSE			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	57482	100.0	71.0	100	26694	100.0	33.0	100	41560	100.0	51.3	100	3685	100.0	4.6	100
18 - 24	9282	5913	10.4	64.5	91	2694	10.1	29.0	88	3765	9.1	40.6	79	**404	11.0	4.4	96
25 - 34	19072	14200	24.7	74.5	105	6375	23.9	33.4	101	10403	25.0	54.5	106	832	22.6	4.4	96
35 - 44	14591	11208	19.5	76.8	108	5192	19.5	35.6	108	7995	19.2	54.8	107	705	19.1	4.8	106
45 - 54	11345	8506	14.8	75.0	106	3971	14.9	35.0	106	5954	14.3	52.5	102	*510	13.8	4.5	99
55 - 64	11635	8260	14.4	71.0	100	4051	15.2	34.8	106	6783	15.1	54.0	105	630	17.1	5.4	119
65 OR OLDER	15061	9325	16.2	61.9	87	4411	16.5	29.3	89	7159	17.2	47.5	93	603	16.4	4.0	88
18 - 34	28354	20184	35.1	71.2	100	9069	34.0	32.0	97	14168	34.1	50.0	97	1236	33.5	4.4	96
18 - 49	48339	35357	61.5	73.1	103	16299	61.1	33.7	102	25056	60.3	51.8	101	2231	60.5	4.6	101
25 - 54	45008	33914	59.0	75.4	106	15538	58.2	34.5	105	24353	58.6	54.1	105	2047	55.5	4.5	100
35 - 49	19985	15173	26.4	75.9	107	7231	27.1	36.2	110	10888	26.2	54.5	106	994	27.0	5.0	109
50 OR OLDER	32647	22126	38.5	67.8	95	10395	38.9	31.8	97	16504	39.7	50.6	99	1454	39.5	4.5	98
GRADUATED COLLEGE	11155	8857	15.5	79.7	112	4034	15.1	36.2	110	6763	16.3	60.6	118	647	17.6	5.8	127
ATTENDED COLLEGE	13682	10697	18.6	78.2	110	5127	19.2	37.5	114	8146	19.6	59.5	116	573	15.5	4.2	92
GRADUATED HIGH SCHOOL	33880	24702	43.0	72.9	103	11572	43.4	34.2	104	17239	41.5	50.9	99	1625	44.1	4.8	105
DID NOT GRADUATE HIGH SCHOOL	22270	13197	23.0	59.3	83	5962	22.3	26.8	81	9412	22.6	42.3	82	840	22.8	3.8	83
EMPLOYED	40306	29977	52.2	74.4	105	13400	50.2	33.2	101	21586	51.9	53.6	104	1751	47.5	4.3	95
EMPLOYED FULL-TIME	32850	24031	41.8	73.2	103	10823	40.5	32.9	100	17273	41.6	52.6	102	1471	39.9	4.5	98
EMPLOYED PART-TIME	7456	5946	10.3	79.7	112	2577	9.7	34.6	105	4313	10.4	57.8	113	*280	7.6	3.8	83
NOT EMPLOYED	40680	27505	47.8	67.6	95	13294	49.8	32.7	99	19974	48.1	49.1	96	1934	52.5	4.8	104
PROFESSIONAL/MANAGER	10392	8251	14.4	79.4	112	3812	14.3	36.7	111	5799	14.4	57.7	112	*575	15.6	5.5	122
TECH/CLERICAL/SALES	17574	13648	23.7	77.7	109	6010	22.5	34.2	104	9627	23.2	54.8	107	765	20.8	4.4	96
PRECISION/CRAFT	985	677	1.2	68.7	97	*332	1.2	33.7	102	453	1.1	46.0	90	**21	0.6	2.1	47
OTHER EMPLOYED	11354	7400	12.9	65.2	92	3247	12.2	28.6	87	5508	13.3	48.5	95	*391	10.6	3.4	76
SINGLE	9863	5918	10.3	60.0	85	2301	8.6	23.3	71	4134	9.9	41.9	82	*465	12.6	4.7	104
MARRIED	51375	38842	67.6	75.6	107	18926	70.9	36.8	112	28037	67.5	54.6	106	2332	63.3	4.5	100
DIVORCED/SEPARATED/WIDOWED	19748	12703	22.1	64.3	91	5468	20.5	27.7	84	9390	22.6	47.5	93	889	24.1	4.5	99
PARENTS	32590	24485	42.9	75.8	107	11111	41.6	34.1	103	17330	41.7	53.2	104	1413	38.3	4.3	95
WHITE	70416	51868	90.2	73.7	104	24130	90.4	34.3	104	37449	90.1	53.2	104	3292	89.3	4.7	103
BLACK	8778	4477	7.8	51.0	72	1977	7.4	22.5	68	3037	7.3	34.6	67	**133	3.6	1.5	33
OTHER	1791	1138	2.0	63.5	90	*586	2.2	32.7	99	*1074	2.6	60.0	117	**260	7.1	14.5	319
NORTHEAST-CENSUS	17786	11771	20.5	66.2	93	4131	15.5	23.2	70	8850	21.3	49.8	97	*567	15.4	3.2	70
NORTH CENTRAL	20741	16911	29.4	81.5	115	8298	31.1	40.0	121	11007	26.5	53.1	103	828	22.5	4.0	88
SOUTH	27775	17827	31.0	64.2	90	9101	34.1	32.8	99	12601	30.3	45.4	88	1157	31.4	4.2	92
WEST	14683	10974	19.1	74.7	105	5164	19.3	35.2	107	9102	21.9	62.0	121	1134	30.8	7.7	170
NORTHEAST-MKTG.	17961	11333	19.7	63.1	89	3950	14.8	22.0	67	8784	21.1	48.9	95	696	18.9	3.9	85
EAST CENTRAL	11885	9404	16.4	79.1	111	4334	16.2	36.5	111	6202	14.9	52.2	102	*388	10.5	3.3	72
WEST CENTRAL	14090	11551	20.1	82.0	116	6030	22.6	42.8	130	7680	18.5	54.5	106	572	15.5	4.1	89
SOUTH	24081	15607	27.2	64.8	91	8032	30.1	33.4	101	10992	26.4	45.6	89	958	26.0	4.0	87
PACIFIC	12969	9587	16.7	73.9	104	4349	16.3	33.5	102	7901	19.0	60.9	119	1071	29.1	8.3	181
COUNTY SIZE A	32439	21648	37.7	66.7	94	9081	34.0	28.0	85	16586	39.9	51.1	100	1533	41.6	4.7	104
COUNTY SIZE B	24915	17850	31.1	71.6	101	8188	30.7	32.9	100	12819	30.8	51.5	100	1183	32.1	4.7	104
COUNTY SIZE C	12930	9981	17.4	77.2	109	4724	17.7	36.5	111	8832	16.4	52.8	103	606	16.4	4.7	103
COUNTY SIZE D	10703	8004	13.9	74.8	105	4701	17.6	43.9	133	5323	12.8	49.7	97	*363	9.9	3.4	75
METRO CENTRAL CITY	24518	15454	26.9	63.0	89	6835	25.6	27.9	85	11536	27.8	47.1	92	1107	30.0	4.5	99
METRO SUBURBAN	35919	26630	46.3	74.1	104	11507	43.1	32.0	97	19455	46.8	54.2	106	1720	46.7	4.8	105
NON METRO	20549	15399	26.8	74.9	106	8352	31.3	40.6	123	10570	25.4	51.4	100	857	23.3	4.2	92
TOP 5 ADI'S	18341	11855	20.6	64.6	91	4705	17.6	25.7	78	9364	22.5	51.1	99	895	24.3	4.9	107
TOP 10 ADI'S	25378	16803	29.2	66.2	93	7046	26.4	27.8	84	12835	30.9	50.6	99	1289	35.0	5.1	112
TOP 20 ADI'S	36488	24878	43.3	68.2	96	10611	39.8	29.1	88	18700	45.0	51.2	100	1780	48.3	4.9	107
HSHLD INC. \$50,000 OR MORE	6612	5553	9.7	84.4	119	2832	10.6	42.8	130	4145	10.0	62.7	122	*552	15.0	8.3	183
\$40,000 OR MORE	12659	10245	17.8	80.9	114	4938	18.5	39.0	118	7562	18.2	59.7	116	866	23.5	6.8	150
\$30,000 OR MORE	24698	19762	34.4	80.0	113	9507	35.6	38.5	117	14490	34.9	58.7	114	1556	42.2	6.3	138
\$25,000 OR MORE	32077	25626	44.6	79.9	113	12308	46.1	38.4	116	18771	45.2	58.5	114	1821	49.4	5.7	125
\$20,000 - \$24,999	9144	6969	12.1	76.2	107	3106	11.6	34.0	103	4905	11.8	53.6	105	*286	7.8	3.1	69
\$15,000 - \$19,999	8728	6031	10.5	69.1	97	2557	9.6	29.3	89	4186	10.1	48.0	93	*235	6.4	2.7	59
\$10,000 - \$14,999	12562	8475	14.7	67.5	95	3752	14.1	29.9	91	5993	14.4	47.7	93	663	18.0	5.3	116
UNDER \$10,000	18475	10381	18.1	56.2	79	4971	18.6	26.9	82	7705	18.5	41.7	81	681	18.5	3.7	81
HOUSEHOLD OF 1 PERSON	11987	7367	12.8	61.5	87	3177	11.9	26.5	80	5378	12.9	44.9	87	540	14.7	4.5	99
2 PEOPLE	26577	18480	32.1	69.5	98	9041	33.9	34.0	103	13865	33.4	52.2	102	1323	35.9	5.0	109
3 OR 4 PEOPLE	30617	22650	39.4	74.0	104	10287	38.5	33.6	102	15702	37.8	51.3	100	1269	34.4	4.1	91
5 OR MORE PEOPLE	11804	8985	15.6	76.1	107	4190	15.7	35.5	108	6616	15.9	56.0	109	*553	15.0	4.7	103
NO CHILD IN HSHLD	46165	31314	54.5	67.8	96	14818	55.5	32.1	97	23213	55.9	50.3	98	2169	58.9	4.7	103
CHILD(REN) UNDER 2 YRS	5325	3966	6.9	74.5	105	1909	7.2	35.8	109	2598	6.3	48.8	95	**137	3.7	2.6	57
2 - 5 YEARS	14221	10496	18.3	73.8	104	4918	18.4	34.6	105	7336	17.7	51.6	101	*504	13.7	3.5	78
6 - 11 YEARS	15117	11247	19.6	74.4	105	4983	18.7	33.0	100	7882	19.0	52.1	102	659	17.9	4.4	96
12 - 17 YEARS	16611	12603	21.9	75.9	107	5647	21.2	34.0	103	9082	21.9	54.7	107	843	22.9	5.1	112
RESIDENCE OWNED	55884	42677	74.2	76.4	108	20673	77.4	37.0	112	30595	73.6	54.7	107	2839	77.0	5.1	112
VALUE: \$50,000 OR MORE	31744	25083	43.6	79.0	111	12070	45.2	38.0	115	18208	43.8	57.4	112	1897	51.5	6.0	131
VALUE: UNDER \$50,000	24140	17594	30.6	72.9	103	8602	32.2	35.6	108	12387	29.8	51.3	100	943	25.6	3.9	86

		TOTAL U.S. '000	USE BROWN SUGAR				USE CORN SYRUP				USE HONEY				USE FRUCTOSE			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	57482	100.0	71.0	100	26694	100.0	33.0	100	41560	100.0	51.3	100	3685	100.0	4.6	100
MAGAZINES	QUINTILE 1	15799	12362	21.5	78.2	110	5756	21.6	36.4	111	9190	22.1	58.2	113	825	22.4	5.2	115
	QUINTILE 2	17259	13329	23.2	77.2	109	6272	23.5	36.3	110	9467	22.8	54.9	107	1029	27.9	6.0	131
	QUINTILE 3	13545	9902	17.2	73.1	103	4646	17.4	34.3	104	6972	16.8	51.5	100	*514	13.9	3.8	83
	QUINTILE 4	15133	10439	18.2	69.0	97	4840	18.1	32.0	97	7303	17.6	48.3	94	576	15.6	3.8	84
	QUINTILE 5	19250	11450	19.9	59.5	84	5180	19.4	26.9	82	8628	20.8	44.8	87	741	20.1	3.8	85
NEWSPAPERS	QUINTILE 1	12413	9223	16.0	74.3	105	4105	15.4	33.1	100	6495	15.6	52.3	102	*498	13.5	4.0	88
	QUINTILE 2	24116	17980	31.3	74.6	105	8720	32.7	36.2	110	13190	31.7	54.7	107	1281	34.8	5.3	111
	QUINTILE 3	11261	8202	14.3	72.8	103	3727	14.0	33.1	100	5739	13.8	51.0	99	*528	14.3	4.7	103
	QUINTILE 4	20255	14241	24.8	70.3	99	6010	22.5	29.7	90	9825	23.6	48.5	95	859	23.3	4.2	93
	QUINTILE 5	12940	7836	13.6	60.6	85	4132	15.5	31.9	97	6312	15.2	48.8	95	520	14.1	4.0	88
OUTDOOR	QUINTILE 1	14852	10712	18.6	72.1	102	4995	18.7	33.6	102	7495	18.0	50.5	98	731	19.8	4.9	108
	QUINTILE 2	15725	11404	19.8	72.5	102	5416	20.3	34.4	104	7851	18.9	49.9	97	674	18.3	4.3	94
	QUINTILE 3	16330	11729	20.4	71.8	101	5236	19.6	32.1	97	8667	20.9	53.1	103	666	18.1	4.1	90
	QUINTILE 4	16744	11482	20.0	68.6	97	5427	20.3	32.4	98	8815	21.2	52.6	103	828	22.5	4.9	109
	QUINTILE 5	17334	12156	21.1	70.1	99	5619	21.0	32.4	98	8732	21.0	50.4	98	787	21.4	4.5	100
RADIO-DRIVE TIME	QUINTILE 1	15911	11763	20.5	73.9	104	5543	20.8	34.8	106	8372	20.1	52.6	103	713	19.3	4.5	98
	QUINTILE 2	14837	10886	18.9	73.4	103	4923	18.4	33.2	101	8023	19.3	54.1	105	706	19.2	4.8	105
	QUINTILE 3	15339	10696	18.6	69.7	98	5247	19.7	34.2	104	7966	19.2	51.9	101	817	22.2	5.3	117
	QUINTILE 4	16723	12015	20.9	71.8	101	5100	19.1	30.5	93	8257	19.9	49.4	96	521	14.1	3.1	68
	QUINTILE 5	18176	12121	21.1	66.7	94	5882	22.0	32.4	98	8942	21.5	49.2	96	929	25.2	5.1	112
RADIO-MID- DAY	TERCILE 1	21020	15368	26.7	73.1	103	6802	25.5	32.4	98	11044	26.6	52.5	102	877	23.8	4.2	92
	TERCILE 2	21610	15625	27.2	72.3	102	7987	29.9	37.0	112	11342	27.3	52.5	102	1068	29.0	4.9	109
	TERCILE 3	38355	26489	46.1	69.1	97	11906	44.6	31.0	94	19175	46.1	50.0	97	1741	47.2	4.5	100
RADIO-TOTAL	QUINTILE 1	15988	11571	20.1	72.4	102	5417	20.3	33.9	103	8394	20.2	52.5	102	695	18.9	4.3	96
	QUINTILE 2	15626	11064	19.2	70.8	100	5264	19.7	33.7	102	8121	19.5	52.0	101	695	18.9	4.4	98
	QUINTILE 3	16723	12299	21.4	73.5	104	5558	20.8	33.2	101	8923	21.5	53.4	104	946	25.7	5.7	124
	QUINTILE 4	16342	11722	20.4	71.7	101	5256	19.7	32.2	98	8177	19.7	50.0	98	619	16.8	3.8	83
	QUINTILE 5	16306	10827	18.8	66.4	94	5200	19.5	31.9	97	7945	19.1	48.7	95	729	19.8	4.5	98
TV-PRIME TIME	QUINTILE 1	15953	11006	19.1	69.0	97	5026	18.8	31.5	96	7980	19.2	50.0	97	847	23.0	5.3	117
	QUINTILE 2	16137	11640	20.2	72.1	102	5327	20.0	33.0	100	8343	20.1	51.7	101	859	23.3	5.3	117
	QUINTILE 3	16420	11903	20.7	72.5	102	5440	20.4	33.1	101	8493	20.4	51.7	101	759	20.6	4.6	102
	QUINTILE 4	16687	12122	21.1	72.6	102	6023	22.6	36.1	110	8812	21.2	52.8	103	665	18.0	4.0	88
	QUINTILE 5	15789	10812	18.8	68.5	96	4878	18.3	30.9	94	7933	19.1	50.2	98	554	15.0	3.5	77
TV-DAYTIME	TERCILE 1	27736	18862	32.8	68.0	96	9065	34.0	32.7	99	13334	32.1	48.1	94	1271	34.5	4.6	101
	TERCILE 2	26489	18737	32.6	70.7	100	8635	32.3	32.6	99	13511	32.5	51.0	99	1160	31.5	4.4	96
	TERCILE 3	26761	19884	34.6	74.3	105	8994	33.7	33.6	102	14716	35.4	55.0	107	1254	34.0	4.7	103
TV-TOTAL	QUINTILE 1	16345	10831	18.8	66.3	93	5271	19.7	32.2	98	7838	18.9	48.0	93	820	22.3	5.0	110
	QUINTILE 2	16447	11701	20.4	71.1	100	5465	20.5	33.2	101	8394	20.2	51.0	99	857	23.3	5.2	115
	QUINTILE 3	15980	11581	20.1	72.5	102	4818	18.0	30.2	91	8093	19.5	50.6	99	656	17.8	4.1	90
	QUINTILE 4	15887	11894	20.7	74.9	105	5641	21.1	35.5	108	8296	20.0	52.2	102	638	17.3	4.0	88
	QUINTILE 5	16326	11475	20.0	70.3	99	5499	20.6	33.7	102	8939	21.5	54.8	107	714	19.4	4.4	96
MAGAZINES-NEWSPAPERS: DUAL		20721	16136	28.1	77.9	110	7825	29.3	37.8	115	11804	28.4	57.0	111	1277	34.7	6.2	135
MAGAZINE IMPERATIVE		19186	14501	25.2	75.6	106	6566	24.6	34.2	104	10374	25.0	54.1	105	881	23.9	4.6	101
NEWSPAPER IMPERATIVE		21899	15387	26.8	70.3	99	6909	25.9	31.5	96	10786	26.0	49.3	96	727	19.7	3.3	73
MAGAZINES-OUTDOOR: DUAL		15451	12237	21.3	79.2	112	5825	21.8	37.7	114	8584	20.7	55.6	108	1016	27.6	6.6	145
MAGAZINE IMPERATIVE		25953	19525	34.0	75.2	106	9038	33.9	34.8	106	14506	34.9	55.9	109	1226	33.3	4.7	104
OUTDOOR IMPERATIVE		24400	16128	28.1	66.1	93	7442	27.9	30.5	93	11398	27.4	46.7	91	784	21.3	3.2	71
MAGAZINES-RADIO: DUAL		18049	13802	24.0	76.5	108	6553	24.5	36.3	110	10114	24.3	56.0	109	897	24.3	5.0	109
MAGAZINE IMPERATIVE		23571	18221	31.7	77.3	109	8352	31.3	35.4	107	12879	31.0	54.6	106	1255	34.1	5.3	117
RADIO IMPERATIVE		23278	15650	27.2	67.2	95	7253	27.2	31.2	95	11257	27.1	48.4	94	915	24.8	3.9	86
MAGAZINES-TELEVISION: DUAL		15459	11700	20.4	75.7	107	5323	19.9	34.4	104	8465	20.4	54.8	107	836	22.7	5.4	119
MAGAZINE IMPERATIVE		25829	20225	35.2	78.3	110	9392	35.2	36.4	110	14459	34.8	56.0	109	1305	35.4	5.1	111
TELEVISION IMPERATIVE		26039	16843	29.3	64.7	91	7798	29.2	29.9	91	11773	28.3	45.2	88	1166	31.6	4.5	98
NEWSPAPERS-OUTDOOR: DUAL		16605	12457	21.7	75.0	106	6011	22.5	36.2	110	8793	21.2	53.0	103	808	21.9	4.9	107
NEWSPAPER IMPERATIVE		26834	19717	34.3	73.5	104	8980	33.6	33.5	102	14392	34.6	53.6	105	1239	33.6	4.6	101
OUTDOOR IMPERATIVE		23346	16139	28.1	69.1	97	7276	27.3	31.2	95	11324	27.2	48.5	95	977	26.5	4.2	92
NEWSPAPERS-RADIO: DUAL		17133	12737	22.2	74.3	105	6122	22.9	35.7	108	9360	22.5	54.6	106	816	22.1	4.8	105
NEWSPAPER IMPERATIVE		25892	19227	33.4	74.3	105	8733	32.7	33.7	102	13603	32.7	52.5	102	1248	33.9	4.8	106
RADIO IMPERATIVE		23167	16178	28.1	69.8	98	7500	28.1	32.4	98	11797	28.4	50.9	99	1097	29.8	4.7	104
NEWSPAPERS-TELEVISION: DUAL		17159	12341	21.5	71.9	101	5906	22.1	34.4	104	9152	22.0	53.3	104	952	25.8	5.5	122
NEWSPAPER IMPERATIVE		26214	20001	34.8	76.3	107	9234	34.6	35.2	107	14207	34.2	54.2	106	1118	30.3	4.3	94
TELEVISION IMPERATIVE		23412	15675	27.3	67.0	94	7006	26.2	29.9	91	10908	26.2	46.6	91	1045	28.4	4.5	98
OUTDOOR-RADIO: DUAL		15303	11495	20.0	75.1	106	5470	20.5	35.7	108	8177	19.7	53.4	104	647	17.6	4.2	93
OUTDOOR IMPERATIVE		24901	17624	30.7	70.80.													

USE BROWN SUGAR, CORN SYRUP, HONEY OR FRUCTOSE
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE BROWN SUGAR				USE CORN SYRUP				USE HONEY				USE FRUCTOSE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	57482	57482	100.0	71.0	100	26694	100.0	33.0	100	41560	100.0	51.3	100	3685	100.0	4.6	100
ATLANTIC MONTHLY	415	326	0.6	78.6	111	**106	0.4	25.5	77	275	0.7	66.3	129	**18	0.5	4.3	95
BARRON'S	453	335	0.6	74.0	104	*228	0.9	50.3	153	*287	0.7	63.4	123	**50	1.4	11.0	243
BETTER HOMES & GARDENS	16256	13076	2.7	80.4	113	6638	24.9	40.8	124	9619	23.1	59.2	115	857	23.3	5.3	116
BON APPETIT	2535	2127	3.7	83.9	118	1231	4.6	48.6	147	1703	4.1	67.2	131	*157	4.3	6.2	136
BUSINESS WEEK	1278	860	1.5	67.3	95	480	1.8	37.6	114	662	1.6	51.8	101	**125	3.4	9.8	215
CAR AND DRIVER	378	*235	0.4	62.2	88	**84	0.3	22.2	67	*167	0.4	44.2	86	**37	1.0	9.8	215
CBS MAGAZINE NETWORK (GROSS)	1498	1034	1.8	69.0	97	453	1.7	30.2	92	750	1.8	50.1	98	**42	1.1	2.8	62
CHANGING TIMES	1505	1149	2.0	76.3	108	622	2.3	41.3	125	956	2.3	63.5	124	**123	3.3	8.2	180
COLONIAL HOMES	1231	890	1.5	72.3	102	445	1.7	36.1	110	742	1.8	60.3	117	**91	2.5	7.4	162
CONDE NAST MAG. PKG. (GROSS)	14146	10183	17.7	72.0	101	4646	17.4	32.8	100	7451	17.9	52.7	103	763	20.7	5.4	119
CONSUMERS DIGEST	1323	986	1.7	74.5	105	387	1.4	29.3	89	783	1.9	59.2	115	**106	2.9	8.0	176
COSMOPOLITAN	7102	5003	8.7	70.4	99	2291	8.6	32.3	98	3651	8.8	51.4	100	347	9.4	4.9	107
COUNTRY LIVING	2481	2101	3.7	84.7	119	1089	4.1	43.9	133	1625	3.9	65.5	128	*122	3.3	4.9	108
CUISINE	1472	1193	2.1	81.0	114	467	1.7	31.7	96	871	2.1	59.2	115	**95	2.6	6.5	142
CYCLE WORLD	425	341	0.6	80.2	113	*212	0.8	49.9	151	*281	0.7	66.1	129	**7	0.2	1.6	36
DCI:CREATIVE IDEAS FOR LIV	2510	1972	3.4	78.6	111	1014	3.8	40.4	123	1543	3.7	61.5	120	*193	5.2	7.7	169
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5179	9.0	77.4	109	2880	10.8	43.0	131	3961	9.5	59.2	115	448	12.2	6.7	147
DISCOVER	894	646	1.1	72.3	102	279	1.0	31.2	95	519	1.2	58.1	113	**114	3.1	12.8	280
EDMUND'S	3507	1971	3.4	56.2	79	819	3.1	23.4	71	1210	2.9	34.5	67	**43	1.2	1.2	27
ESQUIRE	1083	667	1.2	61.6	87	288	1.1	26.6	81	535	1.3	49.4	96	**66	1.8	6.1	134
ESSENCE	1830	1095	1.9	59.8	84	346	1.3	18.9	57	704	1.7	38.5	75	**26	0.7	1.4	31
FAMILY CIRCLE	15930	12640	22.0	79.3	112	6131	23.0	38.5	117	9253	22.3	58.1	113	852	23.1	5.3	118
THE FAMILY HANDYMAN	1126	916	1.6	81.3	115	409	1.5	36.3	110	674	1.6	59.9	117	**60	1.6	5.3	117
FAMILY WEEKLY	11468	8969	15.6	78.2	110	4213	15.8	36.7	111	6124	14.7	53.4	104	541	14.7	4.7	104
FIELD & STREAM	2234	1648	2.9	73.8	104	976	3.7	43.7	133	1301	3.1	58.2	113	**89	2.4	4.0	88
FOOD & WINE	579	380	0.7	65.6	92	*184	0.7	31.8	96	322	0.8	55.6	108	**33	0.9	5.7	125
FORBES	728	546	0.9	75.0	106	*315	1.2	43.3	131	443	1.1	60.9	119	**90	2.4	12.4	272
FORTUNE	806	713	1.2	78.7	111	391	1.5	43.2	131	547	1.3	60.4	118	**69	1.9	7.6	167
GENTLEMEN'S QUARTERLY	791	554	1.0	70.0	99	*210	0.8	26.5	81	401	1.0	50.7	99	**34	0.9	4.3	94
GLAMOUR	5765	3835	6.7	72.8	103	1851	6.9	35.2	107	2783	6.7	52.9	103	*285	7.7	5.4	119
GOLF DIGEST	636	508	0.9	79.9	113	*230	0.9	36.2	110	343	0.8	53.9	105	**23	0.6	3.6	79
GOLF DIGEST/TENNIS (GROSS)	1186	899	1.6	75.8	107	458	1.7	38.6	117	631	1.5	53.2	104	**38	1.0	3.2	70
GOLF MAGAZINE	441	333	0.6	75.5	106	*200	0.7	45.4	138	*275	0.7	62.4	122	**45	1.2	10.2	224
GOLF MAGAZINE/SKI (GROSS)	922	634	1.1	68.8	97	342	1.3	37.1	113	542	1.3	58.8	115	**64	1.7	6.9	153
GOOD HOUSEKEEPING	16487	13271	23.1	80.5	113	6382	23.9	38.7	117	9371	22.5	56.8	111	704	19.1	4.3	94
HARPER'S BAZAAR	2423	1737	3.0	71.7	101	688	2.6	28.4	86	1322	3.2	54.6	106	**160	4.3	6.6	145
HEALTH	1994	1429	2.5	71.7	101	528	2.0	26.5	80	1243	3.0	62.3	121	**124	3.4	6.2	137
HEARST MAG CORP. BUY (GROSS)	44101	33989	59.1	77.1	109	16161	60.5	36.6	111	24559	59.1	55.7	109	2088	56.7	4.7	104
HEARST MAN POWER (GROSS)	1993	1568	2.7	78.7	111	936	3.5	47.0	142	1196	2.9	60.0	117	**78	2.1	3.9	86
HEARST WOMAN POWER (GROSS)	31274	24151	42.0	77.2	109	11329	42.4	36.2	110	17089	41.1	54.6	106	1319	35.8	4.2	93
HOUSE BEAUTIFUL	3623	2758	4.8	76.1	107	1282	4.8	35.4	107	1951	4.7	53.9	105	*258	7.0	7.1	157
INC.	283	*176	0.3	62.2	88	**111	0.4	39.2	119	*148	0.4	52.3	102	**51	1.4	18.0	396
JET	2928	1750	3.0	59.8	84	737	2.8	25.2	76	1086	2.6	37.1	72	**41	1.1	1.4	31
LADIES' HOME JOURNAL	11918	9467	16.5	79.4	112	4389	16.4	36.8	112	6739	16.2	56.5	110	515	14.0	4.3	95
LHJ FAMILY GRP COMBO(GROSS)	16764	13247	23.0	79.0	111	6028	22.6	36.0	109	9675	23.3	57.7	112	835	22.7	5.0	109
LIFE	4254	3078	5.4	72.4	102	1379	5.2	32.4	98	2335	5.6	54.9	107	*197	5.3	4.6	102
L.A. TIMES HOME MAGAZINE	1145	833	1.4	72.8	102	433	1.6	37.8	115	691	1.7	60.3	118	**122	3.3	10.7	234
MADEMOISELLE	9884	2126	3.7	73.7	104	965	3.6	33.5	102	1647	4.0	57.1	111	*154	4.2	5.3	117
MC CALL'S	13460	10655	18.5	79.2	112	5677	21.3	42.2	128	7640	18.4	56.8	111	731	19.8	5.4	119
MC CALL'S/WRK MOTHER (GROSS)	14606	11589	20.2	79.3	112	6022	22.6	41.2	125	8312	20.0	56.9	111	815	22.1	5.6	123
MECHANIX ILLUSTRATED	772	534	0.9	69.2	97	328	1.2	42.5	129	472	1.1	61.1	119	**43	1.2	5.6	122
METROPOLITAN HOME	967	735	1.3	76.0	107	297	1.1	30.7	93	555	1.3	57.4	112	**58	1.6	6.0	132
MONEY	1588	1133	2.0	71.3	101	644	2.4	40.6	123	909	2.2	57.2	112	**111	3.0	7.0	154
MOTHER EARTH NEWS	1002	860	1.5	85.8	121	462	1.7	46.1	140	654	1.6	65.3	127	**143	3.9	14.3	314
MS.	875	620	1.1	75.2	106	273	1.0	33.1	100	470	1.1	57.0	111	**23	0.6	2.8	61
NATIONAL ENQUIRER	10336	7336	12.8	71.0	100	3032	11.4	29.3	89	4937	11.9	47.8	93	418	11.3	4.0	89
NATIONAL GEOGRAPHIC	9597	7758	13.5	80.8	114	3823	14.3	39.8	121	5825	14.0	60.7	118	598	16.2	6.2	137
NATIONAL SUNDAY MAGAZINE PKG	49558	36795	64.0	74.2	105	16690	62.5	33.7	102	26001	62.6	52.5	102	2440	66.2	4.9	108
NATURAL HISTORY	573	444	0.8	77.5	109	*210	0.8	36.6	111	384	0.9	67.0	131	*30	0.8	5.2	115
NEW WOMAN	1699	1298	2.3	76.4	108	597	2.2	35.1	107	969	2.3	57.0	111	**40	1.1	2.4	52
NEW YORK INCLUDING CUE	443	278	0.5	62.8	88	*132	0.5	29.8	90	287	0.7	64.8	126	**22	0.6	5.0	109
THE NEW YORKER	1270	966	1.7	76.1	107	437	1.6	34.4	104	804	1.9	63.3	123	**49	1.3	3.9	85
NEWSWEEK	6277	4707	8.2	75.0	106	2054	7.7	32.7	99	3625	8.7	57.8	113	369	10.0	5.9	129
THE N.Y. TIMES DAILY EDITION	1205	771	1.3	64.0	90	303	1.1	25.1	76	618	1.5	51.3	100	**40	1.1	3.3	73
THE N.Y. TIMES MAGAZINE	2081	1425	2.5	68.5	96	523	2.0	25.1	76	1062	2.6	51.0	99	**116	3.1	5.6	123
OMNI	788	584	1.0	74.1	104	300	1.1	38.1	116	489	1.2	62.1	121	**38	1.0	4.8	106
ON CABLE	1158	952	1.7	82.2	116	464	1.7	40.1	122	628	1.5	54.2	106	**106	2.9	9.2	201
1001 HOME IDEAS	2852	2351	4.1	82.4	116	1111	4.2	39.0	118	1694	4.1	59.4	116	*197	5.3	6.9	152
ORGANIC GARDENING	1658	1386	2.4	83.6	118	614	2.3	37.0	112	1115	2.7	67.2	131	*125	3.4	7.5	166
OUTDOOR LIFE	896	709	1.2	79.1	111	385	1.4	43.0	130	492	1.2	54.9	107	*31	0.8	3.5	76
PARADE MAGAZINE	24275	17453	30.4	71.9	101	8048	30.1	33.2	101	12582	30.3	51.8	101	1358	36.9	5.6	123

	TOTAL U.S. '000	USE BROWN SUGAR				USE CORN SYRUP				USE HONEY				USE FRUCTOSE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	57482	100.0	71.0	100	26694	100.0	33.0	100	41560	100.0	51.3	100	3685	100.0	4.6	100
PARENTS	3845	3119	5.4	81.1	114	1391	5.2	36.2	110	2108	5.1	54.8	107	*179	4.9	4.7	102
PENTHOUSE	831	500	0.9	60.2	85	*227	0.9	27.3	83	424	1.0	51.0	99	**26	0.7	3.1	69
PEOPLE	11645	8693	15.1	74.7	105	3898	14.6	33.5	102	6412	15.4	55.1	107	626	17.0	5.4	118
PLAYBOY	2006	1342	2.3	66.9	94	576	2.2	28.7	87	1049	2.5	52.3	102	*335	0.9	1.7	38
POPULAR HOT RODDING	297	*188	0.3	63.3	89	**120	0.4	40.4	123	*130	0.3	43.8	85	**0	0.0	0.0	0
POPULAR MECHANICS	1018	767	1.3	75.3	106	504	1.9	49.5	150	635	1.5	62.4	122	*337	1.0	3.6	80
POPULAR SCIENCE	878	716	1.2	81.5	115	324	1.2	36.9	112	559	1.3	63.7	124	*58	1.6	6.6	145
PREVENTION	3913	2934	5.1	75.0	106	1431	5.4	36.6	111	2541	6.1	64.9	127	398	10.8	10.2	224
PSYCHOLOGY TODAY	1710	1368	2.4	80.0	113	727	2.7	42.5	129	992	2.4	58.0	113	*160	4.3	9.4	206
READER'S DIGEST	22204	17187	29.9	77.4	109	8214	30.8	37.0	112	12546	30.2	56.5	110	1240	33.6	5.6	123
REDBOOK	7684	5877	10.2	76.5	108	2657	10.0	34.6	105	4067	9.8	52.9	103	268	7.3	3.5	77
ROAD & TRACK	410	*300	0.5	73.2	103	*99	0.4	24.1	73	*195	0.5	47.6	93	*7	0.2	1.7	38
ROLLING STONE	969	697	1.2	71.9	101	224	0.8	23.1	70	626	1.5	64.6	126	*89	2.4	9.2	202
RUNNER'S WORLD	298	*239	0.4	80.2	113	*134	0.5	45.0	136	*209	0.5	70.1	137	*16	0.4	5.4	118
SATURDAY EVENING POST	1169	847	1.5	72.5	102	437	1.6	37.4	113	559	1.3	47.8	93	*51	1.4	4.4	96
SCIENCE 84	587	504	0.9	85.9	121	*201	0.8	34.2	104	425	1.0	72.4	141	*23	0.6	3.9	86
SCIENCE DIGEST	482	380	0.7	78.8	111	*212	0.8	44.0	133	256	0.6	53.1	103	*35	0.9	7.3	160
SCIENTIFIC AMERICAN	594	474	0.8	79.8	112	*245	0.9	41.2	125	387	0.9	65.2	127	*8	0.2	1.3	30
SELF	2089	1530	2.7	73.2	103	623	2.3	29.8	90	1116	2.7	53.4	104	*93	2.5	4.5	98
SEVENTEEN	2411	1831	3.2	75.9	107	839	3.1	34.8	106	1267	3.0	52.6	102	*139	3.8	5.8	127
SKI	480	302	0.5	62.9	89	*143	0.5	29.8	90	267	0.6	55.6	108	*20	0.5	4.2	92
SMITHSONIAN	2760	2260	3.9	81.9	115	1066	4.0	38.6	117	1753	4.2	63.5	124	*221	6.0	8.0	176
SOAP OPERA DIGEST	3013	2110	3.7	70.0	99	898	3.4	29.8	90	1467	3.5	48.7	95	*73	2.0	2.4	53
SOUTHERN LIVING	4184	3208	5.6	76.7	108	1866	7.0	44.6	135	2418	5.8	57.8	113	*255	6.9	6.1	134
SPORT	559	351	0.6	62.8	88	*130	0.5	23.3	71	*258	0.6	46.2	90	*10	0.3	1.8	39
THE SPORTING NEWS	436	*352	0.6	80.7	114	*220	0.8	50.5	153	*246	0.6	56.4	110	*50	1.4	11.5	252
SPORTS AFIELD	493	422	0.7	85.6	121	*220	0.8	44.6	135	305	0.7	61.9	121	*7	0.2	1.4	31
SPORTS ILLUSTRATED	2758	2085	3.6	75.0	107	1010	3.8	36.6	111	1604	3.9	58.2	113	*141	3.8	5.1	112
STAR	7456	5064	8.8	67.9	96	1957	7.3	26.2	80	3339	8.0	44.8	87	313	8.5	4.2	92
SUNDAY	24936	18562	32.3	74.4	105	7987	29.9	32.0	97	12950	31.2	51.9	101	1141	31.0	4.6	101
SUNSET	2124	1750	3.0	82.4	116	1001	3.7	47.1	143	1449	3.5	68.2	133	*115	3.1	5.4	119
TV GUIDE	21661	15722	27.4	72.6	102	6788	25.4	31.3	95	11043	26.6	51.0	99	899	24.4	4.2	91
TENNIS	550	391	0.7	71.1	100	*228	0.9	41.5	126	289	0.7	52.5	102	*15	0.4	2.7	60
TIME	8880	6621	11.5	74.6	105	2942	11.0	33.1	101	5187	12.5	54.4	114	547	14.8	6.2	135
TOWN & COUNTRY	917	666	1.2	72.6	102	338	1.3	36.9	112	541	1.3	59.0	115	*58	1.6	6.3	139
TRAVEL & LEISURE	972	760	1.3	78.2	110	336	1.3	34.6	105	517	1.2	53.2	104	*62	1.7	6.4	140
TRUE STORY	3356	2194	3.8	65.4	92	1107	4.1	33.0	100	1563	3.8	46.6	91	*147	4.0	4.4	96
U.S. NEWS & WORLD REPORT	3410	2594	4.5	76.1	107	1199	4.5	35.2	107	1952	4.7	57.2	112	*218	5.9	6.4	140
USA TODAY	1759	1427	2.5	81.1	114	597	2.2	33.9	103	1020	2.5	58.0	113	*107	2.9	6.1	134
US	1873	1396	2.4	74.5	105	500	1.9	26.7	81	941	2.3	50.2	98	*72	2.0	3.8	84
VOGUE	3909	2692	4.7	68.9	97	1207	4.5	30.9	94	1905	4.6	48.7	95	*230	6.2	5.9	129
WALL STREET JOURNAL	1886	1480	2.6	78.5	111	750	2.8	39.8	121	1078	2.6	57.2	111	*203	5.5	10.8	237
WEIGHT WATCHERS	2120	1674	2.9	79.0	111	828	3.1	39.1	118	1200	2.9	56.6	110	*130	3.5	6.1	135
WOMAN'S DAY	14172	11239	19.6	79.3	112	5756	21.6	40.6	123	7950	19.1	56.1	109	771	20.9	5.4	120
WORKING MOTHER	1146	934	1.6	81.5	115	345	1.3	30.1	91	672	1.6	58.6	114	*84	2.3	7.3	161
WORKING WOMAN	1322	962	1.7	72.8	103	502	1.9	38.0	115	749	1.8	56.7	110	*83	2.3	6.3	138
WORLD TENNIS	*163	*120	0.2	73.6	104	*60	0.2	36.8	112	*87	0.2	53.4	104	*15	0.4	9.2	202
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1861	3.2	73.5	104	923	3.5	36.5	111	1531	3.7	60.5	118	*183	5.0	7.2	159
BLAIR INSERTS	43657	32158	55.9	73.7	104	14487	54.3	33.2	101	23022	55.4	52.7	103	2137	58.0	4.9	108
DAILY NEWSPAPERS																	
READ ANY	51633	37819	65.8	73.2	103	17455	65.4	33.8	103	27286	65.7	52.8	103	2448	66.4	4.7	104
READ ONE	43463	31746	55.2	73.0	103	14598	54.7	33.6	102	22956	55.2	52.8	103	2101	57.0	4.8	106
READ TWO OR MORE	8170	6072	10.6	74.3	105	2858	10.7	35.0	106	4330	10.4	53.0	103	346	9.4	4.2	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	39018	67.9	74.1	104	17892	67.0	34.0	103	27695	66.6	52.6	102	2552	69.3	4.8	106
READ ONE	46126	33911	59.0	73.5	104	15491	58.0	33.6	102	24125	58.0	52.3	102	2203	59.8	4.8	105
READ TWO OR MORE	6552	5107	8.9	77.9	110	2401	9.0	36.6	111	3570	8.6	54.5	106	349	9.5	5.3	117
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.94				27.48				27.18				26.53			
30 DAY REACH	71455	50667	88.1	70.9	100	23595	88.4	33.0	100	36707	88.3	51.4	100	3298	89.5	4.6	101
50 SHWG - 30 DAY AV FREQ	14.56	14.75				14.48				14.29				14.24			
30 DAY REACH	67742	48119	83.7	71.0	100	22427	84.0	33.1	100	34959	84.1	51.6	101	3073	83.4	4.5	100
25 SHWG - 30 DAY AV FREQ	7.94	8.01				7.92				7.80				7.68			
30 DAY REACH	62117	44246	77.0	71.2	100	20509	76.8	33.0	100	32052	77.1	51.6	101	2850	77.3	4.6	101
CABLE TV: HOME WIRED	32077	24794	43.1	77.3	109	11174	41.9	34.8	106	17153	41.3	53.5	104	1550	42.1	4.8	106
HOME NOT WIRED	48909	32688	56.9	66.8	94	15520	58.1	31.7	96	24407	58.7	49.9	97	2135	57.9	4.4	96
HAVE PAY CABLE	15935	12767	22.2	80.1	113	5467	20.5	34.3	104	8634	20.8	54.2	106	783	21.2	4.9	108

	TOTAL U.S. '000	USE BROWN SUGAR				USE CORN SYRUP				USE HONEY				USE FRUCTOSE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	57482	100.0	71.0	100	26694	100.0	33.0	100	41560	100.0	51.3	100	3685	100.0	4.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	32177	56.0	73.3	103	15036	56.3	34.2	104	23324	56.1	53.1	103	2049	55.6	4.7	103
10:00 AM - 3:00 PM	30659	22402	39.0	73.1	103	10771	40.3	35.1	107	16161	38.9	52.7	103	1406	38.2	4.6	101
3:00 PM - 7:00 PM	31045	22818	39.7	73.5	104	10447	39.1	33.7	102	16328	39.3	52.6	102	1320	35.8	4.3	93
7:00 PM - MIDNIGHT	15767	11084	19.3	70.3	99	5124	19.2	32.5	99	8188	19.7	51.9	101	679	18.4	4.3	95
MIDNIGHT - 6:00 AM	9120	6651	11.6	72.9	103	3119	11.7	34.2	104	4873	11.7	53.4	104	491	13.3	5.4	118
6:00 AM - MIDNIGHT	58527	42714	74.3	73.0	103	19785	74.1	33.8	103	30784	74.1	52.6	102	2628	71.3	4.5	99
ENTIRE DAY	59311	43254	75.2	72.9	103	20046	75.1	33.8	103	31129	74.9	52.5	102	2693	73.1	4.5	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12473	21.7	77.1	109	5961	22.3	36.9	112	8891	21.4	55.0	107	806	21.9	5.0	110
ALL NEWS	2256	1552	2.7	68.8	97	647	2.4	28.7	87	1218	2.9	54.0	105	**121	3.3	5.4	118
AOR/PROGRESSIVE	3874	2945	5.1	76.0	107	1363	5.1	35.2	107	2177	5.2	56.2	110	*111	3.0	2.9	63
BEAUTIFUL MUSIC	5660	4121	7.2	72.8	103	1861	7.0	32.9	100	2940	7.1	51.9	101	290	7.9	5.1	113
BLACK	2204	1299	2.3	58.9	83	512	1.9	23.2	70	735	1.8	33.3	65	**69	1.9	3.1	69
CLASSICAL	1418	1065	1.9	75.1	106	474	1.8	33.4	101	827	2.0	58.3	114	**79	2.1	5.6	122
CHR/ROCK	9538	6794	11.8	71.2	100	3007	11.3	31.5	96	4964	11.9	52.0	101	442	12.0	4.6	102
COUNTRY	12648	9488	16.5	75.0	106	4552	17.1	36.0	109	6640	16.0	52.5	102	599	16.3	4.7	104
GOLDEN OLDIES	1191	806	1.4	67.7	95	388	1.5	32.6	99	663	1.6	55.7	108	**23	0.6	1.9	42
MOR/NOSTALGIA	4757	3574	6.2	75.1	106	1669	6.3	35.1	106	2746	6.6	57.7	112	*258	7.0	5.4	119
NEWS/TALK	3863	2602	4.5	67.4	95	1303	4.9	33.7	102	2137	5.1	55.3	108	*177	4.8	4.6	101
RELIGIOUS	3084	2091	3.6	67.8	96	954	3.6	30.9	94	1620	3.9	52.5	102	**127	3.4	4.1	91
SOFT ROCK	521	337	0.6	64.7	91	*173	0.6	33.2	101	287	0.7	55.1	107	**28	0.8	5.4	118
URBAN CONTEMPORARY	1585	816	1.4	51.5	73	338	1.3	21.3	65	620	1.5	39.1	76	**22	0.6	1.4	31
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2290	4.0	70.2	99	1096	4.1	33.6	102	1549	3.7	47.5	93	**98	2.7	3.0	66
ABC DIRECTION	2316	1643	2.9	70.9	100	763	2.9	32.9	100	1218	2.9	52.6	102	*180	4.9	7.8	171
ABC ENTERTAINMENT	4834	3574	6.2	73.9	104	1593	6.0	33.0	100	2543	6.1	52.6	103	*173	4.7	3.6	79
ABC FM	2202	1570	2.7	71.3	100	661	2.5	30.0	91	1147	2.8	52.1	102	**41	1.1	1.9	41
ABC INFORMATION	5425	4156	7.2	76.6	108	2083	7.8	38.4	116	3158	7.6	58.2	113	306	8.3	5.6	124
ABC ROCK	1677	1309	2.3	78.1	110	562	2.1	33.5	102	1012	2.4	60.3	118	**71	1.9	4.2	93
CBS	4430	3245	5.6	73.3	103	1681	6.3	37.9	115	2492	6.0	56.3	110	*226	6.1	5.1	112
MUTUAL	4992	3627	6.3	72.7	102	1801	6.7	36.1	109	2875	6.9	57.6	112	*265	7.2	5.3	117
NBC	4679	3571	6.2	76.3	108	1715	6.4	36.7	111	2729	6.6	58.3	114	*228	6.2	4.9	107
RADIO/AD	1994	1475	2.6	74.0	104	670	2.5	33.6	102	941	2.3	47.2	92	**102	2.8	5.1	112
RKO ONE	2298	1589	2.8	69.1	97	637	2.4	27.7	84	1229	3.0	53.5	104	*171	1.9	3.1	68
RKO TWO	3311	2249	3.9	67.9	96	1053	3.9	31.8	96	1645	4.0	49.7	97	**103	2.8	3.1	68
THE SOURCE	2114	1565	2.7	74.0	104	695	2.6	32.9	100	1092	2.6	51.7	101	**55	1.5	2.6	55
NON-WIRED : BLAIR	8654	6531	11.4	75.5	106	3183	11.9	36.8	112	4574	11.0	52.9	103	347	9.4	4.0	88
INTERNET	12025	8685	15.1	72.2	102	3994	15.0	33.2	101	6286	15.1	52.3	102	580	15.7	4.8	106
KATZ RADIO GROUP	15359	11082	19.3	72.2	102	4933	18.5	32.1	97	8279	19.9	53.9	105	746	20.2	4.9	107
SUPERNET	10628	7643	13.3	71.9	101	3517	13.2	33.1	100	5548	13.3	52.2	102	491	13.3	4.6	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5867	10.2	67.8	95	2668	10.0	30.8	93	4373	10.5	50.5	98	352	9.6	4.1	89
WKDAY 9:00 AM - 1:00 PM	12163	8065	14.0	66.3	93	3977	14.9	32.7	99	5890	14.2	48.4	94	497	13.5	4.1	90
WKDAY 1:00 PM - 4:30 PM	16150	10879	18.9	67.4	95	5118	19.2	31.7	96	7537	18.1	46.7	91	750	20.4	4.6	102
WKDAY 4:30 PM - 7:30 PM	22463	15367	26.7	68.4	96	7106	26.6	31.6	96	11065	26.6	49.3	96	1085	29.4	4.8	106
WKDAY 7:30 PM - 8:00 PM	31795	22218	38.7	69.9	98	10326	38.7	32.5	99	15886	38.2	50.0	97	1573	42.7	4.9	109
WKDAY 11:00 PM - 11:30 PM	23977	17296	30.1	72.1	102	8153	30.5	34.0	103	12416	29.9	51.8	101	1118	30.3	4.7	102
WKDAY 11:30 PM - 1:00 AM	7703	5606	9.8	72.8	103	2645	9.9	34.3	104	4064	9.8	52.8	103	373	10.1	4.8	106
M-SAT 8-11 PM-SUN 7-11 PM	33800	23979	41.7	70.9	100	11134	41.7	32.9	100	17259	41.5	51.1	100	1659	45.0	4.9	108
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4369	7.6	66.8	94	2067	7.7	31.6	96	3142	7.6	48.1	94	323	8.8	4.9	109
ANOTHER WORLD	N 4620	3248	5.7	70.3	99	1629	6.1	35.3	107	2305	5.5	49.9	97	*183	5.0	4.0	87
AS THE WORLD TURNS	C 5614	3770	6.6	67.2	95	1759	6.6	31.3	95	2519	6.1	44.9	87	296	8.0	5.3	116
CAPITOL	C 3396	2178	3.8	64.1	90	961	3.6	28.3	86	1420	3.4	41.8	81	174	4.7	5.1	113
CBS MORN. NEWS 1	C 1446	900	1.6	62.2	88	406	1.5	28.1	85	676	1.6	46.7	91	**38	1.0	2.6	58
CBS MORN. NEWS 2	C 1207	729	1.3	60.4	85	325	1.2	26.9	82	569	1.4	47.1	92	**23	0.6	1.9	42
DAYS OF OUR LIVES	N 5877	4224	7.3	71.9	101	2038	7.6	34.7	105	2940	7.1	50.0	97	223	6.1	3.8	83
FACTS OF LIFE - DAYTIME	N 2290	1460	2.5	63.8	90	743	2.8	32.4	98	1028	2.5	44.9	87	*68	1.8	3.0	65
FAMILY FEUD	A 3023	1927	3.4	63.7	90	949	3.6	31.4	95	1406	3.4	46.5	91	127	3.4	4.2	92
GENERAL HOSPITAL	A 6097	4059	7.1	66.6	94	1743	6.5	28.6	87	2820	6.8	46.3	90	250	6.8	4.1	90
GOOD MORNING, AMERICA-730	A 3515	2477	4.3	70.5	99	1242	4.7	35.3	107	1752	4.2	49.8	97	149	4.0	4.2	93
GOOD MORNING, AMERICA-830	A 2818	2026	3.5	71.9	101	1080	4.0	38.3	116	1476	3.6	52.4	102	129	3.5	4.6	101
GUIDING LIGHT	C 5339	3510	6.1	65.7	93	1645	6.2	30.8	93	2362	5.7	44.2	86	259	7.0	4.9	107
ONE LIFE TO LIVE	A 4478	2907	5.1	64.9	91	1305	4.9	29.1	88	1990	4.8	44.4	87	185	5.0	4.1	91
PRESS YOUR LUCK	C 2244	1435	2.5	63.9	90	707	2.6	31.5	96	1015	2.4	45.2	88	*70	1.9	3.1	69
PRICE IS RIGHT 1	C 4348	2773	4.8	63.8	90	1400	5.2	32.2									

	TOTAL U.S. '000	USE BROWN SUGAR				USE CORN SYRUP				USE HONEY				USE FRUCTOSE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	57482	100.0	71.0	100	26694	100.0	33.0	100	41560	100.0	51.3	100	3685	100.0	4.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	18058	31.4	69.3	98	8695	32.6	33.4	101	12949	31.2	49.7	97	1201	32.6	4.6	101
NETWORK AFFILIATES - LATE	20261	14580	25.4	72.0	101	7025	26.3	34.7	105	10552	25.4	52.1	101	975	26.5	4.8	106
INDEPENDENTS - LATE	2076	1455	2.5	70.1	99	692	2.6	33.3	101	1163	2.8	56.0	109	164	4.5	7.9	174
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 10453	7470	13.0	71.5	101	3362	12.6	32.2	98	5048	12.1	48.3	94	387	10.5	3.7	81
ABC MONDAY NIGHT MOVIE	A 6412	4728	8.2	73.7	104	2270	8.5	35.4	107	3324	8.0	51.8	101	344	9.3	5.4	118
ABC SUNDAY NIGHT MOVIE	A 12407	8627	15.0	69.5	98	4075	15.3	32.8	100	6275	15.1	50.6	99	636	17.3	5.1	111
ABC WORLD NEWS TONIGHT	A 6176	4243	7.4	68.7	97	2120	7.9	34.3	104	2957	7.1	47.9	93	328	8.9	5.3	111
AFTERMASH	C 5863	4146	7.2	70.7	100	2064	7.7	35.2	107	3062	7.4	52.2	102	*320	8.7	5.5	120
ALICE	C 9594	6732	11.7	70.2	99	3184	11.9	33.2	101	5092	12.3	53.1	103	412	11.2	4.3	94
AMERICAN PARADE	C 6622	4522	7.9	68.3	96	2292	8.6	34.6	105	3496	8.4	52.8	103	352	9.6	5.3	117
BENSON	A 10886	7614	13.2	69.9	99	3592	13.5	33.0	100	5319	12.8	48.9	95	535	14.5	4.9	108
BLUE THUNDER	A 5036	3687	6.4	73.2	103	1775	6.6	35.2	107	2711	6.5	53.8	105	259	7.0	5.1	113
CAGNEY & LACEY	C 9965	7416	12.9	74.4	105	3490	13.1	35.0	106	5184	12.5	52.0	101	355	9.6	3.6	78
CBS EVENING NEWS-DEAN	C 3491	2261	3.9	64.8	91	1074	4.0	30.8	93	1821	4.4	52.2	102	*160	4.3	4.6	101
CBS EVENING NEWS-RATHER	C 7123	4937	8.6	69.3	98	2285	8.6	32.1	97	3615	8.7	50.8	99	406	11.0	5.7	125
CBS SAT. NEWS-SCHIEFFER	C 3621	2347	4.1	64.8	91	1057	4.0	29.2	89	1787	4.3	49.4	96	135	3.7	3.7	82
CBS SATURDAY NIGHT MOVIE	C 5436	3834	6.7	70.5	99	1713	6.4	31.5	96	2742	6.6	50.4	98	315	8.5	5.8	127
CBS WEDNESDAY NIGHT MOVIE	C 6100	4273	7.4	70.0	99	2171	8.1	35.6	108	3199	7.7	52.4	102	297	8.1	4.9	107
CHEERS	N 8889	6647	11.6	74.8	105	3017	11.3	33.9	103	4847	11.7	54.5	106	455	12.3	5.1	112
DALLAS	C 22109	15731	27.4	71.2	100	7625	28.6	34.5	105	11172	26.9	50.5	98	1093	29.7	4.9	109
DIFF'RENT STROKES	N 6940	4701	8.2	67.7	95	2079	7.8	30.0	91	3217	7.7	46.4	90	390	10.6	5.6	124
DOUBLE TROUBLE	N 7223	5293	9.2	73.3	103	2423	9.1	33.5	102	3805	9.2	52.7	103	337	9.1	4.7	103
DUCK FACTORY	N 5595	4027	7.0	72.0	101	1825	6.8	32.6	99	3082	7.4	55.1	107	*239	6.5	4.3	94
DUKES OF HAZZARD	C 5768	4088	7.1	70.9	100	2162	8.1	37.5	114	3004	7.2	52.1	101	284	7.7	4.9	108
DYNASTY	A 20053	13787	24.0	68.8	97	6255	23.4	31.2	95	9805	23.6	48.9	95	882	23.9	4.4	97
FACTS OF LIFE	N 8087	5876	10.2	72.7	102	2612	9.8	32.3	98	4131	9.9	51.1	100	393	10.7	4.9	107
FALCON CREST	C 20046	14257	24.8	71.1	100	6988	26.2	34.9	106	10194	24.5	50.9	99	910	24.7	4.5	100
FALL GUY	A 9084	6294	10.9	69.3	98	2972	11.1	32.7	99	4547	10.9	50.1	98	399	10.8	4.4	97
FAMILY TIES	N 7964	5857	10.2	73.5	104	2684	10.1	33.7	102	4142	10.0	52.0	101	383	10.4	4.8	106
FANTASY ISLAND	A 7687	5074	8.8	66.0	93	2381	8.9	31.0	94	3845	9.3	50.0	97	332	9.0	4.3	95
FOULUPS, BLEEP & BLUNDERS	A 8861	6263	10.9	70.7	100	2866	10.7	32.3	98	4569	11.0	51.6	100	337	9.1	3.8	84
FOUR SEASONS	C 5095	3703	6.4	72.7	102	1619	6.1	31.8	96	2741	6.6	53.8	105	*294	8.0	5.8	127
GIMME A BREAK	N 8838	6082	10.6	68.8	97	2883	10.8	32.6	99	4391	10.6	49.7	97	470	12.8	5.3	117
HART TO HART	A 8978	6444	11.2	71.8	101	2897	10.9	32.3	98	4539	10.9	50.6	99	411	11.2	4.6	101
HILL STREET BLUES	N 8590	6225	10.8	72.5	102	3130	11.7	36.4	111	4468	10.8	52.0	101	450	12.2	5.2	115
HOTEL	A 14085	9876	17.2	70.1	99	4449	16.7	31.6	96	7094	17.1	50.4	98	620	16.8	4.4	97
JEFFERSONS	C 9360	6665	11.6	71.2	100	3171	11.9	33.9	103	4940	11.9	52.8	103	465	12.6	5.0	109
JENNIFER SLEPT HERE	N 5841	4069	7.1	69.7	98	1790	6.7	30.6	93	2751	6.6	47.1	92	*297	8.1	5.1	112
KATE & ALLIE	C 9206	6796	11.8	73.8	104	3000	11.2	32.6	99	4660	11.2	50.6	99	433	11.8	4.7	103
KNIGHT RIDER	N 7076	5001	8.7	70.7	100	2248	8.4	31.8	96	3712	8.9	52.5	102	342	9.3	4.8	106
LOVE BOAT	A 12219	8257	14.4	67.6	95	3865	14.5	31.6	96	5951	14.3	48.7	95	630	17.1	5.2	113
MAGNUM PI	C 11199	8024	14.0	71.6	101	3782	14.2	33.8	102	5764	13.9	51.5	100	489	13.3	4.4	96
MAMA'S FAMILY	N 6057	4375	7.6	72.2	102	1942	7.3	32.1	97	3221	7.8	53.2	104	*280	7.6	4.6	102
MASTER, THE	N 3598	2370	4.1	65.9	93	1080	4.0	30.0	91	1764	4.2	49.0	96	*167	4.5	4.6	102
MATT HOUSTON	A 6344	4592	8.0	72.4	102	2152	8.1	33.9	103	3517	8.5	55.4	108	282	7.7	4.4	98
NBC MONDAY NIGHT MOVIE	N 11994	8313	14.5	69.3	98	3764	14.1	31.4	95	5934	14.3	49.5	96	534	14.5	4.5	98
NBC NIGHTLY NEWS	N 5132	3614	6.3	70.4	99	1855	6.9	36.1	110	2662	6.4	51.9	101	258	7.0	5.0	110
NBC NIGHTLY NEWS-SAT	N 3375	2268	3.9	67.2	95	977	3.7	28.9	88	1669	4.0	49.5	96	*139	3.8	4.1	91
NBC NIGHTLY NEWS-SUN	N 3130	2234	3.9	71.4	101	1037	3.9	33.1	101	1667	4.0	53.3	104	*349	2.5	3.0	65
NBC SUNDAY NIGHT MOVIE	N 8284	5759	10.0	69.5	98	2499	9.4	30.2	92	4099	9.9	49.5	96	349	9.5	4.2	93
NEWHART	C 9240	6904	12.0	74.7	105	3051	11.4	33.0	100	4777	11.5	51.7	101	370	10.0	4.0	88
ONE DAY AT A TIME	C 7288	5164	9.0	70.9	100	2370	8.9	32.5	99	3757	9.0	51.6	100	*262	7.1	3.6	79
PEOPLE ARE FUNNY	N 4855	3529	6.1	72.7	102	1699	6.4	35.0	106	2539	6.1	52.3	102	*246	6.7	5.1	111
REAL PEOPLE	N 8869	6298	11.0	71.0	100	2983	11.2	33.6	102	4437	10.7	50.0	97	478	13.0	5.4	118
REMINGTON STEELE	N 7743	5317	9.2	68.7	97	2548	9.5	32.9	100	3740	9.0	48.3	94	285	7.7	3.7	81
RIPLY'S BELIEVE IT - NOT A	A 5345	3934	6.8	73.6	104	1837	6.9	34.4	104	2825	6.8	52.9	103	365	9.9	6.8	150
RIPTIDE	N 6988	4872	8.5	69.7	98	2441	9.1	34.9	106	3504	8.4	50.1	98	358	9.7	5.1	113
SCARECROW & MRS. KING	C 10002	6784	11.8	67.8	96	3211	12.0	32.1	97	5051	12.2	50.5	98	505	13.7	5.0	111
SIMON & SIMON	C 10638	7550	13.1	71.0	100	3567	13.4	33.5	102	5214	12.5	49.0	96	395	10.7	3.7	82
60 MINUTES	C 13293	9448	16.4	71.1	100	4653	17.4	35.0	106	6825	16.4	51.3	100	763	20.7	5.7	126
ST. ELSEWHERE	N 7017	5237	9.1	74.6	105	2562	9.6	36.5	111	3884	9.3	55.4	108	453	12.3	6.5	142
THREE'S COMPANY	A 10917	8068	14.0	73.9	104	3615	13.5	33.1	100	5574	13.4	51.1	99	551	15.0	5.0	111

SOUP, MEAT, FISH, POULTRY PRODUCTS, CONDIMENTS & DRESSING

(FEMALE HOMEMAKERS)

	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
BOTTLED BARBECUE SAUCE (IN LAST 30 DAYS)	27.5	59.2	29.1	23.4	43.4	17.4
BOTTLED SEASONING SAUCE (IN LAST 30 DAYS)	25.6	60.5	22.8	18.5	51.7	21.0
CONDIMENTS						
CATSUP	33.1	66.6	29.1	20.9	37.8	12.5
MUSTARD	12.5	36.6	24.0	28.8	63.5	34.6
COOKING SPRAY, NON-STICK	20.8	60.7	21.9	18.7	57.3	20.6
FROZEN COMPLETE TV DINNERS	35.9	71.0	31.1	25.3	33.0	3.7
FROZEN MAIN COURSES	34.4	68.3	37.2	27.4	28.5	4.3
MAYONNAISE, SALAD DRESSING & OILS						
DRY MIXED DRESSING	40.1	76.4	27.6	18.4	32.3	5.3
LIQUID PREPARED DRESSING	42.7	75.0	25.4	16.1	31.9	8.9
MAYONNAISE & MAYONNAISE TYPE DRESSING	31.2	62.3	33.3	25.0	35.5	12.7
SALAD OR COOKING OILS	31.7	65.2	27.8	20.5	40.5	14.3
MEAT, FISH & POULTRY PRODUCTS						
CANNED HAM	23.1	61.4	28.6	29.0	48.2	9.7
CANNED TUNA	28.8	57.6	47.1	36.9	24.1	5.5
COLD CUTS	25.3	53.5	34.8	34.8	40.0	11.7
FRANKFURTERS & WIENERS	25.7	55.0	52.0	41.2	22.3	3.8
PORK SAUSAGES	25.7	56.3	48.7	39.8	25.6	3.9
TENDERIZERS	31.5	69.4	37.3	25.5	31.2	5.2
PANCAKE & TABLE SYRUP	18.0	51.3	28.2	26.7	53.8	21.9
SOUP, CANNED	21.8	44.1	47.5	48.5	30.7	7.4
SOUP/LUNCH MIX, DRY & DRY BOUILLON	24.0	57.8	47.1	42.2	28.8	
SUGAR, WHITE	31.8	69.4	29.0	23.1	39.1	7.5

Simmons Market Research Bureau, Inc.

219 East 42 Street, New York, NY 10017 (212) 867-1414